

SPONSORSHIP GUIDE



PRESENTS

ILLUMINATING HOPE

**BOOTS**  
& *Bling*  
SOIRÉE

MARCH 28, 2025

HOSTED BY:  D'VINE GRACE  
VINEYARD, MCKINNEY, TX



Our venue is generously sponsored by D'Vine Grace Vineyard, an elegant, villa-style event center nestled in the heart of McKinney, TX, known for its breathtaking scenery and luxurious ambiance.



  
Meals on Wheels  
COLLIN COUNTY  
THE EVENT

ILLUMINATING HOPE  
**BOOTS**  
& *Bling*  
SOIRÉE

PRESENTED BY  **Globe Life**

Friday, March 28, 2025  
6:00 pm - 11:00 pm

D'Vine Grace Vineyard  
3747 Grace Ranch Trail  
McKinney, TX 75071

Attire: "Boots & Bling"  
Western flair with  
a touch of elegance!

Dinner & Dancing  
Silent Auction  
Awards  
Gaming  
Live Entertainment





## HOWDY!

Since 1976, Meals on Wheels Collin County has provided essential nutrition and hunger relief services to at-risk seniors and disabled adults. As one of the largest volunteer-driven organizations in the area, we collaborate with businesses, faith-based groups, civic organizations, and community partners to deliver meals, combat isolation, and bring hope to those in need across Collin County.

## 121,023 SENIORS

currently live in Collin County out of 807,532 people.

## 12 MILLION SENIORS

nationwide experience or are at risk of hunger.

## OVER HALF-MILLION

were prepared, packaged, delivered and served to Collin County seniors by our organization in fiscal year 2024 (Oct 2023 - Sept 2024). By 2030, all Baby Boomers will be over 65, leading to an estimated 73 million seniors in the U.S. We remain dedicated to serving the many seniors in need of our support now and in the near future, ensuring that no senior in Collin County goes hungry.

Sources: [mealsonwheelsamerica.org/facts](https://mealsonwheelsamerica.org/facts)

County Population Totals and Components of Change: 2020-2022



## CHALLENGES OUR SENIORS FACE...

In 2023, nearly **7 MILLION** seniors aged 60 and older in the U.S. were considered food insecure, representing about 8.7% of the senior population.

Approximately **11%** of seniors in Texas live below the poverty line, contributing to higher rates of food insecurity, especially among seniors of color and those in rural areas.

Approximately **ONE IN FOUR** seniors in Texas reported feeling socially isolated. Social isolation can lead to a higher risk of conditions like heart disease, depression, and cognitive decline.

**23%** of people aged 60 and older report having mobility difficulties. This limits their ability to shop for groceries or prepare meals, increasing dependence on meal delivery services.



## OUR IMPACT AT-A-GLANCE

Our meals and well-checks have a meaningful impact on our seniors' lives:

95% report improved health

66% have seen a reduction in emergency hospital visits

84% experience a better quality of life living independently in their homes

82% are less isolated due to regular well-check visits and meal deliveries

Meals on Wheels Collin County offers essential programs that extend beyond meal delivery—we bring hope and comprehensive support to seniors. Along with home-delivered and congregate meals, we offer specialized services like our PAWS Program to care for seniors' pets and Emergency Response Services for crisis situations. Our case management helps seniors navigate challenges like healthcare and housing, while the Generation Project fosters intergenerational relationships that provide companionship and emotional support.

We are dedicated to meeting the diverse needs of seniors and ensuring they live with dignity and independence.

To see the full impact of our programs, scan our annual report here:



Dear Community Partner,

Meals on Wheels Collin County is excited to invite you to our 2nd Annual “Illuminating Hope Gala”! This year, we’re adding a twist with a **Boots & Bling Soirée** on Friday, March 28, 2025, at D’Vine Grace Vineyard in McKinney, Texas. Get ready for an unforgettable evening as we celebrate the spirit of Grit, Grace, and Giving Back—the essence of what you help us achieve.

We honor the *grit*—the resilience required to fight senior hunger and isolation. We celebrate the *grace* that guides our mission, a reflection of your compassion and unwavering support. And we cherish the joy of *giving back*, which unites us in making a lasting difference in the lives of seniors.

Thanks to your incredible support, last year’s inaugural gala raised over \$140,000, enabling us to deliver more than 500,000 meals to seniors and adults with disabilities. Your contributions also empowered us to strengthen partnerships with first responders, expand our emergency services, and grow the **Generation Project**, which fosters meaningful connections between youth and seniors. As we look ahead, we are determined to further build our *Community of Solutions*, bridging health disparities and serving even more seniors in need. This year, we aim to raise \$150,000 to continue expanding our programs—and we need your help! We invite you to join us by becoming a sponsor, donating to our auction, and/or reserving a table for the event.

We’re rolling out the red carpet for a Boots and Bling Western Experience! Dust off your favorite boots, add some sparkle, and join us for a night of *dinner, dancing, live music, casino games, and heartfelt celebration*—all to support our mission of Delivering Hope to Collin County’s seniors.

Enclosed, you’ll find sponsorship details with more information on how to get involved. For questions or to confirm your participation, please see the contact information below. Together, let’s Illuminate Hope for the seniors in our community!

Sincerely,



Marzella Tyson, M.P.H.  
CEO/ Executive Director



Dameon Madison  
Campaign Director/Major Gifts Officer

**Contact: Development Office**

Direct Line: 972-632-3117  
Email: [hopegala@mealsonwheelscc.org](mailto:hopegala@mealsonwheelscc.org)



# SPONSORSHIP OPPORTUNITIES

## HIGH ROLLERS OF HOPE SPONSOR ~~SOLD OUT~~

- Recognition as Presenting “High Roller of Hope” Sponsor on all event media
- Reserved premium table with special signage for 16 guests (two tables)
- Exclusive access to VIP Cocktail Reception (with signature premium cocktails)
- Opportunity to customize your sponsorship package to accommodate your brand’s marketing goals\*
- Live message from the podium or video played at the event
- Dedicated staff for bar and wine table service during event
- Special recognition by Special Host during the event
- Full- page ad in Illuminating Hope Event Program
- Recognition in Gala invitation, event signage, and sponsor recognition video
- Logo featured on MOWCC Gala website and main homepage

**\$25,000**

**THIS  
SPONSORSHIP  
WILL PROVIDE  
3,000  
MEALS**

## PIONEERS OF HOPE SPONSOR

- Recognition as a “Pioneer of Hope” Sponsor on all event media
- Reserved premium table with special signage for 16 guests (two tables)
- Opportunity to customize your sponsorship package to accommodate your brand’s marketing goals\*
- Exclusive access to VIP Cocktail Reception (with signature premium cocktails)
- Company video played at event (5-slides pictures with logo)
- Dedicated staff for bar and wine table service during event
- Special recognition by Special Host during the event
- Full-page ad in Illuminating Hope Event Program
- Recognition in Gala invitation, event signage, and sponsor recognition video
- Logo featured on MOWCC Gala website and main homepage

**\$10,000**

**THIS  
SPONSORSHIP  
WILL PROVIDE  
1,242  
MEALS**

\*Please contact our Development Team to discuss how we can tailor a sponsorship package to align with your specific marketing goals and objectives.

## **GOLD SPURS OF HOPE SPONSOR**

**\$5,000**

- Reserved premium table with special signage for 8 guests (one table)
- Exclusive access to VIP Cocktail Reception (with signature premium cocktails)
- Special recognition by Special Host during the event
- Full-page ad in Illuminating Hope Event Program
- Recognition on event signage, and sponsor video
- Logo featured on MOWCC Gala website and main homepage

## **WRANGLERS OF HOPE SPONSOR**

**\$2,500**

- Reserved premium table with special signage for 8 guests (one table)
- Half-page ad in Illuminating Hope Event Program
- Recognition on event signage, and sponsor video
- Logo featured on MOWCC Gala website

## **WESTERN STARS OF HOPE SPONSOR**

**\$1,000**

- Reserved premium table with special signage for 8 guests (one table)
- Half-page ad in Illuminating Hope Event Program
- Recognition as Western Star of hope on event signage, and sponsor video
- Logo featured on MOWCC Gala website

## **PRAIRIE PALS INDIVIDUAL SEATS**

**\$150**

Recognition in sponsor video, and program book

**THIS  
SPONSORSHIP  
WILL PROVIDE  
621  
MEALS**

**THIS  
SPONSORSHIP  
WILL PROVIDE  
310  
MEALS.**

**THIS  
SPONSORSHIP  
WILL PROVIDE  
124  
MEALS.**

**THIS  
SPONSORSHIP  
WILL PROVIDE  
18  
MEALS.**



## UNDERWRITING OPPORTUNITIES

### "GOLD RUSH" CASINO & ENTERTAINMENT **\$7,000**

Full-page ad in Illuminating Hope Event Program  
Recognition on event signage, and sponsor video  
Reserved seating for four (4) guests  
Exclusive Signage Casino Area

### WHISKEY & CIGAR ROUND-UP **\$5,000**

Full-page ad in Illuminating Hope Event Program  
Recognition on event signage, and sponsor video  
Reserved seating for four (4) guests  
Exclusive Signage in Whiskey & Cigar Round-Up area

### CACTUS BLOSSOM: FLORALS & DECOR **\$5,000**

Full-page ad in Illuminating Hope Event Program  
Recognition on event signage, and sponsor video  
Reserved seating for four (4) guests  
Recognition as Floral & Decor Sponsor

### COWBOY PRESS PRINTING **\$5,000 OR IN KIND**

Full-page ad in Illuminating Hope Event Program  
Recognition on event signage, and sponsor video  
Reserved seating for four (4) guests



## THE FUTURE: WHY YOUR SUPPORT IS CRITICAL

As the senior population continues to grow, Meals on Wheels Collin County must expand to keep up with the demand.

Your support will help us:

- Increase meal deliveries to keep pace with the growing number of seniors who rely on our services.
- Address health disparities by enhancing nutrition and safety programs tailored to vulnerable seniors.
- Strengthen collaborations with first responders and emergency services as part of our Community of Solutions initiative.
- Expand the Generation Project, creating more opportunities for meaningful intergenerational connections between youth and seniors.

# PLEDGE FORM

## SPONSORSHIP LEVELS

- High Roller of Hope Sponsor \$25,000
- Pioneer of Hope Sponsor \$10,000
- Gold Spur of Hope Sponsor \$5,000
- Wrangler of Hope Sponsor \$2,500
- Western Star of Hope Sponsor \$1,000

## TICKETS & DONATIONS

- Prairie Pal(s) Individual Ticket Qty \_\_\_\_ x \$150
- I wish to underwrite:
  - Gold Rush Gamble Casino \$7000
  - Cactus Blossom: Florals & Decor \$5000
  - Whiskey & Cigars Round-up \$5000
  - Cowboy Press Printing Sponsor \$5000
- I will not be able to attend, but would love to support this amazing cause in the amount of \$ \_\_\_\_\_

## BOOTS & BLING PROGRAM BOOKLET

- Full-page advertisement \$200
- Half-page page advertisement \$150

**TOTAL CONTRIBUTION** \$ \_\_\_\_\_

## DONOR INFORMATION

Company or Individual Name for Donor/ Sponsor Recognition:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

- I would like for this donation to remain anonymous.

## PAYMENT OPTIONS:

- Check: Meals on Wheels Collin County  
Illuminating Hope Gala  
600 N. Tennessee Street  
McKinney, TX 75069
- Online Credit Card: [mealsonwheelscc.org](http://mealsonwheelscc.org)
- Email Pledge: [hopegala@mealsonwheelscc.org](mailto:hopegala@mealsonwheelscc.org)
- Invoice our organization

Your donation may be tax deductible as a charitable contribution to Meals on Wheels Collin County, a 501(c)3 nonprofit organization.









# Meals on Wheels

COLLIN COUNTY

*Our mission is to combat hunger and isolation in disabled and older adults by providing nutritious meals enabling them to remain healthy and independent within their families, homes, and communities.*



[mealsonwheelscc.org](http://mealsonwheelscc.org)



(972) 562-6996 (Main)



600 N. Tennessee St.  
McKinney, TX 75069



[hopegala@mealsonwheelscc.org](mailto:hopegala@mealsonwheelscc.org)  
[frontdesk@mealsonwheelscc.org](mailto:frontdesk@mealsonwheelscc.org)

*We Deliver Hope*