

Sponsorship Information & Benefits 2026



Hugs GALA

MARCH
7

SATURDAY
6 PM

RENAISSANCE DALLAS AT
PLANO LEGACY WEST



Ashton's Story

Dear Friends of Hugs,

When I first started at Hugs Cafe, I was in the dish room. I was shy with customers and nervous around other staff. But as I learned and grew, I found my voice. Today, I work not only in the café but also on our production team—I even know our recipes by heart!

Hugs has given me the chance to share my ideas, and I'm proud to serve as an Ambassador for our mission. I've met with the City of Dallas, spoken with community organizations, and most recently traveled to Tulsa, Oklahoma. On that trip, I helped secure a 7-figure gift from The Mabee Foundation to support our future Hugs Headquarters. That was an incredible moment I will never forget.

I believe in what we are building together, and I tell everyone my goal is to help raise all the millions of dollars to make sure Hugs continues to grow and change lives—just like it changed mine.

Your support means so much—not just to me, but to every team member at Hugs.

I can't wait to see you at the Gala!

With gratitude,
Ashton





Sponsorship Opportunities

THIS PAGE LISTS THE "PRIMARY" SPONSORSHIPS THAT ARE AVAILABLE.

SEE NEXT PAGE FOR "ADD-ON" SPONSORSHIPS FOR ADDITIONAL
NAMING OPPORTUNITIES AT THE EVENT.

PLATINUM SPONSOR

10 SEATS AT THE EVENT

NAME/LOGO ON SCREEN & IN PROGRAM

LOGO ON TABLE PLACECARD

FULL PAGE AD IN THE PROGRAM

NAME RECOGNIZED ON HUGS CAFE

LEGACY WALL

PREMIUM TABLE LOCATION

TABLE BUTLER

\$25,000

HOPE SPONSOR

10 SEATS AT THE EVENT

FULL PAGE AD IN THE PROGRAM

RECOGNITION ON SPONSOR SIGNAGE

MENTIONED DURING SPONSOR THANKS

NAME/LOGO ON SCREEN & IN PROGRAM

LOGO ON TABLE PLACECARD

\$15,000

UNDERSTANDING SPONSOR

8 SEATS AT THE EVENT

FULL PAGE AD IN THE PROGRAM

RECOGNITION ON SPONSOR SIGNAGE

MENTIONED DURING SPONSOR THANKS

NAME/LOGO ON SCREEN & IN PROGRAM

LOGO ON TABLE PLACECARD

\$10,000

GRACE SPONSOR

6 SEATS AT THE EVENT

HALF PAGE AD IN THE PROGRAM

RECOGNITION ON SPONSOR SIGNAGE

MENTIONED DURING SPONSOR THANKS

NAME/LOGO ON SCREEN & IN PROGRAM

LOGO ON TABLE PLACECARD

\$7,500

SUCCESS SPONSOR

4 SEATS AT THE EVENT

QUARTER PAGE AD IN THE PROGRAM

RECOGNITION ON SPONSOR SIGNAGE

MENTIONED DURING SPONSOR THANKS

NAME/LOGO ON SCREEN & IN PROGRAM

LOGO ON TABLE PLACECARD

\$5,000

GROUP TABLE

TABLE "HOST" NAME IN THE PROGRAM

10 SEATS AT EVENT

TABLE SIGNAGE

\$3,000



Add-On Sponsorships

THIS PAGE LISTS THE “ADD-ON” SPONSORSHIPS THAT ARE AVAILABLE AT THIS YEAR’S GALA. THESE SPONSORSHIP DO NOT INCLUDE A TICKET OR TABLE AT THE EVENT AND ARE INTENDED TO PROVIDE A UNIQUE BRANDING OPPORTUNITY FOR YOU. THERE ARE ONLY ONE OF EACH OF THESE AVAILABLE.

LIVE AUCTION SPONSOR

LOGO ON AUCTION PADDLES
MENTION DURING LIVE AUCTION
HALF PAGE AD IN THE PROGRAM
LOGO IN PROGRAM
NAME/LOGO ON SCREEN

SOLD

BAR SPONSOR

CUSTOM NAPKINS
SIGN ON EACH BAR
MENTIONED DURING SPONSOR THANKS
HALF PAGE AD IN THE PROGRAM
LOGO IN PROGRAM

\$8,000

VALET SPONSOR

NAME/LOGO ON SCREEN
BRANDED KEEPSAKE IN EACH CAR
SIGNAGE AT PICK UP & DROP OFF AREA
HALF PAGE AD IN THE PROGRAM
LOGO IN PROGRAM

\$8,000

HEADS OR TAILS SPONSOR

NAME/LOGO ON SCREEN
MENTION FROM THE STAGE
HALF PAGE AD IN PROGRAM
FLIP COIN ON STAGE
LOGO IN PROGRAM

SOLD

ENTERTAINMENT SPONSOR

NAME/LOGO ON SCREEN
HALF PAGE AD IN THE PROGRAM
SIGN ON STAGE

SOLD

DEPARTING GIFT SPONSOR

LOGO ON COOKIE PACKAGES
HALF PAGE AD

SOLD

STOCK THE BAR SPONSOR

SIGN AT STOCK THE BAR PULL
LISTED IN PROGRAM

SOLD

PHOTO BOOTH SPONSOR

LOGO ON PHOTO
LISTED IN PROGRAM

SOLD

SILENT AUCTION SPONSOR

SIGN AT SILENT AUCTION TABLE
LISTED IN PROGRAM

SOLD





Sign-Up & Contact Info

To explore available sponsorships
and to sign-up, visit

hugsgala.org

**Questions or need help?
Contact Evan Jones at
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