



¡VIVA LA VIDA!

PRESENTED BY:



Friday, September 25, 2026

EVE

975 Waterfront Pl. Suite 400
San Diego, CA

SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR \$45,000	VIVA LA VIDA VISIONARY \$35,000	LEGACY CHAMPION \$25,000	AMBASSADOR OF HOPE \$15,000	LIFELINE LUMINARY \$10,000	COMMUNITY SUPPORTER \$5,000
--	--------------------------------	------------------------------------	-----------------------------	--------------------------------	-------------------------------	--------------------------------

PROGRAM RECOGNITION

Speaking Role (2–3 minutes)	✓					
Verbal Recognition from Stage	✓	✓				
Recognition During Event Program	✓	✓	✓			
Recognition in Printed Program	✓	✓	✓	✓	✓	✓

SEATING & EVENT ACCESS

VIP Table for 10 Premier Placement	✓	✓				
VIP Table for 10 Preferred Seating			✓			
One Table for 10 Guests				✓	✓	
Five Event Tickets						✓
VIP Reception Invitations	10	10	10	6	4	

BRAND VISIBILITY

Ad in Commemorative Program	Full-Page	Full-Page	Full-Page	Half-Page	Quarter-Page	
Logo placement on invitation, event signage, screens & website	✓	✓	✓	✓	✓	✓
Dedicated slide in program presentation	✓	✓				
Corporate message in official event video	✓	✓				

MEDIA & DIGITAL

Feature in Lifeline Spotlight (Video or Digital Story)	✓					
Social Media Recognition	Dedicated Post	Dedicated Post	✓	✓	✓	

Hosted by Lifeline Community Services, proceeds support programs serving more than 25,000 youth, adults, and families annually. In addition to the options above, we welcome the opportunity to tailor sponsorship benefits to align with your organization's goals.

WHY SPONSORS SAY YES

¡Viva la Vida! is one of San Diego's most anticipated nonprofit celebrations, convening more than 300 corporate, civic, nonprofit, and community leaders for an evening of storytelling, connection, and impact.

Sponsors value ¡Viva la Vida! for its credibility, audience quality, and alignment with leadership, workforce, and community priorities. Lifeline provides meaningful engagement opportunities beyond a single evening, along with clear post-event reporting to support internal ROI discussions.



ADDITIONAL OPPORTUNITIES

\$7,500 (LIMITED AVAILABILITY)

Bar Sponsor 4 available | Dessert Reception Sponsor 1 available
Centerpiece Sponsor 2 available | Entertainment Sponsor 2 available

Includes event tickets and VIP Reception access for 5 guests, category specific branding and recognition, and quarter-page ad in commemorative program.

INDIVIDUAL TICKETS AVAILABLE

Contact Lidia S. Martinez at lidiasmartinez619@gmail.com
for more information about sponsoring ¡Viva la Vida!

THE FUTURE WE AIM TO CREATE

Thriving communities begin with people who feel seen, supported, and empowered. Every year, more than 25,000 people across San Diego County turn to Lifeline for support rooted in trust, dignity, and culturally responsive care.

By showing up in moments that matter, we help youth and families navigate moments of crisis, build long-term stability, strengthen emotional well-being and resilience, and move towards a brighter tomorrow. That's the foundation of our work—and the future we're helping to create.



YOUR SUPPORT OPENS DOORS TO OPPORTUNITY

A sponsorship for ¡Viva la Vida! helps further Lifeline's mission of building self-reliance through high-quality, community-based services that change lives and reach more than 25,000 youth and families each year.

From all of us at Lifeline: thank you for shaping the future of our region with us.