



# A Sense of Home Gala

## PUBLICITY RECAP

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*October 24, 2024*

SUNSHINE

SACHS

MORGAN

& LYLIS

# OVERVIEW

A Sense of Home (ASOH) hosted their fourth-annual **A Sense of Home Gala** on October 24, 2024, in LA and raised \$1.5 million towards the organization's efforts to continue serving former foster youth in Los Angeles and scale to additional cities across the country. The funds will also be allocated to ASOH's supportive services in employment, education, as well as the organization's new partnership with policy makers and public sector to ensure that every youth aging out of the system is connected to A Sense of Home to ensure their well-being and no gap or period of homelessness.

Long-time supporters **Shawn and Serena Levy** accepted an honor for their ongoing commitment to the work of the organization and were surprised by personal congratulatory videos featuring **Hugh Jackman** and **Ryan Reynolds**. **Mayor Karen Bass** shared her lifelong commitment to advocating for foster youth and spoke further about the work and impact that the ASOH team has achieved. **Phillip Phillips** performed his hit song "Home," which has become an official anthem for the organization, followed by performances by **Abraham Alexander**, and **DJ Michelle Pesce**.

Gala attendees included Jason Bateman, Amanda Anka, Tobey Maguire, Michelle Rodriguez, Nate Berkus, Molly Sims, Terry Crews, Baron Davis, Sara Gilbert, Soleil Moon Frye, Jeremiah Brent, Edward Norton, Emile Hirsch, and more. Guests mingled and dined in lounges outfitted by ASOH partners Ruggable and Living Spaces. Following the gala these items will be installed in the homes A Sense of Home creates.

# PRESS OVERVIEW

Sunshine Sachs Morgan & Lylis developed and executed a PR strategy aimed at driving media awareness and attendance to the A Sense of Home Gala '24 including but not limited to:

- Drafting and distributing approved press materials including announcements, press confirmations, media invites, post-event release, shot list, face sheet, and more
- Conducting ongoing media outreach pre-event to secure attendance and coverage
- Corresponding with production team and in-house photographers and videographers
- Staffing day-of-event including bringing on additional SSM&L staff onsite red-carpet staffing
- Securing post-event coverage
- Participating in weekly PR calls
- Tracking and reporting continuous press coverage

These efforts resulted in top-tier media coverage across international and national outlets that garnered over **1 billion media impressions**.

A comprehensive Media Coverage Grid can be found [HERE](#).



# PRESS ATTENDANCE & COVERAGE

*THE*  
*Hollywood*  
*REPORTER*

*VARIETY*

**People**

THE **WRAP**

**EXTRA**

**E**  
**NEWS**

*she*knows

**yahoo!**

# A Sponsorship of the A Sense of Home Gala provides brand recognition and impression opportunity.

The 2024 Gala earned 1.2 billion media impressions.



**People**

74,689,736  
*Impressions*



**E NEWS**

13,104,432  
*Impressions*



**EXTRA**

390,388  
*Impression*  
S



71,956,278  
*Impressions*



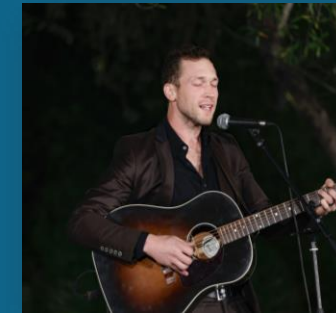
**sheknows**

5,352,249  
*Impressions*



**THE HOLLYWOOD REPORTER**

16,300,818  
*Impressions*



**THE WRAP**  
Covering Hollywood

5,187,870  
*Impression*  
S

Increase brand coverage with a 2024 sponsorship gala.

**DISCOVER GIVING OPPORTUNITIES**



THANK YOU

SUNSHINE  
SACHS  
MORGAN  
& LYLIS