

## Sponsorship Opportunities 2021

Sponsoring HomeRise allows you to align your brand with the largest permanent supportive housing organization in San Francisco. It also puts you in front of our myriad donors and partners, from architects and construction companies to banks and tech companies.

There are several ways to partner with HomeRise throughout the year, and each opportunity affords curated benefits designed to maximize your investment while also ensuring that we make the most of your generosity in our fight against homelessness.

Secure your sponsorship today using the enclosed Sponsor Form or contact Laura Ross at [lross@homerisesf.org](mailto:lross@homerisesf.org) for more information.

*Please return your Sponsor Form by September 17, 2021 to receive your full benefits.*

### Event Sponsorship

Film Premiere  
**Re-Becoming**  
A HomeRise Film  
**October 21, 2021**

In celebration of our new name and all that's on the horizon for HomeRise, we're producing a short film that reintroduces us to our community and celebrates the work we do. Re-Becoming will premiere this October and will showcase our residents and staff and the way our work changes our community for the better.

The premiere will include a cocktail reception for 100 highly-engaged guests and a screening of the film followed by a panel discussion with HomeRise residents and staff featured in the film.



#### Film Premiere Sponsorship at a Glance

- Executive Producer - \$20,000
- Director - \$10,000
- Associate Producer - \$5,000
- Editor - \$3,500
- Patron - \$1,500

#### HomeRise Audience Demographics

Email recipients: 7,000+

Average email open rate: 25%

Social media followers: 3,200+

Industries: Technology, Banking, Government, Real Estate, Architecture, Arts, Construction, Nonprofit, and more...

Event Benefits	Executive Producer \$20,000	Director \$10,000	Assistant Producer \$5,000	Editor \$3,500	Patron \$1,500
Tickets to the Premiere	8	6	4	2	1
Reserved seating for guests	✓	✓	✓		
Personalized thank you during live program	✓	✓			
Film recognition	Large logo included	Medium logo included	Small logo included	Name listed	
Printed event program	Large logo	Medium logo	Small logo	Name listed	Name listed
Event website	Large logo w/ URL	Medium logo w/ URL	Small logo	Name listed	Name listed
Corporate partner page on HomeRise.org	Company listed	Company listed	Company listed		
Event emails	Large logo w/ URL	Medium logo w/ URL	Small logo	Name listed	Name listed
Social media mention	Exclusive thank you	Exclusive thank you	Shared thank you	Shared thank you	Shared thank you

One **Presenting Sponsorship** is available for our VIP Preview Series, two exclusive evenings with HomeRise's top donors. Each evening will include food and drinks for 30 guests at Zoetrope Aubry Productions' private screening room in the Presidio, followed by a preview screening of the film.

**Dates:** Late September 2021

**Cost:** \$25,000

Please contact Laura Ross via email at [lross@homerisesf.org](mailto:lross@homerisesf.org) for more information about the benefits of this Presenting Sponsorship or to secure the Presenting Sponsorship.

# Holiday Cheer Sponsorship

## Make the Holidays Bright with HomeRise November 30, 2021

Put together a Holiday Cheer Team and give back this holiday season. Each Team will “adopt” and decorate one of HomeRise’s 17 buildings. These buildings are located throughout the city, from the Tenderloin to the Marina, Mission Bay, and Treasure Island. They’re home to nearly 2,000 residents, including seniors, families, and young adults. Volunteers can gather together to share in the holiday spirit and decorate alongside the residents of their adopted building. HomeRise’s panel of judges (stay tuned to find out who our celebrity judges are!) will select winners, and after decorating, Teams can join residents in a celebratory holiday meal!

After a year of limited in-person gatherings, this opportunity is perfect for companies looking for employee engagement and those who want to spend some time with our inspiring residents. HomeRise will work to secure press coverage about the event in addition to posting on social media and sharing in our newsletter to an audience of more than 6,000.

**Date: Tuesday, November 30, 2021**

**Cost: \$5,000 per building**

*Please note: Holiday Cheer Teams are responsible for supplying all decorations for their building. HomeRise will provide everything needed for the meal.*



## HomeRise Champions



Become a **HomeRise Champion** and sponsor the Premiere of Re-Becoming as well as adopting a building during the holidays. In addition to receiving all the benefits associated with each sponsorship above, HomeRise Champions receive special recognition throughout the year on our website, social media, and in newsletters, as well as being the first to hear about new volunteer opportunities and special events.

**HomeRise Champion Cost: \$25,000+**

*Please contact Sarah Haselschwardt via email at [shaselschwardt@homerisesf.org](mailto:shaselschwardt@homerisesf.org) for more information.*

# Sponsor Form

- ☐ Executive Producer | \$20,000
- ☐ Director | \$10,000
- ☐ Associate Producer | \$5,000
- ☐ Editor | \$3,500
- ☐ Patron | \$1500
- ☐ Holiday Building Adoption | \$5,000
- ☐ HomeRise Champion Sponsorship | \$25,000 or \$\_\_\_\_\_

\_\_\_\_\_  
Company Name - As you would like it to appear on promotional materials

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Contact Email

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

- ☐ I have enclosed a check payable to HomeRise for the value indicated above
- ☐ I will pay for my sponsorship online at [homerisesf.org/sponsorpayment](http://homerisesf.org/sponsorpayment)

- ☐ Please charge my credit card for the value indicated above
  - ☐ Visa
  - ☐ Mastercard
  - ☐ AmEx
  - ☐ Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration

\_\_\_\_\_  
CVC

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*By signing here, I commit to paying the amount indicated above to HomeRise no later than October 1, 2021. Your contribution to HomeRise is tax-deductible to the fullest extent permitted by law. EIN 94-3112338.*

**To finalize your sponsorship, return this form by September 17.**

Email: Laura Ross, [lross@homerisesf.org](mailto:lross@homerisesf.org)  
Or mail: HomeRise  
c/o Fund Development  
20 Jones Street, Suite 200  
San Francisco, CA 94102

