

# 2024 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 Annual Key Sponsor is given the opportunity to speak at our signature event. (See the Welcome Home Luncheon title sponsor under "Event Sponsorships").

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

- Annual report (displayed on our website and distributed to more than 500 major "Key Society" donor households)
- KEYnotes Newsletter (emailed to more than 5,000 supporters, partners and donors, and mailed to more than 500 major "Key Society" donor households)

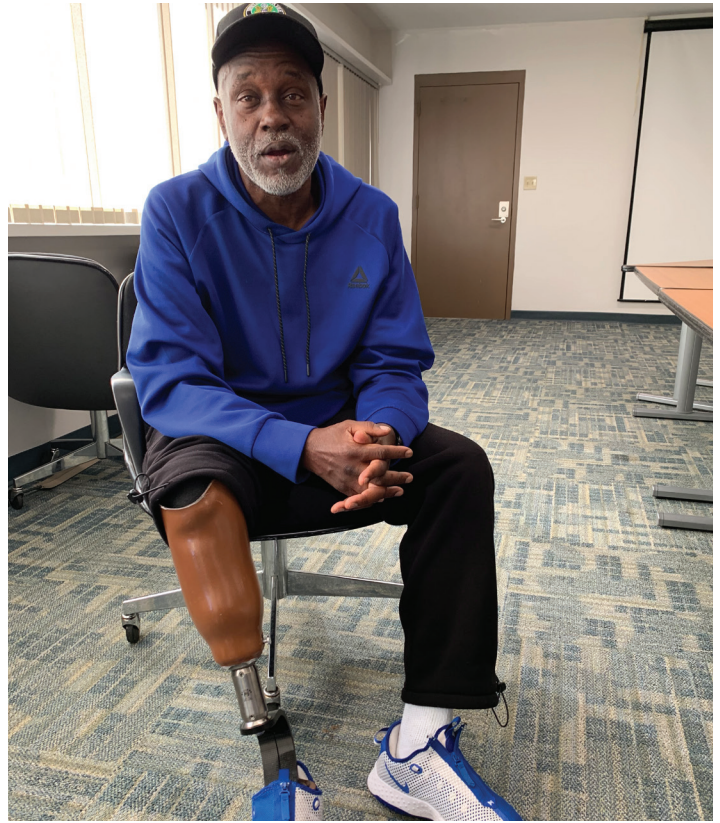
The Annual Key Sponsor is featured in our signature Welcome Home Luncheon event program, receives logo placement at our Valentine's Day Luncheon, and receives a guest table for eight at both annual luncheons. The Annual Key Sponsor receives six reserved seats at each of our three Key Society receptions attended by our top donors.

## 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 in each of the following:

- Annual report (displayed on our website and distributed to more than 500 major "Key Society" donor households)
- KEYnotes Newsletter (emailed to more than 5,000 supporters, partners and donors, and mailed to more than 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 each of our three Key Society receptions attended by our top donors.



## 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 more than 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 each of our three Key Society receptions attended by our top donors.

## Additional Sponsorship Opportunity

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 through Friday to accept donations of household items that are provided to 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.

# 2024 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 generally features a program focused on women struggling with homelessness. This event attracts more than 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 Day 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: \$2,500

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 four reserved seats to attend.

### Contributor Sponsors: \$1,500

Contributor Sponsors are recognized in all event-specific promotion on Homeward Bound's 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 website and social media:

- 4,600+ Facebook followers
- 2,000+ Instagram followers
- 7,300+ eNewsletter subscribers, including more than 500 major "Key Society" donors
- 40,000+ annual website visitors

### 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 to the luncheon.


### Partner Sponsors: \$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 four 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 \$12,000 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	full page article	logo			
<b>VALENTINE'S LUNCHEON (FEBRUARY):</b> attended by 200+ participants						
				<b>TITLE</b>	<b>PARTNER</b>	<b>CONTRIBUTOR</b>
Sponsorship Cost				\$3,000	\$2,500	\$1,500
Event naming rights				✓		
Event speaking opportunity				✓		
Recognition in event radio promotion*	✓	✓	✓	✓	✓	
Logo on all event print/digital media	✓	✓	✓	✓	✓	✓
Logo on Homeward Bound website	✓	✓	✓	✓	✓	✓
Recognition at event	logo placement at event	logo placement at event	logo placement at event	featured in program	logo placement at event	logo placement at event
Reserved tickets to event	guest table for 8	4	2	guest table for 8	4	2
<b>WELCOME HOME LUNCHEON (MAY):</b> attended by 400+ participants				<b>TITLE</b>	<b>PARTNER</b>	<b>CONTRIBUTOR</b>
Sponsorship Cost				\$5,000	\$3,000	\$1,500
Event naming rights	✓					
Event speaking opportunity	✓					
Recognition in event radio promotion*	as title sponsor	✓	✓	✓	✓	
Logo on all event print/digital media	✓	✓	✓	✓	✓	✓
Logo on Homeward Bound website (event)	as title sponsor	✓	✓	✓	✓	✓
Recognition at event	featured in event program	logo placement at event	logo placement at event	featured in event program	logo placement at event	logo placement at event
Reserved tickets to event	guest table for 8	4	2	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 2024 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 \$3,000/\$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

#### HOMeward BOUND EXPOSURE STATS

- 4,600+ Facebook followers
- 2,000+ Instagram followers
- 7,300+ eNewsletter subscribers, including more than 100 major "Key Society" donors
- 40,000+ annual website visitors