



SFHC PRESENTS

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

Sponsorship 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 492 neighbors, including 201 children under the age of 18. All persons served by SHC have total household incomes at or below 30 percent Area Median Income (\$22,300/yr., or \$31,800 for a family of four). 88% of adults support themselves (and any children) on less than \$1,500/month, and more than 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 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 warmth 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 prominently displayed on key campaign collateral (marketing, print, and web)
- Logo placement on event website with link to sponsor website
- Logo and link to company website included in all event email communication to participants
- One company/CEO spotlight in event email
- Four social media posts highlighting your partnership on SHC's platforms
- Premier placement in SHC's Annual Report, distributed to over 4,000 constituents
- Company profile featured in SHC's quarterly eNewsletter
- Customized volunteer experience tailored to your organization
- Logo included in presentations at kickoff, recruitment, team, and sponsor presentations
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt

### Event Opportunities

- Opportunity to host a booth at the event in premium location
- 12 Passes for the VIP Tent
- Premier sponsor signage recognition at the event
- Opportunity for CEO or company executive to address the participants at the event
- Sponsor name recognition from the stage



## SUPPORTIVE HOUSING HERO

\$10,000

### Media Opportunities

- Logo included in all printed media (pending agreement with local media partners)

### Pre-Event Opportunities

- Premier logo placement on key campaign collateral (marketing, print, and web)
- Logo placement on event website with link to sponsor website
- Logo included in all event email communication to participants, with link to company website
- Three social media posts highlighting your partnership on SHC's platforms
- Recognition in SHC's Annual Report, distributed to over 4,000 constituents
- Company profile featured in SHC's quarterly eNewsletter
- Customized volunteer experience tailored to your organization
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt

### Event Opportunities

- Opportunity to host a booth at the event
- 8 Passes for the VIP Tent
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at one of the following areas: Start/Finish Line - VIP Tent - Activity Zone - Photo Booth - Shelter of Hope - Warming Station - Custom opportunity



## GOOD NEIGHBOR PARTNER

\$5,000

### Pre-Event Opportunities

- Logo placement on key campaign collateral (marketing, print, and web)
- Logo placement on event website with link to sponsor website
- Logo included in all event email communication to participants
- Two social media posts highlighting your partnership on SHC's platforms
- Recognition in SHC's Annual Report, distributed to over 4,000 constituents
- Exclusive mention in SHC's quarterly eNewsletter
- Customized volunteer experience tailored to your organization
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt

### Event Opportunities

- Opportunity to host a booth at the event
- 6 Passes for the VIP Tent
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at one of the following areas: Start/Finish Line - VIP Tent - Activity Zone - Photo Booth - Shelter of Hope - Warming Station - Custom opportunity



## COMMUNITY CHAMPION

\$2,500

### Pre-Event Opportunities

- Logo placement on key campaign collateral (marketing, print, and web)
- Logo placement on event website with link to sponsor website
- One social media posts highlighting your partnership on SHC's platforms
- Recognition in SHC's Annual Report, distributed to over 4,000 constituents
- Special Thanks in SHC's quarterly eNewsletter
- Customized volunteer experience tailored to your organization
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt

### Event Opportunities

- Opportunity to host a booth at the event
- 4 Passes for the VIP Tent
- Sponsor name recognition from stage
- Opportunity to include company logo on signage at one of the following areas: Start/Finish Line - VIP Tent - Activity Zone - Photo Booth - Shelter of Hope - Warming Station - Custom opportunity



## NEIGHBOR ADVOCATE

\$1,500

### Pre-Event Opportunities

- Logo placement on event website
- Recognition in SHC's Annual Report, distributed to over 4,000 constituents
- Company name listed in SHC's quarterly eNewsletter
- Customized volunteer experience tailored to your organization
- Opportunity to host an internal kickoff or recruitment event
- Logo placement on event t-shirt

### Event Opportunities

- Opportunity to host a booth at the event
- 2 Passes for the VIP Tent
- Sponsor name recognition from stage
- Sponsor signage recognition at the event

# OUR IMPACT



In-Kind contributions **\$374,286**



# of individuals served **492**



# of households served **264**



# of children served **201**



# of adults served **291**



# of move-ins **62**



% of residents who avoided emergency room related to mental illness **93%**



% of residents in recovery who did not relapse **94%**



% of residents who remained in stable housing **94%**



# SIGN ME UP TO BECOME A SPONSOR

Please fill out the following form to confirm your sponsorship.  
Completed forms can be returned to Kristina Aquilone, [kristina@aplacetoiveagain.org](mailto:kristina@aplacetoiveagain.org)



## Contact Information

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

## Payment Information

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|                                                    |                                                                  |        |                      |
|----------------------------------------------------|------------------------------------------------------------------|--------|----------------------|
| <input type="checkbox"/> Please send me an invoice | <input type="checkbox"/> I have enclosed a check made out to SHC |        |                      |
| Sponsorship Level                                  | <input type="text"/>                                             | Amount | <input type="text"/> |
| In-kind, Auction, Raffle, Giveaway                 | <input type="text"/>                                             |        |                      |
| Signature                                          | <input type="text"/>                                             | Date   | <input type="text"/> |

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

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## THANK YOU FOR HELPING US END CHRONIC HOMELESSNESS!

Please send your high-resolution color and black-and-white logos to [kristina@aplacetoiveagain.org](mailto:kristina@aplacetoiveagain.org). Upon receipt of your completed sponsorship form, SHC staff will contact you to discuss and confirm event arrangements, sponsorship benefits, and recognition.