

MIDNIGHT IN THE EMERALD CITY

WHAT YOU GET	GREAT & POWERFUL \$15,000	KEY TO THE CITY \$10,000	RUBY SLIPPER \$7,500	BADGE OF COURAGE \$5,000	FOLLOW YOUR HEART \$3,000	WICKED SMART \$1,500	FRIENDS OF OZ \$500	AND TOTO TOO \$250
VIP Tickets	6	4	4	4	4	2	--	--
General Admission Tickets	10	8	6	6	4	2	--	--
Check Presentation	✓	✓	✓	--	--	--	--	--
Custom Package	✓	✓	✓	--	--	--	--	--
Boosted Social Media Ad 1080x1080	--	--	--	--	✓	--	--	--
Boosted Social Media Video * 60-180 sec, ** 15-30 sec	✓ *	✓ *	✓ **	✓ **	--	--	--	--
Program Booklet Ad * Color Full Pg, ** BW Full Pg, *** BW Half Pg, **** BW Quarter Pg	✓ *	✓ *	✓ **	✓ **	✓ ***	✓ ****	--	--
Logo in Program Booklet and Throughout Venue	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓	✓	✓	✓
Event Slideshow	✓	✓	✓	✓	✓	✓	✓	✓
Download Guide/Specs	↓	↓	↓	↓	↓	↓	↓	↓

+ \$500 CORPORATE BASKET

When you donate a corporate basket valued at \$500 or more, you can add your corporate logo to the basket raffle website page.

+ \$1,000 FOOD STATION

Your company name and logo promoted on a menu board of a food station during the Gala. Limited to the first 6 sponsors.

+ \$1,000 SIGNATURE DRINK

Your company name and logo promoted on signature drink at the Gala. Limited to the first 4 sponsors.



CHOOSE YOUR LEVEL

Click on your sponsorship level to see what we need from you for your package.



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FOLLOW YOUR HEART
\$3,000



WICKED SMART
\$1,500



FRIENDS OF OZ
\$500



AND TOTO TOO
\$250

MIDNIGHT IN THE EMERALD CITY

apgfhgala@gmail.com | apgfisherhousegala.com | Proceeds Benefit the Fisher House Foundation. | A 501(c)3 tax exempt organization. W9 EIN: 530193361



GREAT & POWERFUL

\$15,000

SOCIAL MEDIA AD

Video Specs:

60–180 seconds long
16:9 (horizontal)
MP4 or .MOV with H.264 compression

Submissions Due:

1 August 2026
Tori Arcilesi (social@apgfisherhousegala.com)

Please Note:

Please provide artwork as soon as possible to take advantage of social media promotions.

VIDEO INSTRUCTIONS AND TIPS

PROGRAM AD

Ad Specs:

Full Color
4"W x 6"H (vertical)
PDF, EPS, TIFF, JPG, PNG (200 DPI or higher)

Submissions Due:

4 September 2026
Melissa Gestido (graphics@apgfisherhousegala.com)

LOGO

Preferred Formats:

EPS, SVG, AI, PDF

Other Accepted Formats:

JPG, TIFF, PNG (at least 300px wide)

Submissions Due:

Submit after sponsorship purchase

Hard deadline: 4 September 2026

Melissa Gestido (graphics@apgfisherhousegala.com)

CUSTOM PACKAGE COORDINATION

Deanna Hoppe (apgfhgala@gmail.com)

SPONSORSHIP CONTACT

Jason Seilback (jseilback@zscaler.com)



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KEY TO THE CITY

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RUBY SLIPPER

\$7,500

SOCIAL MEDIA AD

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15–30 seconds long

16:9 (horizontal)

MP4 or .MOV with H.264 compression

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PROGRAM AD

Ad Specs:

Grayscale

4"W x 6"H (vertical)

PDF, EPS, TIFF, JPG, PNG (200 DPI or higher)

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Jason Seilback (jseilback@zscaler.com)



BADGE OF COURAGE

\$5,000

SOCIAL MEDIA AD

Video Specs:

15–30 seconds long
16:9 (horizontal)
MP4 or .MOV with H.264 compression

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SPONSORSHIP CONTACT

Jason Seilback (jseilback@zscaler.com)



FOLLOW YOUR HEART

\$3,000

SOCIAL MEDIA AD

Image Specs:

1080px by 1080px (square)
PDF, EPS, TIFF, JPG, PNG

Focus of Content:

Supporting the Fisher House Foundation or
the military and their families

Supporting Caption Text:

No longer than 150 characters.

Submissions Due:

1 August 2026
Tori Arcilesi (social@apgfisherhousegala.com)

Please Note:

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advantage of social media promotions.

PROGRAM AD

Ad Specs:

Grayscale
4"W x 2.875"H (horizontal)
PDF, EPS, TIFF, JPG, PNG (200 DPI or higher)

Submissions Due:

4 September 2026
Melissa Gestido (graphics@apgfisherhousegala.com)

LOGO

Preferred Formats:

EPS, SVG, AI, PDF

Other Accepted Formats:

JPG, TIFF, PNG (at least 300px wide)

Submissions Due:

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WICKED SMART

\$1,500

PROGRAM AD

Ad Specs:

Grayscale

4"W x 1.875"H (horizontal)

PDF, EPS, TIFF, JPG, PNG (200 DPI or higher)

Submissions Due:

4 September 2026

Melissa Gestido (graphics@apgfisherhousegala.com)

LOGO

Preferred Formats:

EPS, SVG, AI, PDF

Other Accepted Formats:

JPG, TIFF, PNG (at least 300px wide)

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FRIENDS OF OZ

\$500

LOGO

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EPS, SVG, AI, PDF

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AND TOTO TOO

\$250

LOGO

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VIDEO INSTRUCTIONS

(For \$10,000 & \$1,500 Sponsors)

Video Length: 60–180 seconds

Video Captions: Optional but recommended

Video Ratio: 16:9 (widescreen)

Resolution: The highest resolution video available that meets file size and ratio limits.

Video File Size: 4GB Max

PLEASE ANSWER THESE QUESTIONS IN VIDEO:

1. What is your name, title, and company you represent?
2. Briefly describe your company and what they do.
3. What does Fisher House mean to you?
4. Why is it important for your company to sponsor the Fisher House Gala?
5. Feel free to add in anything extra that you think is appropriate.

VIDEO CAMPAIGN OVERVIEW:

Videos will run on social media up to the day of the event. They may run past the event if needed depending on the number of sponsors registered. Your video will be boosted on Facebook and Instagram for 5 days, targeting the local community of Aberdeen Proving Ground, MD. The video will also be used in a video presentation on the day of the event.

TIPS:

- Prerecord your interview with the device of your choosing.
- If using a mobile device, please make sure the video is shot horizontally.

VIDEO ASSISTANCE:

Our graphics department will be available to schedule and record your interview on Zoom, Skype, Microsoft Teams, or in person, if desired. The Fisher House Gala graphics team will edit down the video and send it to your company for final review.

DUE 1 AUGUST 2026:

Tori Arcilesi (social@apgfisherhousegala.com)



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VIDEO INSTRUCTIONS

(For \$5,000 & \$7,500 Sponsors)

Video Length: 15–30 seconds

Video Captions: Optional but recommended

Video Ratio: 16:9 (widescreen)

Resolution: The highest resolution video available that meets file size and ratio limits.

Video File Size: 4GB Max

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VIDEO ASSISTANCE:

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