

RIGHT TO LIFE CA
Christmas Dinner & Auction

**RIGHT TO LIFE OF
CENTRAL CA
MISSION STATEMENT**

ENGAGE • EQUIP • EMBRACE

Engage our community by presenting the pro-life position with clarity and compassion.

Equip advocates to defend the sanctity of all human life through effective tools and training.

Embrace individuals facing an unplanned pregnancy and those hurt by abortion.



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**HONORARY CHRISTMAS
AUCTION CHAIRS**

JANET CAMERON
VIRGINIA DALENA
DOTTIE DEMERA



1742 E. Griffith Way
Fresno, CA 93726
righttolife.org
(559) 229-2229

Joy to the World

Honoring Dina Shwiyhat and Nivia Cuellar and their families

Dear Friends of Life,

August 2026

On a Tuesday morning this past spring, a young woman we will call Maria walked toward an appointment she felt she had no choice but to keep. She was pregnant, frightened, and sure she was facing it alone. Before she reached the door, a volunteer from Lifehouse met her on the sidewalk. No lecture. No pressure. Just a kind question, and the offer to stay with her a while. Maria stopped. She talked. And by the end of that conversation, she had made a different choice. Today she is the mother of a healthy baby, and she still stops by to say hello.

Maria is one of 18 mothers who chose life this past year because someone from Lifehouse was there to walk beside her. That presence does not happen on its own. Someone has to make it possible. That someone is you.

Right to Life of Central California's Board of Directors, Staff, and Auction Committee invite you to take part in the 38th Annual Christmas Dinner and Auction on Friday, December 4, 2026, honoring **Dina Shwiyhat and Nivia Cuellar and their families**. Dina and Nivia have been longtime volunteers and steadfast supporters of Lifehouse and our Christmas auction, and their generosity has helped countless women find hope and support. There is more to celebrate as well. Lifehouse has a new name and a new, larger home on North Fulton Street, prepared by volunteers so that the first thing a mother sees when she walks in is that she was expected, and she is welcome.

Your support reaches further than Fulton Street. Over the past year it brought the pro-life message to thousands of students and families across the San Joaquin Valley, carried it onto the airwaves each week on **Right to Life Radio** now on KMJ, and walked with women and men toward healing through **Rachel's Vineyard**. Every dollar raised at this year's Auction directly supports Right to Life of Central California and its mission.

There are two ways to put your name behind this year's dinner. You can sponsor the evening, or you can place an advertisement in our auction program. Both put your business or your family in front of the friends who fill the room each year, and both send your gift straight to this work. To have your name listed on the printed invitation that reaches all of our supporters this fall, please confirm your commitment by **September 15**. You will find every sponsorship level and every advertising option on the enclosed sheet.

Because you have stood with this work so faithfully, I will call you in the week ahead to talk about the evening and answer any questions.

Please help us honor Dina and Nivia, fill Lifehouse with the same generosity that built it, and make sure someone is always there on the sidewalk.

God bless you all, and thank you!

John Gerardi
Executive Director

P.S. Sponsors confirmed by September 15 are listed on the printed invitation that reaches all of our supporters this fall. The enclosed form is the fastest way to say yes, or simply wait for my call.

	PREMIER SPONSOR PROTECTOR \$15,000	SUSTAINER \$10,000	LIFELINE \$5,000	HEARTBEAT \$3,000	GUARDIAN \$2,000
Tables of ten	4	3	2	1	1
Premium wine	2 per table	2 per table	2 per table	1 bottle	—
Reserved parking spot	✓	✓	—	—	—
Full-page program ads	2	2	1	1	1
Announced on Right to Life Radio on KMJ & our website	✓	✓	✓	✓	✓
Featured on printed dinner invitations *	✓	✓	✓	✓	

Your family or company name is announced and featured exactly as you would like to be listed. Anonymous recognition is available at every level.

*** Sponsors confirmed by September 15 are listed on the printed invitation that reaches all of our supporters this fall. The enclosed form is the fastest way to say yes, or simply wait for my call.**

ADVERTISING OPPORTUNITIES

PROGRAM ADS

Front Inside Cover \$1,000
8.5 × 5.5 in, full color

Back Inside Cover \$1,000
8.5 × 5.5 in, full color

Full Page Ad \$500
7.5 × 4 in, B/W

Half Page Ad \$300
3.7 × 4 in, B/W

Business Card Ad \$150
3 × 1.7 in, B/W

AT THE EVENT

Banner Ad on the Bars \$2,000
Full color, approx. 12 ft. Wraps the front of each bar.

Your Logo on the Dessert \$1,500
Your name or logo on each dessert at every dinner table.

SPONSOR A SECTION

Your name or logo below the name on the silent auction section sign and throughout the section.

Live Auction \$4,000
Includes recognition at the start of the live auction and a video ad on the screens.

Men's & Sports \$3,000

Home & Women \$2,000

Tots to Teens \$2,000

Garden \$1,500

Wine \$1,000

Sweet Shop \$500

Farmer's Market \$500

SPONSOR INFORMATION

Name: _____

Company: _____

Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____

Please list your name or business name exactly as you wish it to appear on the invitation, program, and event recognition:

- ☐ We prefer our gift to remain anonymous
- ☐ Please donate our unused seats to volunteers or ministry guests

PURCHASE A SPONSORSHIP

☐ *PROTECTOR	\$15,000
☐ *SUSTAINER	\$10,000
☐ *LIFELINE	\$5,000
☐ *HEARTBEAT	\$3,000
☐ GUARDIAN	\$2,000

*A commitment by **September 15th** ensures inclusion on the printed invitation.

AT THE EVENT

- ☐ **Banner Ad on the Bars** \$2,000
Full color, approx. 12 ft. Wraps the front of each bar.
- ☐ **Your Logo on the Dessert** \$1,500
Your name or logo on each dessert at every table.

PURCHASE ADVERTISING

AUCTION PROGRAM • BLACK & WHITE

- ☐ **Full Page** \$500
7.5 × 4 in
- ☐ **Half Page** \$300
3.7 × 4 in
- ☐ **Business Card** \$150
3 × 1.7 in

AUCTION PROGRAM • FULL COLOR • LIMITED • FIRST COME

- ☐ **Front Inside Cover** \$1,000
8.5 × 5.5 in • First come, first served
- ☐ **Back Inside Cover** \$1,000
8.5 × 5.5 in • First come, first served

SECTION ADVERTISING

Your name or logo on the section sign and throughout the section. Limited quantity available. First come first serve.

- ☐ **Live Auction** \$4,000
Includes recognition at the start of the live auction and a video ad on the screens.
- ☐ **Men's & Sports** \$3,000
- ☐ **Home & Women** \$2,000
- ☐ **Tots to Teens** \$2,000
- ☐ **Garden** \$1,500
- ☐ **Wine** \$1,000
- ☐ **Sweet Shop** \$500
- ☐ **Farmer's Market** \$500

PAYMENT INFORMATION

\$ ☐ Cash ☐ Check ☐ Credit Card

Card Number: _____

Exp. Date: _____ CVV: _____

Signature: _____

Please make checks out to

Right to Life of Central California

1742 E. Griffith Way, Fresno, CA 93726

Pay Online
rtlca.org/christmas



THE DEADLINE FOR ALL ADS IS **OCTOBER 15th**

Please submit your high-quality PDF file with the correct dimensions to: colton@rtlca.org