

Home of the Sparrow's 23rd Annual Gala: *Enchanted Woodlands*

June 9th from 6:00pm to 10:30pm at The Phelps School, 583 Sugartown Road, Malvern, PA 19355

AIR CONDITIONING by BELFOR USA

As a West Chester native, I spend some sleepless nights thinking about the hundreds of women and children without a home right here in my hometown. Chester County is the wealthiest in our Commonwealth, but there is another side to our community, one hidden from view, where women and children are about to lose their homes. At Home of the Sparrow, we help women and children who are facing or experiencing homelessness to transform their lives and build better futures. As a trusted community partner and service provider, we helped 549 women and children last year and, unfortunately, the need continues to increase.

Our 23rd Annual Gala will be an outstanding opportunity for your business to support women and children in need and to effectively promote your business. It is businesses like yours that make our work possible and I would like to invite you to become a sponsor for our 23rd Annual Gala. We can only achieve our goal to end homelessness with the help of our community. Together, and with your support, we can change lives.

To acknowledge your generosity, we will be promoting your business with brand-recognition before, during, and immediately after the event. Our promotional efforts will provide you with a tremendous opportunity to increase recognition of your business among our supporters and throughout our community.

I thank you for your time and stand ready to discuss any questions you might have about this opportunity. Please don't hesitate to contact me at mvenema@homeofthesparrow.org or my colleague, Carolyn McKenna, Director of Development at cmckenna@homeofthesparrow.org or via phone at 610-647-4940.

Sincerely,

Michelle E. Venema
Chief Executive Officer



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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 in Chester County. 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 a 501(c)(3) nonprofit, we support nearly 550 women and children each year. As a trusted service provider, we provide a safety net for single women, mothers, and their 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. We are surrounded by beautiful farmland, opulent homes, thriving corporate centers and luxury boutiques. Our community is one of warmth, friendliness and unity. But there is another side to Chester County, one hidden from view. In a community of great abundance, there is also great poverty, and the most vulnerable among us exist quietly on the fringes in a constant state of desperation.

Homelessness continues to be a chronic issue across the country and Chester County is not immune. County offices reported that 124 single women, 156 mothers and 285 children utilized local emergency shelters last year. This number doesn't include the women and children who are couch-surfing or living in their cars because they are too afraid to go to a shelter – those numbers are far greater.

About the Event

Magic is in the air. For our 23rd Annual Gala, we are transforming The Phelps School's Field House into air-conditioned **Enchanted Woodlands**. Anything is possible during this enchanting gala evening. Our guests can escape the heat of summer and spend a magical evening in a lush and green woodland. Music and dancing is provided by the Chatterband, while we have a delicious dinner and an open bar. The highlights of this enchanted Gala event are exciting live and silent auctions.

We will welcome approximately 500 guests, many of whom are longstanding supporters and friends of Home of the Sparrow. The event provides excellent marketing opportunities for businesses of all sizes. Sponsoring our 23rd Annual Gala allows your business to communicate directly with our supporters through online and print media before, during and after the event.

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2018 CORPORATE SPONSORSHIP OPPORTUNITIES

Magic Maker - \$15,000

- Highest level of visibility, provides for prominent display of signage at the venue
- Two one-page ads in the program
- Logo included in invitation package and website
- Marketing material placement in swag bags
- 16 tickets & 10 invites to the sponsor party

Entertainment Sponsor - \$10,000

- Exclusive recognition by the Chatterband during the event
- One-page ad in the program
- Prime placement of signage by the stage
- Marketing material placement in swag bags
- 8 tickets & 4 invites to the sponsor party

Spirits Sponsor - \$5,000

- Prominent placement of signage at all beverage stations
- Half-page ad in the program
- Marketing material placement in swag bags
- 5 tickets & 2 invites to the sponsor party

Raffle Sponsor - \$3,000

- Display of branding on raffle tickets, postal insert and other raffle related materials
- Quarter-page ad in the program
- Placement of signage at the raffle station
- Marketing material placement in swag bags
- 4 tickets & 2 invites to the sponsor party

Enchanted Sponsor - \$1,500

- Logo placement on "Enchanted Woodlands swag bag" and placement of branding and advertisement materials within swag bag
- 2 tickets & 2 invites to the sponsor party
- Quarter-page ad in the program

Friend of the Sparrow - \$550

- 2 Tickets
- 2 Invites to the Sponsor Party
- Mention in the Program

Regular Ticket - \$150

Junior Ticket (under 30 years old) - \$75

Tickets include a delicious buffet dinner, open bar, valet parking, live music by the Chatterband and exciting live and silent auctions.



To purchase tickets and secure sponsorships, please visit www.homeofthesparrow.org/gala or send us your filled-out sponsorship form. To discuss your sponsorship options, please contact Carolyn McKenna, Director of Development at cmckenna@homeofthesparrow.org or 610-647-4940.

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All advertisement materials (banners, program ads, logos, etc) are provided by the sponsor and must be submitted in time.

Marketing Submission Deadlines

March 15 th	Submit company logo in JPEG or PDF format to Darla Nutter to be featured in the invitation
April 17 th	Submit printer ready artwork for placement in the program
May 9 th	Drop-off swag bag materials at Home of the Sparrow
May 21 st	Submit names of corporate sponsor guests
June 1 st	Drop-off branding signage at Home of the Sparrow (if applicable)

For questions regarding artwork, to submit guest names and for general inquiries, please contact Darla Nutter at 610-647-4940 or info@homeofthesparrow.org.

Ad specifications:

Full-page: 8 ½ (h) x 5 ½ (l)
Half-page ad: 4 ½ (h) x 5 ½ (l)
Quarter-page ad: 2 ½ (h) x 5 ½ (l)
Full-color PDF or JPEG format

Please mail the form below to Home of the Sparrow or visit

www.homeofthesparrow.org/gala

969 E Swedesford Road, Exton, PA 19341

Name _____

Listing (to appear in program) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Sponsorship level _____

We won't be able to be a sponsor, but we would like to make contribution of \$ _____

We won't be able to be a sponsor, but we would like to purchase _____ number of Gala tickets.

Enclosed is my check made out to Home of the Sparrow \$ _____

or Please charge my _____ MC _____ Visa _____ Amex _____ Discovery Card \$ _____

Name on card _____ CVV _____

Card Number _____ Expiration Date _____

Date _____

Signature _____

