



SHC PRESENTS

**WARM
SOLES**
NIGHT WALK
COLD NIGHTS, WARM FEET

Partnership Opportunities



Supportive Housing Communities

The mission of the Supportive Housing Communities (SHC) is to alleviate homelessness and human suffering. SHC primarily serves the chronically homeless population – which is defined as those individuals that have been homeless for at least one year, and have a disabling condition, such as substance abuse, mental illness, or chronic disease. While other organizations may offer temporary shelter, or focus on specific populations, SHC is the only organization in Mecklenburg County focused on helping chronically homeless individuals and families by combining a full continuum of financial support (so they can afford a place to live) and case management (so they can keep it).

Last year SHC served 513 neighbors, including 214 children under the age of 18. All persons served by SHC have total household incomes at or below 30 percent Area Median Income (\$19,800/yr., or \$28,250 for a family of four). 93% of adults support themselves (and any children) on less than \$167/month, and almost half have no income at all. Approximately 80 to 90 percent of our residents' incomes do not even approach the 30 percent level.

Empathy In Every Step

During the coldest part of the year, when temperatures drop below freezing, our homeless neighbors face even greater challenges. To bring awareness to the harsher conditions, SHC's inaugural Warm Soles Night Walk at Queens University offers an inspiring opportunity to step into the shoes of our neighbors experiencing homelessness. Guests will immerse themselves in an evening filled with real stories and a powerful mission moment that will leave you feeling moved and motivated. Warm Soles is a double entendre that speaks to the effort to give new socks to our neighbors while also referencing the kindness and generosity of our community in supporting our most vulnerable.



PRESENTING SPONSOR

\$15,000

Category Exclusivity

- Industry non-compete at the presenting level. Competitors will be encouraged to participate at lower levels.

Media Opportunities

- Logo included in TV/Cable spots (pending agreement with local media partners)
- Sponsor name mention in radio spots (pending agreement with local media partners)
- Logo included in all printed media (pending agreement with local media partners)
- Sponsor name included in all press releases
- Opportunity for company CEO to be interviewed or quoted in press release

Pre-Event Opportunities

- Logo placement on event website with hyperlink to sponsor website
- Logo and link to company website included in all event email communication to participants
- One CEO spotlight in event email
- Recognition on social media (with logo)
- Logo included in presentations at kickoff, recruitment, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure and/or rack card
- Logo placement on event t-shirt
- Logo placement on event posters

Event Opportunities

- Opportunity to host a booth at the event in premium location
- Opportunity for CEO or company executive to address the participants at the event
- Opportunity for CEO or company executive to be interviewed by local media
- Sponsor name recognition from the stage
- 10 Passes for the VIP Tent with VIP Parking
- Logo included on route markers
- Logo placement on sponsor banner



SUPPORTIVE HOUSING HERO

\$10,000

Media Opportunities

- Sponsor name mention in radio spots (pending agreement with local media partners)
- Logo included in all printed media (pending agreement with local media partners)

Pre-Event Opportunities

- Logo included in all event email communication to participants, with link to company website
- Recognition on social media (with logo)
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on event t-shirt
- Logo placement on event posters
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at one of the following areas:
 - Start/Finish Line - Kid Zone - Team Tailgate Area - Custom opportunity
- 8 Passes for the VIP Tent with VIP Parking
- Logo placement on sponsor banner



GOOD NEIGHBOR PARTNER

\$5,000

Pre-Event Opportunities

- Logo included in all event email communication to participants, with link to company website
- Recognition on social media (with logo)
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event brochure
- Logo placement on event t-shirt
- Logo placement on event posters
- Logo placement on event website with link to sponsor website

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at one of the following areas:
 - VIP Tent - Volunteer Check In - Food&Beverage Tent - Custom opportunity
- 6 Passes for the VIP Tent with VIP Parking
- Logo placement on sponsor banner



COMMUNITY CHAMPION

\$2,500

Pre-Event Opportunities

- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt
- Company name included on event brochures
- Company name included on event posters
- Logo placement on event website (not linked)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at Water or Cheer Station
- 4 Passes for the VIP Tent with VIP Parking
- Logo placement on sponsor banner



COMMUNITY ADVOCATE

\$1,500

Pre-Event Opportunities

- Opportunity to host an internal kickoff or recruitment event
- Company name on event website (not linked)

Event Opportunities

- Opportunity to host a booth at the event
- Sponsor name recognition from stage
- 2 Passes for the VIP Tent with VIP Parking
- Company name included on sponsor banner

SIGN ME UP TO BECOME A SPONSOR

Please fill out the following form to confirm your sponsorship for the 2025 Warm Soles Night Walk.
Completed forms can be returned to Kristina Aquilone, kristina@aplacetoiveagain.org



Contact Information

Company Name	<input type="text"/>	Email	<input type="text"/>	
Address	<input type="text"/>	City	<input type="text"/>	State abv <input type="text"/>
Contact Name	<input type="text"/>	Contact #	<input type="text"/>	Zip Code <input type="text"/>

Payment Information

Please send me an invoice I have enclosed a check made out to SHC

Sponsorship Level Custom Amount

In-kind Auction, Raffle, Givaway Contact

Signature Date

Supportive Housing Communities is a 501(c) (3) non-profit organization. Our Federal Tax ID is: 58-2067479



THANK YOU FOR HELPING US END CHRONIC HOMELESSNESS!

Please send your high-resolution color and black-and-white logos (.eps or vector preferred) to amanda@aplacetoiveagain.org. Upon receipt of your completed sponsorship form, SHC staff will contact you to discuss and confirm event arrangements, sponsorship benefits, and recognition.