




PENINSULA CONFLICT RESOLUTION CENTER'S
8TH ANNUAL WARREN L. DALE

BUILDING EMPATHY AND RESPECT

AWARDS & BENEFIT EVENT



Hiller Aviation Museum,
San Carlos, CA
April 11th, 2019, 6:00 – 8:30 pm



EMPATHY: THE POWER & POTENTIAL



PCRC
PENINSULA
CONFLICT
RESOLUTION
CENTER



PCRC'S 8TH ANNUAL BUILDING EMPATHY AND RESPECT AWARDS AND BENEFIT

Each year at our annual Building Empathy and Respect (BER) Awards and Benefit Event, PCRC recognizes the extraordinary impact of ordinary people. We celebrate the power of empathy and respect in improving the lives of community members everyday throughout San Mateo County. We also raise funds to advance our mission of partnering with individuals, groups and institutions to empower people, build relationships, and reduce violence through collaborative and innovative processes.

Our BER event attracts, on average, 300 business, nonprofit, education, government, philanthropic, and community leaders from all corners of San Mateo County. This year we return to the fabulous Hiller Aviation Museum in San Carlos, where guests will be able to tour the aircrafts on display while socializing with friends and colleagues, old and new. A variety of savory and sweet small plates and excellent wine will be served.

PCRC has chosen four extraordinary individuals to receive the PCRC Building Empathy and Respect Award. In addition, two outstanding local high school seniors who have been actively involved in PCRC youth development programs will receive scholarships.

You will hear how our BER awardees' service to others has led them on journeys across San Mateo County, the country, and the world to reduce violence, promote peace, and connect underserved individuals and families to support services and economic opportunities.

All of our awardees are true examples of the impact one person, through empathy and respect in words, deeds, and actions can make in the lives of so many others. Prepare to be moved and inspired!

33 YEARS OF HISTORY IN SAN MATEO COUNTY

PCRC is a nationally recognized leader in mediation, facilitation, training and coaching, serving more than 14,000 people on an annual basis. PCRC supports communities throughout San Mateo County through three key initiatives:

- 1. Engaging Communities Initiative** – brings together the ideas and voices of all people in our communities and creates opportunities for each of us to have a say in the decisions that affect our lives.
- 2. Strengthening Families Initiative** – assists parents in utilizing community services, maintaining family relationships, and building their leadership skills so they can support their children's education.
- 3. Empowering Youth Initiative** - creates opportunities for young people to reshape their communities and manage conflicts, by becoming critical thinkers, youth leaders, and active participants in developing solutions.

We believe that empathy is one of the most important life skills an individual uses to succeed in our ever-changing world. Empathy is foundational to the ability to productively resolve conflict. It is the thread that allows people to collaborate and achieve common goals, to listen humbly, to truly understand the challenges and hopes of others, and to collectively drive desired change.

In Recognition

2019 PCRC BUILDING EMPATHY & RESPECT AWARDEES



Pastor Paul Bains,

Community and Faith Leader, East Palo Alto

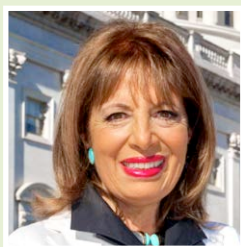
BER Award for providing services to support human dignity in local communities.



Regina Stanback Stroud,

RN, Ed.D., President, Skyline College, San Bruno

BER Award for advocating education as an avenue to life transformation and enhancing the vibrancy of San Mateo County.



The Honorable Jackie Speier,

U.S. Representative of California's 14th Congressional District, San Mateo

BER Award for bringing women's rights issues to a national legislative platform and tirelessly working towards violence prevention.



Jon Kaufman,

Founder, H2OpenDoors, Redwood City

BER Award for leveraging talent, technology, and compassion in partnership with Rotary International to improve health and economic opportunity for communities in underdeveloped parts of the world.

A portrait of Michelle Vilchez, a woman with long brown hair, smiling. The portrait is set against a green background with a white diagonal line pattern.

A Special Invitation

from PCRC's
Executive Director,
Michelle Vilchez, and
BER Event Committee Chair,
Warren L. Dale

Dear Sponsor,

PCRC's long-standing mission is to assist clients in solving their most complex personal, organizational, and social challenges through training, mediation and facilitation services. **Each year, we help to empower thousands of individuals in San Mateo County to advocate for themselves and create positive change in their communities.**

Over the last year, PCRC has been invited to participate in a number of conferences and think tanks across the country to share our strategies for helping individuals and communities break down stereotypes, engage in civil discourse, resolve conflict, and rebuild trust where it has been broken.

As our conflict resolution work continues to be recognized beyond San Mateo County, we are proud to support positive change throughout our country. **The principles and practices we teach energize people to insist that civility and respect be restored in the public forum and help drive more productive discourse and problem solving.**

Our annual BER event is vital to raising broader awareness about our work and raises essential funds for delivering our programs and services to more people each year. Our goal this year is to raise \$60,000. We invite you to become a sponsor and showcase your organization's shared values with PCRC and stand out as a leader committed to building vibrant and thriving communities.

Here is a quick list of sponsor levels and benefits to get you started. You will find more details in the enclosed sponsor benefits chart.

Visionary \$10,000

10 tickets, premier size and placement of your color logo on all event materials, multiple social media push outs with link to your landing page, and more.

Transformational \$5,000

6 tickets, strategic placement of your logo on all event materials, social media push outs with link to your landing page, and more.

Impact \$2,000

4 tickets, see benefits chart for more details.

Opportunity \$1,000

2 tickets, see benefits chart for more details.

Please keep in mind that we can personalize a sponsorship package that is tailored to your needs. Sponsorship examples can include underwriting: a student scholarship, food and beverage, dessert, wine, and printing costs. We can find the package to meet the promotional opportunities you seek!

We look forward to your partnership in creating a community of Empathy and Respect!

With gratitude,

Michelle Vilchez
Executive Director

Rev. Warren L. Dale
Board Member & BER Event
Committee Chair

To discuss sponsorship packages, please contact our Operations Associate, **Rosie Rivera** at rivera@pcrcweb.org for more details and information.

2019 PCRC BER SPONSOR BENEFITS CHART

Package Benefits	Visionary Package \$10,000	Trans- formational Package \$5,000	Impact Package \$2,000	Opportunity Package \$1,000
Please note: All company graphics, artwork, and text must be submitted by March 8th, 2019 to ensure inclusion in all relevant materials and media.				
# of tickets	10	6	4	2
Logo size on materials	XL	L	M	S
Pre-Event Recognition*				
Logo on website	X	X	X	X
Social media promotion	X 5x	X 3x	X 2x	X 1x
Social media link to your landing page	X	X		
Press release	X	X	X	X
Logo on event postcard/fliers (color)	X	X		
Logo on event postcard/fliers (b&w)			X	X
On-Site Recognition				
Logo in program	X	X	X	X
Name in program	X	X	X	X
Space for special message in program	X ½ page	X ¼ page		
Day of signage and event slide	X	X	X	X
Dedicated event slide	X	X		
Post-Event Recognition				
PCRC Newsletter Includes photo and quote from company	X	X	X	X

**Pre-Event benefits are time sensitive and cannot be guaranteed for sponsorship commitments received after March 8th, 2019.*

PCRC BER 2019
ANNUAL AWARDS AND BENEFIT EVENT
SPONSOR AGREEMENT

1 Sponsor Information

Contact Name	
Contact Email	
Contact Phone	
Company Name	
Company Address	
Public Name <i>(If different than above)</i>	

2 We wish to sponsor at the following level:

Visionary \$10,000 Transformational \$5,000 Impact \$2,000
Opportunity \$1,000 Other (we will contact you to discuss)

3 If you wish to remain anonymous and not have your name or company name published, please check this box

4 Payment details:

Method of Payment:

Enclosed is my check, made payable to PCRC

Card Number: _____ Exp: _____ CVV: _____

As an authorized representative of _____ *(Name of Company)* I agree to provide all logo or graphic artwork and text copy required by PCRC for inclusion in the 2019 BER promotional items. I agree to deadlines specified by PCRC and we will not hold PCRC responsible for any errors or omissions of text or graphic artwork or any other images provided by the Company to PCRC. I agree that if asked by PCRC to provide a quote for promotional purposes, PCRC may suggest edits and will obtain Company approval prior to its use. I understand that delays in providing such materials may result in the Company not receiving the full benefits that are available for the chosen sponsorship level.

Agent Signature: _____ Date: _____

Agent Name and Title: _____ (Please Print)

5 Instructions:

Please return your completed and signed agreement by fax to (650) 513-0335 or scan to rivera@pcrcweb.org.



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Hiller Aviation Museum

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