



Black & White Gala

Preventing homelessness for women and children in Chester County.
FRIDAY, JUNE 12, 2020 6:00 - 10:30 PM DREXELBROOK BALLROOM

2020 Corporate Sponsorship Opportunities

I am pleased to invite you to take part in our Annual Gala Celebration to support our mission of preventing women and children in Chester County from experiencing homelessness. This festive event is an outstanding opportunity for you to promote your business and your philanthropic work in the community. The Gala, which has a loyal following, attracts over 320 guests and we expect brisk ticket sales this year in light of our new venue and the return of our exciting silent auction.

At Home of the Sparrow, we help local women and children who are facing or experiencing homelessness to transform their lives and build better futures. We helped a record 1,087 women and children last year and the need continues to rise sharply. Housing insecurity is often the result of many different factors, including intergenerational poverty, lack of affordable housing, trauma, insufficient education, health challenges, discrimination and unexpected emergencies such as the loss of a partner or sudden unemployment.

When you partner with Home of the Sparrow, we can provide women with the resources, support and safety net to navigate complex challenges and to build better lives for themselves and their children. You and your employees can take pride in knowing that your sponsorship is preventing women and children right here in Chester County from experiencing the devastating impact of homelessness.

In return for your generosity, we will promote your business with positive, vibrant and well-placed brand-recognition before and during the Gala. Our promotional efforts will provide you with a tremendous opportunity to increase recognition of your business amongst our supporters and throughout the community.

Thank you for your thoughtful consideration. Please do not hesitate to contact me or Kathleen Sanger, Director of Development at KSanger@HomeofTheSparrow.org or 610-647-4940.

Sincerely,

Michelle E. Venema
Chief Executive Officer
MVenema@HomeofTheSparrow.org





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About Us

At Home of the Sparrow, we believe that no woman or child should ever experience the trauma of homelessness. Based on more than two decades of experience, we utilize a holistic strategy to help single women and mothers who are in danger of losing their homes. Founded in 1994 as nonprofit organization, we supported a record 1,087 women and children last year. As a trusted service provider, we provide a safety net for single women, mothers, and children in Chester County. We bring organizations and people together to solve the problem of homelessness and to create better futures for women and children.

The Need

Chester County is the wealthiest in our Commonwealth and among the top 25 wealthiest in the country. In a community of great abundance, there is also great poverty, and the most vulnerable among us exist quietly on the fringes in a state of desperation. A report compiled by the County's Department of Community Development reported that 517 people were identified as experiencing homelessness in Chester County during a single winter night. The count did not include the 497 individuals who were staying in shelters, and those who were sleeping in cars, and on floors in the homes of relatives and friends.

About the Event

Our Annual Gala Celebration will be held on Friday, June 12th at the Drexelbrook Ballroom in Drexel Hill. The event features our fabulous silent auction with over 200 expertly curated items, ensuring there is something for everyone. The evening is rounded out with music, dancing, dining, open bars, a live auction, and a "call-to-action" with a powerful video to illustrate how Home of the Sparrow helps women and children in Chester County who are at risk of homelessness.





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Together, we can prevent homelessness for women and children in Chester County.

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	\$15,000 Prevention Partner Sponsor	\$10,000 Mission Sponsor	\$5,000 Entertainment Sponsor	\$3,000 Spirits Sponsor	\$1,500 Friend of the Sparrow Sponsor
Event Marketing (320+ attendees)	Name & Logo on illuminated columns; entrance & stage Premier recognition in event video	Logo on illuminated displays Logo in event video	Name on illuminated displays	Name on illuminated displays	—
	Full-page color ad; placement of your choice	Full-page color ad; premium placement	Full-page color ad	Half-page, full color ad	Quarter-page, full color ad
	Highest frequency of on-screen time during loop of sponsors	Second highest frequency of on-screen time during loop of sponsors	On-screen rotation	On-screen mentions	On-screen mentions
Event Tables and Tickets	2 tables/20 tickets, premium location	1 table/10 tickets, premium location	8 tickets	6 tickets	4 tickets
Event Invitation (1,000+ mailing)	Name & logo on sponsorship insert and listed as "Prevention Sponsor"	Name & logo in bold on sponsor insert	Name & logo on sponsor insert	Name on sponsor insert	Name in sponsor insert
Social Media	Highest recognition on auction software before & during event	Second highest recognition on auction software before & during event	Listed	—	—
	Included	Included	Included	Included	Included



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To sponsor Home of the Sparrow's Annual Gala Celebration, please fill out the following information and send it together with a check payable to **Home of the Sparrow** to:

969 East Swedesford Road, Exton, PA 19341 ☎ 610-647-4940 ☎ DJNutter@homeofthesparrow.org

Your Name: _____

Company: _____

Listing Name (for publications): _____

Phone: _____ Email: _____

Address: _____

Street

City

State

Zip

Sponsorship Level

- Prevention Partner 20 tix/2 tables | \$15,000
- Mission Sponsor 10 tix/1 table | \$10,000
- Entertainment Sponsor 8 tix | \$5,000
- Spirits Sponsor 6 tix | \$3,000
- Friend of the Sparrow 2 tix | \$1,500

Additional Tickets and Donation

- Single Ticket | Number of tickets at \$150 each: _____
- Junior Ticket (under the age of 30) | Number of tickets at \$75 each: _____
- Donation \$ _____

Guest Names _____

Credit Card (our secure website can also process your transaction: www.homeofthesparrow.org/ourevents/)

Please charge my card \$ _____ Visa MasterCard AMEX Discover

Card #: _____ Exp Date: _____ CVV: _____ Zip: _____

Name on Card: _____ Signature: _____





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Program Ad Specifications:

- Full page ad: 8 ½ (height) x 5 ½ (width)
- Half-page ad: 4 ½ (height) x 5 ½ (width)
- Quarter-page ad: 2 ½ (height) x 5 ½ (width)

Full-color PDF or JPEG format

Marketing Submission Deadlines

April 15 th	Submit printer ready artwork for inclusion in the event printed and electronic materials
May 20 th	Submit names of any guests joining you if you are not already doing so using the enclosed form

Please send your company's logo and advertisement materials to

Darla Nutter at DJNutter@HomeofTheSparrow.org

Questions? Please call 610-647-4940.

Thank you very much for your support!

