

2025

LOVE RULES OUR CITY *Luncheon*

Celebrating 10 Years of Maternity Housing

Luncheon
Sponsorship



ABOUT THE *Luncheon*



You are cordially invited to join us on December 4, 2025, at Hôtel Swexan for an afternoon of celebration benefiting Viola's House. The "Love Rules Our City Luncheon" will be filled with special guests, stellar entertainment, raffles and live and silent auctions.

This year's Luncheon is particularly special as we commemorate 10 years in the Viola's House Teen Maternity Home, where we are creating a legacy for sustainable motherhood. A decade ago, we took a leap of faith to expand our residential services. The move transformed our ability to provide stable housing and comprehensive wraparound support to pregnant teens experiencing homelessness and housing instability. Yet, for every mother we have uplifted, there are countless others in our community in need of hope, care, and support.

This is your chance to be part of something truly extraordinary! When you become a sponsor of the Luncheon, you are not only making it possible for Viola's House to fulfill its mission, you are also joining the village dedicated to improving maternal outcomes while helping our clients achieve a lifetime of independence and resilience.

The Luncheon is the highlight of the season bringing together leaders, philanthropists, organizations, and individuals dedicated to providing pregnant teens and women with every resource needed for them and their children to thrive.

Viola's House is where love rests, rules and abides. Your support will make a significant impact as we rewrite the futures of underserved teens and women facing an unplanned pregnancy.



December 4, 2025

12:00pm - 2:00pm

Hôtel Swexan
2575 McKinnon St. Dallas, TX 75201



ABOUT *Viola's House*

Founded in 2008, Viola's House began as a Teen Maternity Home in Dallas, providing a safe haven for homeless and pregnant teens. Over the years, the organization has evolved into a leading nonprofit offering a wide array of programs and services aimed at addressing the social determinants that adversely affect maternal health.

In 2024, Viola's House supported over 6,500 mothers by improving their access to safe housing, health care, transportation, education, job training, and more. The organization provided over 78,000 minutes of counseling to expectant mothers and distributed over seven million free diapers and other baby care essentials.



VIOLA'S HOUSE

Programs and Services

Your generous sponsorship supports core programs and services to address the social determinants of health that are fundamental to achieving positive maternal health outcomes: stable housing, nutrition, education and job training, health care, transportation, access to social services, counseling and more.

The Teen Maternity Home

Provides shelter and comprehensive support services to pregnant teens who are at risk of being homeless during their pregnancy and after giving birth.

Transitional Housing

Affordable temporary housing and comprehensive support services for pregnant mothers with multiple children.

On-site, Virtual and Community-based Parenting and Life Skills Education

Bi-lingual curriculum is teacher-led and designed to help parents acquire vital knowledge in child development, nutrition, budgeting and finance, stress management and more.

Baby Benefit Boutique

“Earn While You Learn” voucher-based shopping system using “baby bucks” earned from attending Parenting and Life Skills educational sessions and other enrichment activities.

The Mobile Unit

Closes the transportation gap for underserved pregnant and parenting people by bringing essential services and resources directly to the community.

Counseling

Licensed social workers help identify clients' physical, mental, and financial needs and helps them access social safety net services.



SPONSORSHIP LEVELS

Title Sponsor \$75,000 (one available)

- Listed as Title Sponsor on all promotional materials.
- Full-page premium ad in the souvenir program.
- Two premium tables (10 guests each). Mainstage recognition and opportunity to present the guest.
- Logo featured in post-event video.
- Photo opportunities with VH Leadership, Special Guest, and Honorees.
- Entry for 20 guests into the gala raffle.
- Opportunity to deliver brief remarks during the event Branded contact cards placed at each table

Premier Sponsor \$50,000 (two available)

- Listed as Premier Sponsor on all promotional materials.
- Full-page ad in the souvenir program.
- Two premium tables (10 guests each). Mainstage recognition at the gala.
- Photo opportunities with VH Leadership, Special Guest, and Honorees.
- Entry for ten guests into the gala raffle.

Diamond Sponsor \$35,000 (four available)

- Listed as Diamond Sponsor on all promotional materials.
- Half-page ad in the souvenir program.
- One premium table (10 guests).
- Company logo presentation at the gala.
- Photo opportunities with VH Leadership and Honorees.
- Entry for ten guests into the gala raffle.

Platinum Sponsor \$20,000 (four available)

- Listed as Platinum Sponsor on all promotional materials.
- Half-page ad in the souvenir program.
- One premium table (10 guests).
- Photo opportunities with VH Leadership and Honorees.
- Entry for five guests into the gala raffle.

Gold Sponsor \$10,000 (six available)

- Listed as Gold Sponsor on all promotional materials.
- Quarter-page ad in the souvenir program.
- One reserved table (10 guests).
- Entry for five guests into the gala raffle.

Table Sponsor \$3,500 (ten available)

- Quarter-page ad in the souvenir program.
- One reserved table (10 guests).



CEO'S *Message*



Dear VH Village,

I am thrilled to announce the fourth annual "Love Rules Our City" Event! At Viola's House, we are on an incredible journey. As we mark ten years since the expansion of the Teen Maternity Home, I invite you to join us in making an even greater impact.

Everyone deserves to have a healthy pregnancy free of anxiety and worry. However, too many pregnant women in the communities we serve worry about where their next meal will come from, how they will stay housed, and if they will truly be able to provide for their unborn child.

We are moving closer to our dream where every young mother facing homelessness or housing instability can find safety, support, and hope within our walls, but our work is far from over.

The luncheon is not just an afternoon of celebration; it's a powerful testament to what can be achieved when a village comes together with love as its guiding principle. Each sponsorship represents a commitment to building brighter, stronger futures for young families.

Your support is the heartbeat of our mission. We cannot do this alone. Join us on December 4, 2025, and let's continue this incredible journey of hope and transformation.

THANA
Hickman



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Contact us

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Viola's House Dallas