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Partnership and Sponsor Outreach Strategy

Sponsors and partners appear as visible co storytellers in She Is Beautiful, with presence that extends far beyond a logo on a screen. The collaboration between She Is Hope LA, Pixel Perfect Photography, and Just Like A Mirage PR is rooted in long standing creative relationships, my board service with She Is Hope LA, and active work inside the industry. That mix allows the event to be funded through a blend of cash sponsorships, in kind production support, and artist trade instead of relying only on traditional checks.

The anchor venue partnership is secured through a negotiated artist trade that offers a full Living Room Laughs production in exchange for a significant portion of the ballroom and catering costs. Living Room Laughs is a proven, professional comedy experience that I produce in private homes and small venues. By placing that show on the venue calendar as a separate member or client event, the partner receives market value entertainment and additional publicity, while She Is Hope LA gains access to a historic space that would normally sit outside a nonprofit budget. This kind of trade is possible because of existing trust with venues and vendors built over years of shows, shoots, and live productions.

Sponsor outreach follows a clear tiered structure so partners know exactly what they are supporting and how they will be seen. A small group of Title and Presenting Sponsors receive top line name placement on the step and repeat, the program, and the primary photo gallery, along with first invitation to renew for the next year. Supporting Sponsors are recognized on specific elements such as "mother tables," portrait stations, or the jazz band. Community Partners and In Kind Sponsors receive focused acknowledgment tied to their contribution, such as childcare, decor, wellness services, or food. Each tier has defined benefits in three areas: visibility in the room, visibility in photos and recap content, and connection to mothers and families served by She Is Hope LA.

Securing those sponsors starts with a relationship map. The first priority list includes current donors, board contacts, Pixel Perfect clients, and brands that already align with housing,

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wellness, parenting, and creative work. Each receives a one page sponsorship overview and a short, tailored note that links their existing values to a specific part of the evening. Cold outreach focuses on companies that have a history of supporting women and families in Los Angeles, with clear examples of how their support will appear in images, program stories, and post event coverage. Follow up is tracked on a simple timeline so no potential partner is contacted only once.

To expand access and create an additional tier of support, the team will secure a streaming and ticketing partner that can support live viewing and virtual bidding. This allows out of town donors, alumnae, and extended networks to purchase virtual tickets, watch the show, and participate in the auction in real time. Partiful will serve as the tool for lower tier and community registrations, such as subsidized tickets and “friends of” tables, since it is mobile friendly and familiar to younger audiences. Higher tier sponsors and VIPs will be managed through direct outreach and concierge style communication from Just Like A Mirage PR so that every interaction feels personal and consistent with the tone of the night.

Comps and plus ones are built into the sponsorship structure so that key partners can invite women in their own networks who might benefit from connection to She Is Hope LA. On site, sponsors receive special recognition from the stage, in the printed program, and through short stories that highlight their partnership with single mothers in Los Angeles. Many of those recognitions are framed as awards in the names of sponsors or partners and presented to women in the room, which ties each brand to a specific mother’s story instead of a generic category.

Every table will include a discreet card with QR codes that link directly to the primary event hashtag and follow options. A proposed main hashtag is #ShowYourBeautifulMom, paired with secondary tags for She Is Hope LA and Pixel Perfect Photography. Guests can scan the code to follow all three accounts, view a live social feed, register for reminders, and post their own photos while tagging sponsors and partner brands. Pixel Perfect will seed the feed with behind the scenes content and selected portrait moments to encourage real time sharing and amplify sponsor visibility in authentic, guest generated ways.

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After the gala, each sponsor tier receives a tailored asset bundle that may include select photos featuring their representatives, short clips approved for social use, pull quotes from mothers and donors, and a recap email that quantifies impact in simple terms such as mothers served, funds raised, and audience reach. Title and Presenting Sponsors are invited into a short debrief conversation to discuss what worked for them and what could deepen the relationship in the next season. This approach treats sponsorship as an ongoing collaboration rather than a one night transaction.