

## 2019 Charity Event Guide

Publishes February 25, 2019



The **Charity Event Guide** is the annual resource highlighting the highest net revenue producing events of 2018 and a look ahead to the San Diego charity events planned for 2019. **To submit your event for our 2018 "Highest Net Revenue Events" feature, go to [sdbj.com/charityeventguide](http://sdbj.com/charityeventguide)**

- Section will be inside the February 25th edition
- 2019 calendar & descriptions of San Diego events by month PLUS calendar access on [sdbj.com](http://sdbj.com) with link to your website
- Showcases the highest net revenue producing events from 2018
- Reach a philanthropic group of affluent and influential leaders in San Diego – average household income of \$275,000 (3x the country average)

### 2018: Highest Net Revenue Events

**Cystinosis Research Foundation**  
 Event Name: National 18th Celebration  
 Event Date: April 21, 2018  
 Attendance: 470  
 Location: Fashion Island Hotel, Newport Beach  
 Net Revenue: \$3,240,000  
[www.cystinosisresearch.org](http://www.cystinosisresearch.org)

**Big Brothers and Big Sisters of San Diego**  
 Event Name: Big Brothers & Big Sisters Golf and Dinner  
 Event Date: October 4, 2018 | Attendance: 300  
 Location: Sabon Resort, Newport Beach  
 Net Revenue: \$2,700,000  
[www.ocbigs.org/government](http://www.ocbigs.org/government)

**Mission Hospital Foundation**  
 Event Name: Mission Hospital Holiday Gala  
 Event Date: December 1, 2018 | Attendance: 551  
 Location: Monarch Beach Resort, Dana Point  
 Net Revenue: \$1,750,469  
[www.missionhealth.com](http://www.missionhealth.com)

**Segerstrom Center for the Arts**  
 Event Name: Candlelight Concert  
 Event Date: November 30, 2018 | Attendance: 450  
 Location: Segerstrom Center of the Arts, Costa Mesa  
 Net Revenue: \$3,240,000  
[www.cystinosisresearch.org](http://www.cystinosisresearch.org)

**Laguna Playhouse**  
 Event Name: Annual Gala Honoring the Moulton Family  
 Event Date: May 12, 2018 | Attendance: 380  
 Location: Fashion Island Hotel, Newport Beach  
 Net Revenue: \$1,608,380  
[www.lagunaplayhouse.org](http://www.lagunaplayhouse.org)

### March 2019

Date	Organization	Event Name	Website	
February 28	Princess Point	Princess Point Cruise	Black Pearl Ball Dinner Auction	<a href="http://www.princesspoint.com">www.princesspoint.com</a>
February 28	National Charity League Juniors	33rd Annual Mother-Daughter Luncheon	<a href="http://www.nclcharityleague.org">www.nclcharityleague.org</a>	
February 28	Alzheimer's San Diego	Neptun Naptun	<a href="http://www.alzheimersdgo.org">www.alzheimersdgo.org</a>	
February 28	MINGEI	Mingei International Museum	Escalante in Leadership Gala	<a href="http://www.sanmtei.com">www.sanmtei.com</a>
Monday 18	Susan G. Komen San Diego County	Run The Bag	<a href="http://www.komenfwd.org/sdbj">www.komenfwd.org/sdbj</a>	

### April 2019

Date	Organization	Event Name	Website	
Friday 1	American Cancer Society	Black Pearl Ball Dinner Auction	<a href="http://www.cancer.org/sdbj">www.cancer.org/sdbj</a>	
Saturday 6	Feeding SA Diego	33rd Annual Mother-Daughter Luncheon	<a href="http://www.nclcharityleague.org">www.nclcharityleague.org</a>	
Saturday 6	Clare Outreach	Neptun Naptun	<a href="http://www.clareoutreach.org">www.clareoutreach.org</a>	
Saturday 6	Tevelo High School	Escalante in Leadership Gala	<a href="http://www.tevelo.org">www.tevelo.org</a>	
Monday 15	PR RESCUE	San Diego PR Rescue Foundation	PRB Tea Ball	<a href="http://www.prrescue.org">www.prrescue.org</a>
Thursday 25	Marshall for Humanity of San Diego County	Building Dreams Fundraising Breakfast	<a href="http://www.marshall4hd.org">www.marshall4hd.org</a>	
Friday 26	Case Research Cultural Center	An Evening of Ella Fitzgerald	<a href="http://www.casecultural.org">www.casecultural.org</a>	

### March / April Events

**Radiant Health Centers' 2019 Gala, Radiant Royale**  
 Event Date: MARCH 2  
 Location: The Radisson Hotel San Diego  
 Net Revenue: \$1,000,000  
[www.radianthealth.com](http://www.radianthealth.com)

**Adoption Guild Patron Event - Celebrating Family**  
 Event Date: APRIL 11  
 Location: The Radisson Hotel San Diego  
 Net Revenue: \$500,000  
[www.adoptionguild.org](http://www.adoptionguild.org)

### PACKAGES (Choose One)

### PRICE

#### Sponsors 6 Available

- Cover photo of your event
- Logo on section cover
- Full page ad – 10" x 13.5"
- Up to 5 calendar listings
- 2 Event Showcase listings

\$4,225

#### Full Page

- Full page ad – 10" x 13.5"
- Up to 4 calendar listings

\$2,250

#### 1/2 Page

- 1/2 page ad – 10" x 6.5"
- Up to 2 calendar listings

\$1,175

#### 1/4 Page

- 1/4 page ad – 4.92" x 6.5"
- 1 calendar listing

\$825

### ADDITIONAL OPTIONS:

### PRICE

**A**

#### Calendar Listing Only

- Event details & website

\$75 each

**B**

#### Event Showcase Only

- Description (100 words)
- Choice of image or logo

\$250 each

**Add logo to your Calendar Listing for only \$50**

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**Reservation Deadline: February 18, 2019**

**Ad Materials Due: February 20, 2019**