



# 2026 Annual Sponsorship Opportunities

## Key Sponsor | \$50k+

- Choice between “Presented by” rights for Welcome Home Luncheon or Gala:
  - Full table at event + 2 tickets to Fall Benefit Concert and Gala
  - Opportunity to speak at chosen event
- Recognition at “Hope Leads Home” monthly facility tours
- Personal educational session for sponsor staff from our team
- Induction to Key Society & invitation to Key Society celebration events
- Speaking or tabling opportunity at Key Society Donor Reception
- Full article in Annual Report
- Full page feature in 1 monthly e-newsletter and 1 quarterly print newsletter
- Check presentation photo
- Radio recognition through our 2026 media sponsor

## Welcome Home Donation Center Sponsor | \$30k+

- Naming rights to Welcome Home Donation Center (limited to one)
- Induction to Key Society and invitation to Key Society celebration events
- Speaking or tabling opportunity at Key Society Donor Reception
- Full article in Annual Report
- Half-page feature in 1 monthly e-newsletter and 1 quarterly print newsletter
- 8 tickets to Welcome Home Luncheon or Gala
- Check presentation photo
- Radio recognition through our 2026 media sponsor

## Presenting Sponsor | \$20k+

- “Presented by” naming rights for Fall Benefit Concert
- Induction to Key Society & invitation to Key Society celebration events
- Logo in Annual Report
- Small feature in 1 monthly e-newsletter and 1 quarterly print newsletter
- 4 tickets to Welcome Home Luncheon or Gala
- Check presentation photo
- Radio recognition through our 2026 media sponsor

## Outreach Sponsor | \$10k+

- Induction to Key Society & invitation to Key Society celebration events
- Logo in Annual Report
- Logo in 1 monthly e-newsletter and 1 quarterly print newsletter
- 4 tickets to Welcome Home Luncheon or Gala
- Check presentation photo

## Community Sponsor | \$1k+

- Logo in Annual Report
- Name in 1 monthly e-newsletter
- 2 tickets to Welcome Home Luncheon or Gala

## Make an Impact:

Large and small businesses can directly support our mission to prevent and end homelessness in our community through permanent housing and support.



## Raise Awareness:

Our sponsorships offer your brand increased visibility, direct engagement with our audience, and the opportunity to create measurable social impact.

### Online Engagement:

8,000+ Followers on Social Media  
43k+ Annual Website Visits  
7,300+ newsletter subscribers, including over 500 major “Key Society” donors.





# 2026 Event Sponsorship Opportunities

## Welcome Home Luncheon

**Spring 2026** | Homeward Bound's premier fundraising and educational event is attended by an estimated 300 to 400 major donors, volunteers, community leaders, and social justice advocates.

### Hero Sponsor | \$5,000+

- Logo placement at event
- Featured in all event-related communications
- 8 event tickets
- Radio recognition through 2026 media sponsor
- Full page in printed program booklet

### Contributor Sponsor | \$1,000+

- Logo placement at event
- 4 event tickets
- Quarter page in printed program booklet

### Partner Sponsor | \$3,500+

- Logo placement at event
- Featured on all event-related communications
- 8 event tickets
- Radio recognition through 2026 media sponsor
- Half page in printed program booklet

### Advocate Sponsor | \$500+

- Logo placement at event
- 2 event tickets
- Logo in printed program booklet

## Fall Benefit Concert

**Fall 2026** | Homeward Bound's community-centered benefit concert brings together neighbors, musicians, and supporters for a night of fun and shared purpose in ending homelessness.

### Hero Sponsor | \$5,000+

- Speaking opportunity
- Logo placement at event
- Featured in all event-related communications
- 8 event tickets
- Radio recognition through 2026 media sponsor

### Partner Sponsor | \$2,000+

- Logo placement at event
- Featured in all event-related communications
- 6 event tickets
- Radio recognition through 2026 media sponsor

### Contributor Sponsor | \$1,000+

- Logo placement at event
- Featured in all event-related communications
- 4 event tickets

### Advocate Sponsor | \$500+

- Logo placement at event
- 2 event tickets

## Inaugural Fall Gala

**Fall 2026** | Homeward Bound's inaugural gala invites an estimated 200 - 300 of our most dedicated partners to an evening of connection, celebration, and lasting change.

### Hero Sponsor | \$5,000+

- Speaking opportunity
- Logo placement at event
- Featured in all event-related communications
- 8 event tickets
- Radio recognition through 2026 media sponsor

### Partner Sponsor | \$2,500+

- Logo placement at event
- Featured in all event-related communications
- 6 event tickets
- Radio recognition through 2026 media sponsor

### Contributor Sponsor | \$1,000+

- Logo placement at event
- Featured in all event-related communications
- 4 event tickets

### Advocate Sponsor | \$500+

- Logo placement at event
- 2 event tickets
- Logo in printed program booklet



# More Sponsorship Information & Benefits

## All Sponsors Receive:

- Recognition on website with hyperlinked logo
- Collateral Kit for DIY and Peer-to-Peer campaigns
- Social media kit for promoting sponsorship
- Inclusion in annual ad or press release highlighting annual and event sponsors
- Social media feature
- Opportunity to donate branded promotional materials for event "swag bags"

## Other Ways to Get Involved:



Organize a donation drive



Volunteer at our facilities



Take a tour of Homeward Bound



Donate in-kind items



Donate unique auction items



Organize your own fundraiser\*\*



### REACH (Real Estate Agents Combatting Homelessness) Fund

Homeward Bound's REACH (Real Estate Agents Combatting Homelessness) Fund enlists local real estate professionals to donate 1% to Homeward Bound for each real estate closing so that everyone can have a key to their own home.



### Cups of Hope Coffee Partnership

Coffee partners can support Homeward Bound's AHOPE Day Center by donating coffee and coffee essentials. These partnerships help provide fresh cups of coffee, creamer, and sugar to hundreds of unhoused community members each day.

### \*\*Organize Your Own Fundraiser:

We value our business partners and want to see them thrive as our community rebuilds. Partner with us through give-back nights, round-up campaigns, benefit events, and other creative promotions that put your business in front of our supporters.

## We'd love to chat with you!

Please contact our Development Officer, Abby Nelson, to learn more about our Build Your Own Sponsorship, REACH Fund, Cups of Hope, or other ways to get involved in our mission.

Phone: (828) 787 0016 | Email: [AbbyN@HomewardBoundWNC.org](mailto:AbbyN@HomewardBoundWNC.org)



# 2026 Build Your Own Sponsorship

## Any level of support makes an impact:

Homeward Bound's Build Your Own Sponsorship option is designed for businesses that want to support our mission in a way that fits their budget and brand. We are deeply grateful to all of our business partners, no matter the level, for helping our community prevent and end homelessness through permanent housing and support.

## Mutual and creative partnerships:

We value our business partners and want to see them thrive as our community rebuilds. Partner with us through give-back nights, round-up campaigns, benefit events, and other creative promotions that put your business in front of our supporters.



## Raise Awareness:

Our sponsorships offer your brand increased visibility, direct engagement with our audience, and the opportunity to create measurable social impact.

## Online Engagement:

8,000+ Followers on Social Media  
43k+ Annual Website Visits  
7,300+ newsletter subscribers, including over 500 major "Key Society" donors.

Available Benefits	Cost
Collateral Kit for DIY & Peer-to-Peer Campaigns	Free
Social Media Post	\$100
Logo placement at Fall Benefit Concert	\$100
Logo placement at Welcome Home Luncheon	\$150
Logo placement at Fall Gala	\$150
Inclusion in annual ad or press release highlighting sponsors	\$150
Recognition on website with hyperlinked logo	\$250
Featured on all event-related media for all 3 fundraising events	\$750
Recognition at facility tours	\$1,000
Speaking or tabling opportunity at Key Society Donor Reception	\$2,500

## We'd love to chat with you!

Please contact our Development Officer, Abby Nelson, to learn more about our Build Your Own Sponsorship, REACH Fund, Cups of Hope, or other ways to get involved in our mission.

**Phone:** (828) 787 0016 | **Email:** AbbyN@HomewardBoundWNC.org