

# 2023 ANNUAL SPONSORSHIPS

## Annual Key Sponsor: \$25,000 (Limited to 1)

Annual Key Sponsorship (limited to a single company) is represented in every Homeward Bound communication, from our annual \$20,000+ radio package to recognition on our homepage, and in all ongoing and event-specific communication.

The Annual Key Sponsor is the title sponsor of our signature event, the *Welcome Home Luncheon*, making the event the "Your Company Name" *Welcome Home Luncheon*, providing significantly higher name recognition in all event advertising. The Key Sponsor is given the **opportunity to speak at our signature event**. (See the *Welcome Home Luncheon* title sponsor under "Event Sponsorships").

The Key Sponsor's company receives a one-time profile article in each of the following:

- Annual report (displayed on our website and distributed to 500 major "Key Society" donor households)
- KEYnotes Newsletter (displayed on our website and mailed to 500 major "Key Society" donor households)

The Key Sponsor is featured in our signature *Welcome Home Luncheon* event program, receives logo placement at our *Valentine's Day Luncheon*, and receives a guest table for eight at both annual luncheons. The Key Sponsor receives six reserved seats at each of our triennial Key Society receptions, attended by our top donors, and is recognized as the main sponsor of the *See the Hope Tour*, our bimonthly organizational tour.

## Presenting Sponsor: \$20,000 (in-kind) or \$15,000 cash

Presenting Sponsors are represented in \$12,000 worth of annual radio announcements, on our homepage, and in all ongoing and event-specific communications. They receive a one-time profile article each of the following:

- Annual report (displayed on our website and distributed to 500 major "Key Society" donor households)
- KEYnotes Newsletter (displayed on our website and mailed to 500 major "Key Society" donor households)

Presenting Sponsors receive logo placement at both our *Welcome Home Luncheon* and *Valentine's Day Luncheon*, as well as four reserved seats at each of these luncheons and four reserved seats at our triennial Key Society receptions, attended by our top donors. Presenting Sponsors are also recognized in the *See the Hope Tour*, our bimonthly organization tour.



## Outreach Sponsor: \$10,000

Outreach Sponsors are represented on our homepage and in all event-specific communications. Sponsorship will be acknowledged in our annual report, mailed to 500 recipients.

Outreach Sponsors receive logo placement at both our *Welcome Home Luncheon* and our *Valentine's Day Luncheon*. They receive two reserved seats at each luncheon and two reserved seats at our triennial Key Society receptions, attended by our top donors. Outreach Sponsors are recognized in the *See the Hope Tour*, our bimonthly organizational tour.

## Additional Sponsorship Opportunities

### Dwelling Podcast: \$5,000 (Limited to 2)

Our Dwelling Podcast features a variety of compelling guests and topics related to homelessness. In addition to recognition in the opening and closing of each podcast, sponsors will be prominently featured on the Dwelling Podcast page of our website and receive excellent exposure in emails promoting the podcast to our distribution of over 7,000 subscribers.

### Welcome Home Donation Center Title Sponsor: \$10,000 (Limited to 1)

Our Welcome Home Donation Center, located at 205 Elk Park Drive in Woodfin, is open Monday – Friday to accept donations of household items that are provided to the clients moving out of homelessness. The Welcome Home Donation Center will take on the name of the title sponsor, whose name and logo will be included on signage as well as on all in-kind donation receipts. The sponsor will be prominently displayed on the Welcome Home Donation Center page of our website and will also have their logo included on Homeward Bound's homepage.



# 2023 EVENT SPONSORSHIPS

## *Open Your Heart for Women and Homelessness Valentine's Day Luncheon*

Our annual *Valentine's Day Luncheon* occurs on or near Valentine's Day and features a program focused on women struggling with homelessness. This event attracts 200+ participants including many of our top donors.

### **Title Sponsor: \$3,000 (Limited to 1)**

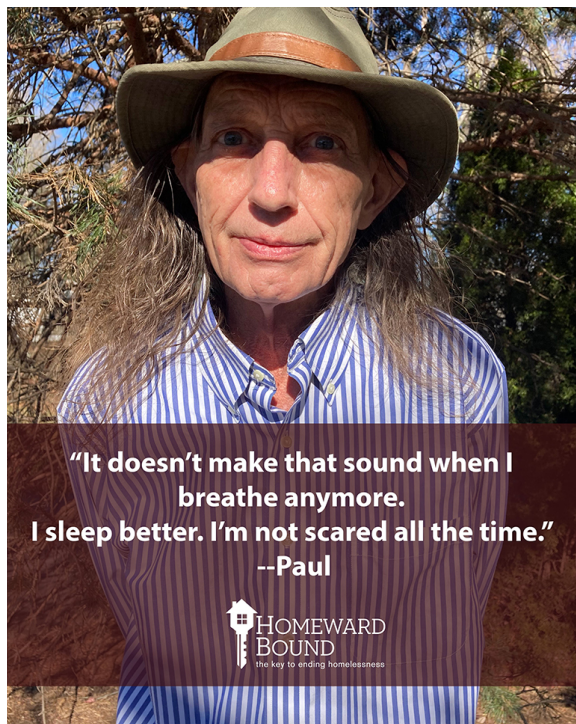
**Our event will take on the name of the title sponsor**, becoming the "*Your Company Name*" *Open Your Heart for Women and Homelessness Valentine's Luncheon*, and is **advertised as such in all media promoting the event**, including **\$3,000 in radio advertising, and in all associated digital and print event promotion**. The title sponsor **is featured in the event program, receives a guest table for eight and is invited to speak at the event**.

### **Partner Sponsors: \$1,500**

Partner sponsors are **recognized in all media promoting the event**, including **\$1,500 in radio advertising, and in all associated digital and print event promotion**. Partner sponsors will also **receive logo placement at the event and two reserved seats to attend**.

### **Contributor Sponsors: \$500**

Contributor sponsors are **recognized in all event-specific promotion on the homepage, on invitations, and social media**. Contributor sponsors **receive logo placement at the event and two reserved seats to attend**.



## **Welcome Home Luncheon**

Homeward Bound's signature event is attended by 300 to 400 major donors, volunteers, community leaders, foundations, and businesses. This event has become a staple for social justice advocates and individuals who support their community. Sponsors are recognized before, during, and after the event on platforms including Homeward Bound's social media:

- **4,400+ total Facebook followers**
- **1,700+ Instagram followers**
- **Nearly 7,000 eNewsletter subscribers, including major "Key Society" donors**
- **40,000+ annual visitors to the website**

### **Hero Sponsors: \$5,000**

Hero Sponsors will be **recognized in all media promoting the event**, including **\$5,000 in radio spots, event-specific promotion on the homepage of our website, on invitations, and social media**. Hero Sponsors also **receive logo placement at the event, and six reserved seats at the event**.


### **Partner Sponsor: \$3,000**

Partner Sponsors are **recognized in all media promoting the event**, including **\$2,500 in radio spots, event-specific promotion on the homepage of our website, on invitations, and social media**. Partner Sponsors also **receive logo placement at the event and two reserved seats to attend**.

### **Contributor Sponsors: \$1,500**

Contributor Sponsors are **recognized in event-specific promotion on the homepage of our website, on invitations, and social media**. Contributor Sponsors also **receive logo placement at the event and two reserved tickets to attend**.



	ANNUAL SPONSOR OPPORTUNITIES			
	KEY	PRESENTING	OUTREACH	
Sponsorship Cost	\$25,000	\$20,000 (in-kind) or \$15,000 cash	\$10,000	
Recognition in annual branding radio*	as key sponsor	✓		
Homeward Bound website (annual)	as key sponsor	✓	✓	
Email marketing	✓	✓	✓	
Social media event-related posts (all channels)	✓	✓	✓	
Annual Report	full page article	logo	logo	
See the Hope Tour	main sponsor	✓	✓	
<b>VALENTINE'S DAY LUNCHEON (FEBRUARY):</b> attended by 200+ participants				EVENT SPONSORSHIPS
Sponsorship Cost				TITLE
Event naming rights				PARTNER
Event speaking opportunity				CONTRIBUTOR
Recognition in event radio promotion*	✓	✓	✓	\$3,000
Logo on all event print/digital media	✓	✓	✓	\$1,500
Logo on Homeward Bound website	✓	✓	✓	\$500
Recognition at event	logo placement at event	logo placement at event	logo placement at event	✓
Reserved tickets to event	guest table for 8	4	2	✓
<b>WELCOME HOME LUNCHEON (MAY):</b> attended by 400+ participants				HERO
Sponsorship Cost				PARTNER
Event naming rights	✓			CONTRIBUTOR
Event speaking opportunity	✓			\$5,000
Recognition in event radio promotion*	as title sponsor	✓		\$3,000
Logo on all event print/digital media	✓	✓	✓	\$1,500
Logo on Homeward Bound website (event)	as title sponsor	✓	✓	✓
Recognition at event	featured in event program	logo placement at event	logo placement at event	✓
Reserved tickets to event	guest table for 8	4	2	✓
Social media promotion	✓	✓	✓	✓
<b>KEY SOCIETY RECEPTIONS:</b> 3 annual receptions attended by 100 major donors and AVL Leaders				
Email Invitation	✓	✓	✓	
Reserved seats at reception	6	4	2	

\* Homeward Bound will receive a minimum of \$20,000 in a combination of live and promotional radio spots from our 2023 media sponsor, Asheville Radio Group, that will air on 98.1 the River at a value of \$25 per spot. Sponsors will be acknowledged in the number of spots equal to the value associated with their sponsorship/\$25, e.g., the Title Sponsor of the *Valentine's Luncheon* will be tagged in a minimum of \$3000/\$25 = 120 spots. (Note that there will also be event-specific "bonus" spots on Rewind 100.3 and could be additional media exposure from a variety of PR efforts that will occur around all Homeward Bound events.)

#### ADDITIONAL SPONSORSHIP OPPORTUNITIES

##### Welcome Home Donation Center (Limited to 1 sponsor) \$10,000 •

- Naming rights for 2023, name and logo on donation center signage, on Homeward Bound website (homepage and on donation center page), name and logo on all donation receipts, and recognition in all print and digital media promoting the donation center

##### Dwelling Podcast (Limited to 2 sponsors) \$5,000

- Recognition in the open and close of each podcast, on website, and on emails promoting each podcast episode

#### HOMeward BOUND EXPOSURE STATS

- 4,400+ Facebook Followers
- 1,700+ Instagram Followers
- 40,000 annual website visitors
- Nearly 7,000 eNewsletters sent 2x per month
- 500 mailed KeyNotes newsletters (quarterly)
- 500 mailed annual reports mailed to major donors