

# 2018 SPONSORSHIP



**We believe that together, we can solve homelessness in our community. Sponsor today, change tomorrow.**

**Sponsorship benefits for 2018 can be found on the back of this document and include recognition at one (or both!) of our two largest events of the year: *Toast to Transitions and Homelessness Awareness Day.***

## ***WHAT IS HOMELESS GEAR? WHAT IS THE MURPHY CENTER?***

Homeless Gear empowers individuals and families who face homelessness to survive, move forward and thrive. We operate a continuum of nine programs and initiatives and oversee the Murphy Center. The Murphy Center is our community's hub of services for people who are homeless or in jeopardy of becoming homeless: it is one facility that hosts 20 independent agencies and roughly 40 total services. Collectively, Homeless Gear and the Murphy Center provide immediate and long-term support while furthering our community's plan to make homelessness rare, short-lived and non-recurring. In 2017, Homeless Gear and the Murphy Center collaborative helped more than 100 individuals secure affordable housing.



Homeless Gear is a Proud Partner Agency of



## **Eighth-Annual Toast to Transitions Event & Ten-Year Anniversary**

***June 9th, 2018, at Colorado State University's Lory Student Center***

Toast to Transitions is our largest live fundraising event of the year. Programming will include live music, food, local beer and wine, an auction, guest speakers and more. Guests will include more than 400 Homeless Gear partners, business representatives and other community members.

## **Homelessness Awareness Day**

***December 8th, 2018, at the Murphy Center and throughout Fort Collins***

We are excited to proclaim December 8th as Fort Collins' Homelessness Awareness Day. Multiple events will take place throughout the day, including:

**The Murphy Center Mission to Hope Walk:** Individuals, families, businesses, agency partners and other groups will take the .8-mile walk—together—from the local shelters to the Murphy Center. This is a walk that many people we serve take every day. Following the Walk will be an Open House at the Murphy Center, lunch provided by local restaurants and various activities!

**The Murphy Center Community Dinner:** More than 200 individuals—people who are housed and guests (clients) of the Murphy Center—will come together to learn more about the Murphy Center collaborative, engage in conversation and share a meal.

# 2018 BENEFITS

BENEFITS	PLATINUM CORPORATE SPONSOR \$10,000	GOLD EVENT SPONSOR \$2,500	SILVER EVENT SPONSOR \$1,000	BRONZE UNITY EVENT SPONSOR \$500	BRONZE HOPE EVENT SPONSOR \$500
Primary Time of Exposure	Year-Round	Summer and Winter	Summer and Winter	Winter exposure through Murphy Center Community Dinner	Winter exposure through Murphy Center Mission to Hope Walk
Organization/Company Logo on Homeless Gear Street Outreach Van	Year-Round				
Sponsor of 2018 Video	Logo & Website				
Logo on Banner at Murphy Center Building	Year-Round	Year-Round			
Organization/Company Banner at Homeless Gear Warehouse	Year-Round	Year-Round			
Organization/Company Banner at Toast to Transitions	✓	✓			
Logo in 2019 Calendar (yes, year 2019!)	✓	✓	✓		
Identifying Marker at Toast to Transitions	Logo	Logo	Logo		
Recognition on Homeless Gear Website	Prominent Logo Placement	Logo	Logo		
Recognition at Toast to Transitions	Verbal & Visual	Verbal & Visual	Visual		
Tickets to Toast to Transitions	Table	Table	2		
Recognition at Homelessness Awareness Day	Logo at Dinner & Walk	Logo at Dinner & Walk	Logo at Dinner & Walk	Logo at Dinner	Logo at Walk
Tickets to Homelessness Awareness Day Events	Table at Dinner & 10 to Walk	2 to Dinner & 10 to Walk	2 to Dinner & 2 to Walk	2 to Dinner	2 to Walk
Social Media	Feature Blurb and Pinned Tweet	Feature Blurb	Name	Name	Name
Recognition in E-Newsletter	Feature Blurb	Feature Blurb	Logo	Logo	Logo
Recognition on Murphy Center Website	Prominent Logo Placement	Logo	Logo	Logo	Logo



Homeless Gear is a 501(c)(3) nonprofit. Please call Ken John at (970) 581-4921 or Chelsey Mandell at (970) 587-3556 to become a sponsor today! Thank you for your support.

