



Quinceañera

The Marcia Contreras Legacy Celebration

SPONSORSHIP OPPORTUNITIES



15 AÑOS. 15 YEARS.

Mission Housing may not exist today if it weren't for Marcia Contreras.

The San Francisco native with raices in her beloved Nicaragua arrived at Mission Housing's doorstep 15 years ago and began her tenure amidst organizational turmoil — a dark cloud of uncertainty hovered above it. Mission Housing had lost its way.

Colorless. Rudderless. Doomed to fail. Mission Housing's obituary was all but written on the wall.

But to the surprise of no one who knows Marcia, failure isn't in her vocabulary.



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In 15 years of blood, sweat and tears, the now Deputy Executive Director has turned the once reclamation project known as Mission Housing into a thriving labor of love.

With steady and nurturing hands, Marcia has the once teetering organization standing firm, proud, and on the precipice of uncharted greatness.

On July 18, 2024, Mission Housing is proud to host “Quinceañera: The Marcia Contreras Legacy Celebration” at the historic Verdi Club in San Francisco.

The celebration will be an opportunity to reflect on Marcia’s legacy at Mission Housing — one whose impact stretches across all of San Francisco and throughout the affordable housing industry. More importantly, it’s a legacy that has touched and transformed the lives of thousands of low-income families.

MISSION HOUSING IS...



41 BUILDINGS



2,500 UNITS



3,300 RESIDENTS



50+ SERVICE PARTNERS

IN SUPPORT OF RESIDENT SERVICES

“Quinceañera: The Marcia Contreras Legacy Celebration” will raise vital gap funding for Mission Housing’s Resident Services programs. Marcia spent 8 years as the Director of Resident Services before becoming the Deputy Executive Director. It is a department she built from the ground up. Every one of the 3,300-plus people who call Mission Housing “home” is eligible to receive stabilizing support of the portfolio of resident services.





THE INAUGURAL MARCIA CONTRERAS

EMPOWERMENT SCHOLARSHIP

I'm a firm believer that we stand on the shoulders of those who came before us.

When I started working at Mission Housing in 2009, it was because someone had a belief in me and my potential. And here I am, 15 years later, with the opportunity and desire to empower the next generation of leaders.

I look back on my 15 years at Mission Housing and the thousands of people I've met across our sites, I know that the people who live in our communities are capable of great things through the power of higher education.



THE INAUGURAL MARCIA CONTRERAS EMPOWERMENT SCHOLARSHIP

It's for that reason, I am proud to announce the inaugural "Marcia Contreras Empowerment Scholarship."

This scholarship is a symbol of my belief in the communities I've helped create, preserve and stabilize in my first 15 years at Mission Housing.

I hope the recipient of this award has their journey through the higher education system made just a little less challenging and heads into their future feeling empowered to do great things in their life and for their community.

PRESENTING SPONSOR

The "Presenting Sponsorship" is limited to 1 company or organization.

- Table for 8 with company or organization logo
- Exclusive company mention in event branding
- Exclusive logo presence front stage
- Logo on step-and-repeat (red carpet entrance)
- Logo presence (360 photobooth)
- Digital banner on event webpage with hyperlink
- Logo and tag on social media (Posts)
- Full page ad in program
- Speaking opportunity at event
- Logo on T-shirt front
- Logo on t-shirt back

Investment: \$50,000



PADRINO/ MADRINA SPONSOR

- Table for 8 with company or organization logo
- Banner at event with company or organization logo
- Logo with hyperlink on event webpage
- Logo and tag on social media (Stories)
- Full page ad in program
- Logo on t-shirt back

Investment: \$10,000



CORONA SPONSOR

- Table for 8 with company or organization logo
- Official “bar” sponsor at event
- Logo presence at event bar (pictured)
- Logo with hyperlink on event webpage
- Logo and tag on social media (Stories)
- Half page ad in program
- Logo on t-shirt back

Investment: \$5,000



Quinceñera



**FIVE
STAR
BANK**



MESA SPONSOR

- Table for 8 with company or organization logo
- Logo with hyperlink on event webpage
- Half page ad in program

Investment: \$2,000



On July 18, 2024, Mission Housing is proud to host “Quinceañera: The Marcia Contreras Legacy Celebration” at the historic Verdi Club in San Francisco. The celebration will be an opportunity to reflect on Marcia’s legacy at Mission Housing — one whose impact stretches across all of San Francisco and throughout the affordable housing industry. More importantly, it’s a legacy that has touched and transformed the lives of thousands of low-income families.

Mission Housing invites you to join the celebration by sponsoring “Quinceañera” at one the following levels. Proceeds from this event provide vital funding to the Resident Services programs at Mission Housing.

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Investment: \$50,000

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Investment: \$10,000

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Investment: \$5,000

MESA SPONSOR

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Investment: \$2,000

To fill out this form online, visit MissionHousing.org/quince

Yes, I'd like to sponsor “Quinceañera” at the _____ level.

Please fill out the credit card form and email it to LROSALES@missionhousing.org or mail a check with this form to:

Mission Housing Dev. Corp.
474 Valencia St. Suite 280
San Francisco, CA. 94103

Name on credit card

Billing address

Credit card number

Card type (Visa, MC, etc.)

Expiration Date

Security Code

Company or Organization

Sponsorship level



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Thank you for your interest and support. Please contact Leslie Rosales to make a sponsorship pledge or if you have any questions.

LRosales@MissionHousing.org
(415) 864-6432