



7th ANNUAL *Legacy of Grace* LUNCHEON
presented by *Morrison*
LIVING

2026 SPONSORSHIP PACKET

Opportunities to increase your company's visibility, recognition, and impact —
Celebrate 65 years of senior living ministry and help launch the
'No Family Alone' Dementia Support Fund.





Our Mission and Impact

Mission Statement

Morningside Ministries' faith-based, not-for-profit mission is to **enhance the dignity and quality of life for older adults**, their families, and caregivers with compassionate care.

Programs and Services Provided

- **Housing and healthcare** services across three supportive communities.
- **A full spectrum of care** at two communities, including independent living, assisted living, long-term nursing care, rehabilitation, and memory support.
- **Social, recreational and life enrichment** services, including dining, activities, lifelong learning, wellness, and pastoral care.
- **Essential support** services, including housekeeping, laundry, and maintenance.
- **Financial assistance** when needed: Our commitment to compassionate care, no matter what, is made possible by the generosity of people and companies like you.

Who We Serve

- **1,200+** senior residents in 2025, plus 1,024 more through home health care
- **Age:** 60-100+ years, average age 84
- **Gender:** 62% Female, 38% Male
- **Ethnicity:** 59% Caucasian; 39% Hispanic; 2% African American and other
- **Low income:** 9% overall; 53% of long-term care residents

Your sponsorship will mark Morningside's 65th year and help us begin the next chapter in our shared commitment to serving the community.





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About the Event

No family should face dementia alone.

On **October 21, 2026**, Morningside Ministries will bring together business leaders, civic partners, philanthropists, residents, and families for the **7th annual Legacy of Grace Luncheon** at **The Ralston**, overlooking the San Antonio Zoo's **new gorilla habitat** — a stunning backdrop to celebrate 65 years of ministry and launch the **'No Family Alone' Dementia Support Fund**, connecting families to trusted guidance, education, and resources. It's the heart of Morningside's **Circle of Care**, a commitment to helping elders live their best lives and offering families a roadmap after the diagnosis.

2026 FUNDRAISING GOAL ► **\$165,000**

Event At A Glance

Date October 21, 2026

Time 11: 30 am Reception | 12:00 pm Program

Location The Ralston, 834 E Hildebrand, SATX 78212

Keynote To be announced

The **'No Family Alone' Dementia Support Fund** will equip family caregivers with the tools and resources they need to navigate the complex health care system, connect them with vital services, and offer memory care financial assistance when needed.

Circle of Care is more than a program. It's a promise that no family faces dementia alone. Together, we can keep the promise.

Gorillas are highly social and family-oriented primates whose lives revolve around community, protection, and deep caring for one another.





Sponsorship Circles and Benefits

Presenting Circle – \$15,000 — **SOLD**

- **Presenting Naming Rights:**
“Legacy of Grace Luncheon presented by [Company Name/Logo]”
- **Keynote Introduction:**
Your executive introduces keynote speaker.
- **Impact Video Feature:**
60–90 second co-branded video during program.
- **Custom Impact Story:**
A dedicated feature article highlighting your organization’s philanthropy in our newsletter and annual report.
- **Exclusive Branding:**
Logo on slides, email header, and program cover.
- **Premier Visibility:**
Step-and-repeat, top placement on all materials, plus full-page logo ad in printed program booklet.
- **Year-round Recognition:**
Linked logo with priority placement for 12 months.
- **Media Outreach:**
Inclusion in press releases and media outreach.
- **Employee Recognition:**
Acknowledgment of team members as part of the Morningside family.
- **Two (2) VIP Tables:**
Premium seating for **16 guests**.

Sponsor benefits can be custom tailored to meet your goals.



Sponsorship Circles and Benefits

Legacy Circle — \$10,000

- **Premier Visibility:** Highly prominent logo placement on all event signage, digital displays, and marketing materials, plus half-page logo ad in printed program booklet.
- **Mission Moment Introduction:** An exclusive opportunity for sponsor representative to share a brief, values-aligned introduction from the stage.
- **Two VIP Tables:** Priority seating for up to **16 guests** in the best viewing area of the ballroom.
- **Custom Impact Story:** A dedicated feature article highlighting your organization's philanthropy in our newsletter and annual report.
- **Year-Round Recognition:** Continuous linked logo with prominent placement on Morningside Ministries website for 12 months.

Grace Circle — \$5,000

- **Premium Visibility:** Prominent logo placement on sponsor board at venue entrance and digital displays, plus quarter-page logo ad in booklet.
- **Stage Recognition:** Special live verbal acknowledgment and thank-you from the podium during the luncheon.
- **VIP Table:** One prime table providing exceptional seating for **8 guests**.
- **Social Media Spotlight:** A dedicated individual post featuring your business across all Morningside social media channels.
- **Impact Photo Assets:** Complimentary professional group photos from the event for your corporate PR use.
- **Year-Round Recognition:** Standard logo branding on website for 12 months.

Sponsor benefits can be custom tailored to meet your goals.



Sponsorship Circles and Benefits

Compassion Circle — \$3,500

- **Brand Recognition:** Logo on sponsor board at venue entrance.
- **Program Acknowledgment:** Standard logo in printed program booklet.
- **Screen Loop:** Logo on rotating slides throughout program.
- **VIP Table:** One beautifully positioned table for **8 guests**.
- **Group Social Media Post:** Included in a collaborative social media thank-you feature honoring our major donors.
- **Year-Round Recognition:** Standard logo branding on website for 12 months.

Friendship Circle — \$2,000

- **Name Recognition:** Name included on sponsor board, rotating slides, and printed program booklet.
- **Year-Round Recognition:** Text listing only on website for 12 months.
- **Table:** One reserved general seating table for **8 guests**.

Underwriting Opportunities — Help offset event costs, allowing ticket sales to directly fund dementia family support and memory care financial assistance.

- **Photography Sponsor — \$1,000 — SOLD** Covers the professional event photographer. Includes exclusive branding on the digital photo gallery delivered to guests post-event. Includes two (2) complimentary event tickets.
- **Centerpiece Sponsor — \$750 — SOLD** Funds the themed centerpieces. Includes custom tent-card signage featuring your name or logo within every arrangement. Includes one (1) complimentary event ticket.
- **Signature Beverage Sponsor — \$500 — SOLD** Underwrites the refreshing *Morningside Mocktail* for attendees before meal service. Includes on-site signage recognition.



Sponsorship Benefits Summary

Brand Visibility	Presenting-SOLD	Legacy	Grace	Compassion	Friendship
Event Naming Rights	✓ (exclusive)	—	—	—	—
Program Listing	Full page	½ page	¼ page	Name only	Name only
Logo Placement	Top	High	Standard	Standard	Name only
Annual Report Recognition	Feature	Logo	Logo	Name	Name
Website Recognition	Premium	High	Standard	Standard	Name only
Social Media Spotlight	✓	✓	✓	—	—
Group Thank-You Post	—	—	✓	✓	✓
On-Screen Recognition	✓	✓	✓	✓	✓
Employee Recognition	✓	—	—	—	—
Mission Storytelling	Presenting-SOLD	Legacy	Grace	Compassion	Friendship
Impact Video Feature	✓ (exclusive)	—	—	—	—
Custom Impact Story	✓	✓	—	—	—
Newsletter Feature	✓	✓	✓	—	—
Quarterly Impact Updates	✓	✓	✓	—	—
Leadership Recognition	Presenting-SOLD	Legacy	Grace	Compassion	Friendship
Keynote Introduction	✓ (exclusive)	—	—	—	—
Mission Moment Introduction	—	✓	—	—	—
Stage Recognition Spotlight	—	—	✓(group)	—	—
CEO Thank-You Note	✓	✓	—	—	—
Verbal Thank-You	✓	✓	✓	—	—
Seating	Presenting-SOLD	Legacy	Grace	Compassion	Friendship
Tables for 8	2 VIP+	2 VIP	1 VIP	1 Standard	1 Standard



Why Your Sponsorship Matters

“
I didn't know where to turn. I was worried about my mom,
exhausted by everything I had to figure out — and felt guilty
that I couldn't do more.

When Linda's mother was diagnosed with dementia, she was instantly thrust into an unexpected, overwhelming maze of medical decisions and daily anxieties. Then, she connected with our **Dementia Navigator**—a trained, compassionate guide who stepped in to listen, streamline answers, and build a customized roadmap of resources.

Because of this guidance, Linda regained her footing. The daily worry didn't completely disappear, but **she was no longer facing it alone**. She returned to work more focused, felt less stressed, and was finally equipped to care for her mother while protecting her own well-being.

By investing in our **'No Family Alone' Dementia Support Fund**, your funding directly scales these critical Navigators. Together, we can transform a chaotic, terrifying diagnosis into a clear, supported journey for 150 families annually.

Thank you for partnering with us to fill an urgent and important dementia care service gap. The Circle of Care is stronger because of you.





2026 Commitment Form

Organization Name: _____

Contact: _____ Title: _____

Email: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Sponsorship Level Selection

- ☐ Presenting Circle — **SOLD**
- ☐ Legacy Circle — \$10,000
- ☐ Grace Circle — \$5,000
- ☐ Compassion Circle — \$3,500
- ☐ Friendship Circle — \$2,000

Underwriting:

- ☐ Photography — **SOLD**
- ☐ Centerpieces — **SOLD**
- ☐ Signature Beverage — **SOLD**

Total Sponsorship Amount \$ _____

Payment method

- ☐ Check (payable to *Morningside Ministries*)
- ☐ Credit card (a secure link will be sent)
- ☐ Please invoice me

Payment Timing

- ☐ Paid today
- ☐ Will be paid by (date) _____

Authorized Signature: _____ Date: _____

Return & Contact Information

Morningside Ministries – Development Office
137 W. French Place, San Antonio, TX 78212
Phone: (210) 734-1050, Email: steve.herlich@mmliving.org
Federal Tax ID: 74-1388420

THANK YOU!

Your support will help 150 families facing dementia find a way forward.

