

CELEBRATE THE FREIGHT GALA



WELCOME
TO THE
FREIGHT

OCTOBER 9, 2026

LIVE MUSIC
GLOBAL ROOTS

THE FREIGHT

VIBRANT VOICES.
GLOBAL ROOTS.

PREMIERE PERFORMANCE PARTNERSHIP

THE FREIGHT PRESENTS

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OCTOBER 9, 2026 GALA

PREMIERE PERFORMANCE PARTNERSHIP

Join us for a luminous evening of music, dining, and celebration honoring The Freight — a beloved home for global roots music since 1968. This year's Gala unites the extraordinary **Rickie Lee Jones** and **Wu Fei & Abigail Washburn** with a community of dedicated music lovers for an event unlike any other.

BY THE NUMBERS

25,000 concertgoers welcomed annually to The Freight

261 Bay Area zip codes and
843 California zip codes represented in our audience

1,400 students reached through education programs across 16 schools in four Bay Area districts

53 countries represented across our programming

65,000 email subscribers

35,500 followers across Instagram, Facebook, LinkedIn, and YouTube

46,000 monthly website visitors

The Freight's audience is loyal, culturally engaged, and anchored in some of the Bay Area's highest median income communities. Sponsoring the 2026 Gala puts your organization in front of this community and signals that you share their values.

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SPONSORSHIP LEVELS

LEAD SPONSOR MARCI RUBIN

With deep gratitude for her leadership support of this year's gala.

PRESENTING SPONSOR \$15,000

(1 AVAILABLE)

Presenting Sponsors take center stage and receive an elevated level of recognition.

- 9 seats at a premium table (full-course dinner and champagne)
- Named presenting credit on event signage and printed program
- Full-page ad in the event program
- Logo on The Freight website
- Verbal recognition from the stage
- Social media acknowledgment before and after the event
- Personal acknowledgment from Executive Director Clayton Shelvin

FMV per ticket: \$332. Estimated charitable contribution: \$12,012.

GOLD SPONSOR \$10,000

~~(2 AVAILABLE)~~ 1.5 AVAILABLE

Gold Sponsors are recognized as cornerstone supporters of the evening and our ongoing work.

- 9 seats at a preferred table (full-course dinner and champagne)
- Half-page ad in the event program
- Logo on event signage and The Freight website
- Verbal recognition from the stage
- Social media acknowledgment before and after the event

FMV per ticket: \$332. Estimated charitable contribution: \$7,012.

SPONSORSHIP LEVELS

SILVER SPONSOR \$7,500

~~(1 AVAILABLE)~~ SOLD

Silver Sponsors help us bring world-class artists to The Freight and sustain the programs that define our mission.

- 9 seats (full-course dinner and champagne)
- Quarter-page ad in the event program
- Name on event signage and The Freight website
- Verbal recognition from the stage
- Social media acknowledgment after the event

FMV per ticket: \$332. Estimated charitable contribution: \$4,512.

COMMUNITY SPONSOR \$3,500

~~(2 AVAILABLE)~~ SOLD

The Community level is designed for smaller organizations and businesses that want to show up for The Freight and enjoy the evening alongside our most committed supporters.

- 4 seats at a shared table (full-course dinner and champagne)
- Name listing in the event program
- Verbal recognition from the stage

FMV per ticket: \$332. Estimated charitable contribution: \$2,172.

STAGE PARTNERS LOCAL BUSINESS SPONSORSHIP

STAGE PARTNER \$2,500

- Full-page ad in the event program
- Verbal recognition from the stage
- Social media acknowledgment before and after the event
- Listing on The Freight website

STAGE SUPPORTER \$1,000

- Quarter-page ad in the event program
- Verbal recognition from the stage
- Listing on The Freight website

STAGE FRIEND \$500

- Listing in the event program
- Listing on The Freight website

LIMITED AVAILABILITY.

No tickets included. Full contribution amount is tax-deductible.

SECURE YOUR SPONSORSHIP

Visit thefreight.org/gala
to learn more about the event.

We welcome sponsorship commitments by check, credit card, or invoice. To discuss sponsorship opportunities or submit your commitment, please contact:

Noah Gaiser, Major Gifts Officer
development@thefreight.org
(510) 644-2020 ext. 128

SPONSORSHIPS MUST BE CONFIRMED BY **AUGUST 13TH**
TO ENSURE INCLUSION IN THE PRINTED EVENT PROGRAM.

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