

# Sponsorship Information & Benefits 2026



*Hugs*  
GALA

MARCH  
7

SATURDAY  
6 PM

RENAISSANCE DALLAS AT  
PLANO LEGACY WEST



**Hugs**  
GALA

# 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](http://hugsgala.org)

**Questions or need help?**

**Contact Evan Jones at**

**[evan@hugscafe.org](mailto:evan@hugscafe.org)**

