



- sponsorship package -

GOOD SAMARITAN NIGHT *at* PIXAR ANIMATION STUDIOS

Thursday, Nov 9th • 5:30 – 9 PM • Pixar Animation Studios • Emeryville, CA

Celebrating **INCLUSIVITY**

Celebrate Disney•Pixar's *Coco*, a colorful and captivating story set in Mexico, about an aspiring musician on an extraordinary journey to unlock the real story behind his family history. Enjoy a colorful and festive reception with insider access to the Pixar Art Gallery dedicated to *Coco*, reserved seating at a private screening of the film, and more.

Honor diverse Bay Area residents preparing for a brighter tomorrow. Our guests will include a range of Good Samaritans—striving local children and parents, philanthropists, business leaders and local community leaders. Sponsors, too, can set aside tickets for their community partners or more of our organization's hardworking participants.

This special event is a benefit for the Good Samaritan Family Resource Center, which for 123 years has been connecting immigrants to opportunity.



GOOD SAMARITAN
FAMILY RESOURCE CENTER, INC.

sponsor levels & benefits



❧ LA ILUMINACIÓN/ILLUMINATION SPONSOR | \$30K

- Thirty (30) Reserved Seats at Screening and VIP Reception
- Fifteen (15) Pixar Studios pre-event 'Guided' Tour Passes (start time approx. 5 PM)
- Special recognition options: we can run a 30 second promotional video at the screening, display onsite signage, and acknowledge your sponsorship both from the stage and on the invitation (if we receive a logo by mid-September)

❧ MARAVILLA/MARIGOLD SPONSOR | \$20K

- Twenty (20) Reserved Seats at Screening and VIP Reception
- Ten (10) Pixar Studios pre-event 'Guided' Tour Passes (start time approx. 5 PM)
- Special recognition options: we can run a 30 second promotional video at the screening, display onsite signage, and acknowledge your sponsorship both from the stage and on the invitation (if we receive a logo by mid-September)

❧ AMISTAD/FRIENDSHIP SPONSOR | \$10K

- Ten (10) Reserved Seats at Screening and VIP Reception
- Five (5) Pixar Studios pre-event 'Guided' Tour Passes (start time approx. 5 PM)
- Special recognition on screen, through onsite signage, from a speaker, and on the invitation (if we receive a logo by mid-September)

❧ UNIDAD/UNITY SPONSOR | \$5K

- Five (5) Reserved Seats at Screening and VIP Reception
- Special recognition on screen and through onsite signage

To learn more, please contact
Alexandra Cespedes Kent, Director of Giving
ackent@goodsamfrc.org (415) 401.4262

To see a *Coco* trailer or purchase individual event tickets,
visit **www.goodsamFRC.org/PixarEvent**



WHAT DOES GOOD SAMARITAN DO?

A nonprofit with headquarters in San Francisco's Latino cultural district, Good Samaritan:

- Boosts diverse children's school readiness and inclusion.
- Equips immigrant parents with the know-how, leadership skills and social capital to guide their family's success.
- Engages a diverse circle of San Franciscans in making the Bay Area a more equitable place for all.

WHAT IS GOOD SAMARITAN'S HISTORY?

The Episcopal Church started Good Samaritan in 1894 as a settlement house for European newcomers. In the 1960s, Spanish-speaking immigrants began coming through our doors. In 1989, the Loma Prieta earthquake damaged our Potrero Avenue building beyond repair. After raising funds to rebuild, the Church spun us off and we reopened as a Family Resource Center focused on improving childhood outcomes in the Mission neighborhood. In recent years, we have opened a new site in the Bayview district, which serves diverse families.

WHO ARE GOOD SAMARITAN'S CLIENTS?

Good Samaritan serves 2,500 people annually in the Mission neighborhood—nearly all of whom are hardworking Latino newcomers. Unfortunately, about 62% of the Latino children living near our headquarters fall below 300% of the poverty line. In the Bayview, where Good Samaritan has a second site, 38% of local families are headed by a single female caregiver, and 38% of these households are in poverty. Here, our participants are 38% African American, 33% Latino, and 9% Asian.

Our clients deal with damaging racial stereotypes and do not have consistent access to good schools, jobs, affordable housing, child care or parenting support. A growing number face homelessness and hunger. Still, they forge ahead, dedicating themselves to family, work, and San Francisco.

WHAT MAKES GOOD SAMARITAN UNIQUE?

- We are experts in childhood development. For 25 years, we have operated a licensed, dual language, model preschool. It serves as a learning lab for our other, more scalable early literacy and parent programs.
- We are experts in partnering with urban children and teens of diverse backgrounds to improve their school readiness and social inclusion.
- We engage immigrant parents wholeheartedly. Nearly half of the parents enrolled in our programs participate in more than one service area, including our semester-long English as a Second Language classes, our maternal or paternal parent support groups, our parent-child interactive groups, or our in-depth parent leadership programs.
- Our employees reflect the communities we serve. For example, Mario Paz, our chief executive for ten years, is the son of immigrants from El Salvador who made San Francisco home. Of the rest of our team, 96% are bilingual.

WHAT ARE GOOD SAMARITAN'S FUTURE GOALS?

We are raising investment capital to build and launch our second dual language preschool, expand our highly-regarded youth development programs, and share our expertise and program models more widely.





About **Coco**

Despite his family's baffling generations-old ban on music, Miguel (voice of newcomer **Anthony Gonzalez**) dreams of becoming an accomplished musician like his idol, Ernesto de la Cruz (voice of **Benjamin Bratt**). Desperate to prove his talent, Miguel finds himself in the stunning and colorful Land of the Dead following a mysterious chain of events. Along the way, he meets charming trickster Hector (voice of **Gael García Bernal**), and together, they set off on an extraordinary journey to unlock the real story behind Miguel's family history. Directed by Lee Unkrich ("Toy Story 3"), co-directed by Adrian Molina (story artist "Monsters University") and produced by Darla K. Anderson ("Toy Story 3"), Disney•Pixar's "Coco" opens in U.S. theaters on Nov. 22, 2017.

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