



Black & White Gala

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

2020 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 and fun event is an opportunity for you (and your family or group) to demonstrate your philanthropic support for our mission and inspire others to do the same.

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 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. As a thank you, we would be delighted to promote your philanthropy in a way that feels right to you. Enclosed is a chart of sponsorship levels and benefits, each of which includes event tickets – we hope you can be part of this important fundraiser!

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 offer 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.

2020 Individual Sponsorship Opportunities

	\$25,000 Transforming Lives Sponsor	\$15,000 Prevention Partner Sponsor	\$10,000 Emergency Support Sponsor	\$5,000 Building Families Sponsor	\$2,500 Better Futures Sponsor	\$1,000 Housing Hero Sponsor	\$550 Friend of the Sparrow Sponsor
Event Marketing (320+ attendees)	Name on illuminated columns; entrance & stage Recognition in event video	Name on illuminated columns; entrance & stage Recognition in event video	Name on illuminated displays Recognition in event video	Name on illuminated displays	—	—	—
	Full-page color ad; placement of your choice Your message on screen during loop of sponsors	Full-page color ad; placement of your choice Your message on screen during loop of sponsors	Full-page color ad; premium placement You name on screen during loop of sponsors	Full-page color ad You name listed with others during loop	Half-page, full color ad On-screen mention	Quarter-page, full color ad On-screen mention	Listed in program book
Event Tickets	2 tables/20 tickets, premium location	2 tables/20 tickets, premium location	1 table/10 tickets, premium location	8 tickets	6 tickets	4 tickets	2 tickets
Event Invitation (1,000+ mailing)	Named "Transforming Lives Sponsor"	Named "Prevention Partner Sponsor"	Name in bold on sponsor insert	Name on sponsor insert	Name on sponsor insert	Name in sponsor insert	—
Social Media	Highest number of mentions Highest recognition on auction software before & during event	Highest number of mentions Highest recognition on auction software before & during event	Second highest number of mentions Second highest recognition on auction software before & during event	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: _____

Family Name/Group Name: _____

Phone: _____ Email: _____

Address: _____
Street City State Zip

Sponsorship Level

- Transforming Lives 20 tix/2 tables | \$25,000
- Prevention Partner 20 tix/2 tables | \$15,000
- Emergency Sponsor 10 tix/1 table | \$10,000
- Building Families 8 tix | \$5,000
- Better Futures 6 tix | \$2,500
- Housing Hero 4 tix | \$1,000
- Friend of the Sparrow 2 tix | \$550

Additional Tickets and Donations

- 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 your message and any image 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

Darla Nutter would be delighted to assist you!
She can be reached at
DJNutter@HomeofTheSparrow.org and 610-647-4940

Thank you very much for your support!

