KEATON'S
Child Cancer
Alliance

14TH ANNUAL

Glow for Gold Gala

A NIGHT OF

PURE IMAGINATION

BACK BY POPULAR DEMAND

DAVID GARIBALDI

STEP INTO A WORLD OF WONDER
AS WE COME TOGETHER TO MAKE LIFE SWEETER
FOR CHILDREN WITH CANCER & THEIR FAMILIES

SATURDAY, FEBRUARY 27, 2027
5:30 PM

BAYSIDE CHURCH BLUE OAKS CAMPUS
10000 ALANTOWN DR, ROSEVILLE, CA 95678





Every child deserves a golden chance.

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OUR MISSION

We Provide Children with Cancer and their Families with Emotional, Educational, and Financial Support while Increasing Awareness and Funding Research Towards a Cure.

TOGETHER WE FIGHT HOPE

"Thank you for your recent support of our son Quentin and his battle against pediatric cancer. He has undergone weekly chemotherapy treatment and is doing exceptionally well. We have been blessed to be surrounded by incredible people to lean on during his battle. Thank you for being a part of this team!"

Rios Family

TOGETHER WE OVERCOME STRENGTH

"Thank you so much for your generosity to my son and our family. Our three-year-old son was an inpatient for six months, and we had to move in to and live in a trailer on-site in the hospital parking lot. It was an incredibly difficult journey.

But we were so touched when we received gifts from your foundation. It was so comforting just to know there were other individuals and parents who knew exactly what we were feeling and dealing with. The financial assistance was such a blessing.

Thank you for all you do to help us navigate through such difficult times."

Mark & Michelle

TOGETHER WE HEAL HEALING

"Lillian's care package arrived at the very right time of her treatment in February after a week-long stay at the hospital having 7 platelet transfusions, 4 blood transfusions, and 1 F.F.P. transfusion.

When we finally got back home, your package was at the door along with a $500 check for us. It was as if an Angel knew that we had traveled a long road that week and blessed us in the end with your generosity.

We are truly better people for knowing you all and Keaton's beautiful legacy."

Ven, Natalie and Kyle



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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - $20,000

- Exclusive Presenting Sponsor Naming Rights: Keaton's Glow for Gold Gala, presented by [Sponsor Name]
- Two Premier Reserved Tables for 16 Guests
- Premier Logo Placement on Gala Signage, Website, Slideshow, and Promotional Materials
- Exclusive Full-Page Advertisement in the Gala Program
- Opportunity to Deliver Remarks During the Gala Program
- Verbal Recognition During the Gala Program
- Five Dedicated Social Media Posts
- Personalized Presenting Sponsor Gift

PLATINUM SPONSOR - $10,000

- One Reserved Table for 8 Guests
- Half-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Verbal Recognition During the Gala Program
- Four Dedicated Social Media Posts

GOLD SPONSOR - $5,000

- One Reserved Table for 8 Guests
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts

SILVER SPONSOR - $2,500

- One Reserved Table for 8 Guests
- Logo Recognition on the Gala Website, Program, & Slideshow
- Two Dedicated Social Media Posts

BRONZE SPONSOR - $1,500

- Reserved Seating for 4 Guests
- Logo Recognition on the Gala Website, Program, & Slideshow
- One Dedicated Social Media Post

NON-ATTENDING SPONSORSHIP OPPORTUNITIES

SURVIVOR SCHOLARSHIP SPONSOR - $1,000

- Provide a $1,000 scholarship to support a childhood cancer survivor pursuing higher education
- Sponsor Recognition in the Gala Program and Website

FAMILY HOPE CHEST SPONSOR - $500

- Help bring comfort, encouragement, and practical support to a family navigating childhood cancer.
- Customized Hope Chest for a Child with Cancer and their siblings, including a financial grant, parent resources, educational and comfort items.
- Sponsor Recognition in the Gala Program and Website



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Exclusive sponsorship Opportunities

The Master of Hope - $10,000
Entertainment sponsor

- Exclusive Recognition as the Gala Entertainment Sponsor
- Prominent Logo Recognition During the Featured Entertainment
- One Reserved Table for 8 Guests
- Half-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Verbal Recognition During the Gala Program
- Four Dedicated Social Media Posts Across Keaton's Social Media Platforms

The Sweet Game of Chance - $5,000
Golden ticket sponsor

- Exclusive Recognition as the Golden Ticket Sponsor
- One Reserved Table for 8 Guests
- Sponsor Logo Featured on Golden Tickets, Co-Branded with Keaton's
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts

The Curiosity Collection - $5,000
Silent auction sponsor

- Exclusive Recognition as the Gala Silent Auction Sponsor
- One Reserved Table for 8 Guests
- Prominent Logo Recognition Throughout the Silent Auction Area
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts

The Golden Bid - $5,000
Bidder Paddle Sponsor

- Exclusive Recognition as the Gala Bidder Paddle Sponsor
- One Reserved Table for 8 Guests
- Sponsor Logo Featured on Each Bidder Paddle
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts

The Doorway to Wonder - $5,000
Welcome Experience sponsor

- Exclusive Recognition as the Gala Welcome Experience Sponsor
- One Reserved Table for 8 Guests
- Prominent Sponsor Recognition on Welcome Signage at the Gala Entrance
- Welcome Glass of Champagne for Each Guest Upon Arrival
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts

The First Pour - $5,000
Cocktail Reception Sponsor

- Exclusive Recognition as the Gala Cocktail Reception Sponsor
- One Reserved Table for 8 Guests
- Sponsor Logo Featured on Cocktail Napkins in Bar Areas
- Branded Sponsor Signage Displayed at Gala Bars
- Quarter-Page Advertisement in the Gala Program
- Logo Recognition on the Gala Website, Program, & Slideshow
- Three Dedicated Social Media Posts



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Meet Our Team



Jessica Alonso
Executive Director



Melinda Sober
Director of Operations



Sonya Silva
Director of Development



Kourtney Brandt
Programs Director



Alicia K. Shrum
Marketing Director



Deborah Michao
Bilingual FamilyNavigator & Latino Advocacy Coordinator



Fernanda Roman
Bilingual Family Navigator & Teen Program Coordinator



Iocebeth Olson
Family Navigator & Thriving Together Coordinator

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Meet Our Board of Directors



Brian Sherman
Board Chair
Executive Vice President & Chief People Officer, Delta Dental Insurance



Amber DiBernardo
Vice Chair
VP of Marketing, SAFE Credit Union



Monika Reyes
Treasurer
CFP®, CFS®, APMA™, ChFC®, Private Wealth Advisor



Alexis Ortega, Esq.
Secretary
Partner, Downey Brand, LLP



Bradley Frisk
Founder- CEO, Cypress Creek Capitol Group



Craig Gains
Area Leader Trainee, 7-11



Ryan Huffman
Business Advisor, WiZiX Technology



Erica Menzer
Interim Senior Operations Director, Continuum of Care at Kaiser Permanente



Matt Natoli
Owner, Natoli Wealth Management



Ryan Renteria
CEO Coach at Stretch Five



Jeremias Smith
Partner, Scale Driven



Marcio H. Malogolowkin, MD
Professor
Advisory Board Member
Department of Pediatrics Chief, Division of Pediatric Hematology Oncology
UCD Comprehensive Cancer Center

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Contact us

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