

The background is a deep red color, densely decorated with a repeating pattern of stylized hearts and floral motifs. The hearts are of various sizes and are arranged in clusters, some overlapping. The floral motifs consist of small, rounded shapes that resemble leaves or petals, also arranged in clusters. The overall effect is a rich, textured, and romantic aesthetic.

HOPE FOR
HOMES

The Red Affair

SPONSORSHIP PACKAGE



Hope for Homes - The Red Affair Dinner and Silent Auction June 8, 2023

A Message from the Chair

Thank you for taking the time to learn more about how you can make a difference in the lives of people in north Durham who are facing housing instability. Right now, we are preparing for our fundraising dinner and silent auction event - **Hope for Homes**. This year, we will be hosting a themed event, called the Red Affair. This event is set to attract a diverse audience of people who are united in their desire to help the most vulnerable in our community.

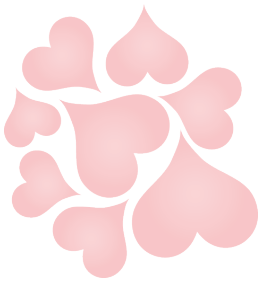
Each year, we provide support to individuals and families who are homeless or at risk of becoming homeless. We assist them in securing and retaining safe, affordable housing and provide additional supports that help them to thrive in their homes.

Sponsoring our event is a great way to support the essential work that we do while also increasing visibility for your organization. We have compiled many benefits and promotional opportunities to ensure that our sponsors get the appreciation and recognition they deserve. I hope you will join me, the staff and volunteers of North House, our stakeholders and attendees in building a better tomorrow for our community neighbours.

With gratitude,



Ron Houston
Chair, Board of Directors



Will You Change A Life Today?

A chance at stable housing can do just that. Once someone has a safe place to call home, many other parts of their life can fall into place as well. North House assists people struggling with housing instability or homelessness and guides them on a path towards housing stability. This is a life changing process for our clients. Won't you join us in changing the lives of our friends and neighbours in north Durham?

Who We Are:

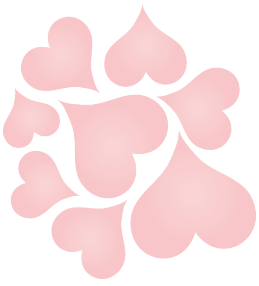
North House is a not-for-profit organization that provides a spectrum of housing supports for those who are at risk or in crisis within the communities of north Durham through programs such as: homelessness prevention and housing support, rent subsidies, tax preparations, as well as, Landlord and Tenant Relations. In 2022, we assisted over 260 households in need, and see new clients every day. That 260 households represents 447 individuals.

The Event:

Hope for Homes is an annual fundraising event in support of North House that has been cancelled for three years due to the COVID-19 pandemic. It is a fun-filled evening that includes dinner, drinks, entertainment, and wonderful silent auction. In its first year, Hope for Homes hosted approximately 150 guests and raised an impressive \$25,000. This event will be held on Thursday, June 8, 2023 at **Mill Run Golf Course**. We look forward to getting together to celebrate and raise much needed funds in 2023!

Your Role:

By participating as an event sponsor, you are changing the lives of people within your community. You are also gaining valuable, and unique exposure to your target demographic. There are many options built into our package to suit every budget and objective and we are open to customization. We look forward to working with you on creating a mutually beneficial partnership.



Sponsorship Details

Monetary Sponsorship	Media Sponsorship	In Kind Sponsorship	Specific Elements
Levels between \$1,500 and \$250, custom packages available.	Newsprint and Radio sponsorships available.	Have a service or product you would like to provide? This is the package for you.	Sponsor a specific element of the event such as the flowers or the wine.

Monetary Sponsorship Levels - Benefit Highlights

Hope Sponsor: \$1,500

Title Sponsor

- Most prominent logo placement on all event signage, pre and post event marketing and social media
- Speaking opportunity at event
- Pre-event social media spotlights, can include interviews, videos etc.
- Highest priority seating at event, including 8 tickets

Aspiration Sponsor: \$1,000

- Prominent logo placement on all event signage, pre and post event marketing and social media
- Pre-event social media spotlight opportunity
- Priority seating at event, including 4 tickets

Brighter Future Sponsor: \$500

- Logo placement on all event signage, pre and post event marketing and social media
- Priority seating at event including 2 tickets

Courage Sponsor: \$250

- Logo placement on select event signage, pre and post event marketing and social media



Specific Element Sponsorship Opportunities

Do you want to see exactly where your sponsorship dollars are going? Do you want to reach the event audience in a unique and memorable way? Why not choose a specific event element from the list below and sponsor that special part of our evening?

How it works:

- Below is a list of things that we do or provide at our event.
- You choose the element that you most want to sponsor.
- The value placed with the element takes into account the approximate cost of the item/element, as well as the cost to include your special branding on or around that element.
- Once you've chosen an element, we work out the unique details together on how to best display your generous contribution to our event.
- Some examples: custom wine labels on the wine bottles for dinner, your logo and mention as the print materials sponsor on all print items, a custom flag with your logo, in each dessert item.

These are just a few of the many ideas that we can come up with to get your name out to all of our attendees.

Opportunities:

- Print Materials Sponsor: \$1,000
- Dessert Sponsor: \$1,000
- Guest Favour Sponsor: \$750
- Décor Sponsor: \$750
- Balloon Sponsor: \$750
- Photo booth Sponsor: \$1,000
- Entertainment Sponsor: \$750

Hope Sponsor
\$1,500

This is our title sponsor, with a full range of benefits and opportunities to be prominently featured with our audiences before, during and after the event.

Pre-Event:

- Logo (large) on event website (with link)
- Corporate name and logo recognized as “Hope Sponsor” on all pre-event signage and advertising
- Introduction as event sponsor on all social media platforms
- Pre-event opportunity to be featured live or on video on social media platforms
- Exclusivity in your industry as a sponsor

Event Night:

- Logo on donor cards
- Company provided flyer placed in event programme
- Logo and name in programme
- Prominent logo placement at welcome table, silent auction area
- 2-minute speech option at the event
- Table for 8 with reserved seating, preferred table placement
- Table signage with logo
- Logo on rotating A/V loop
- Recognition by Emcee during the event
- Social media live coverage throughout evening

Post-Event:

- Logo (large) on event website (with link)
- Announcement of success with company information on Twitter, Facebook, Instagram
- Logo (large) in post-event thank you sent to guests, sponsors and donors

Aspiration Sponsor
\$1,000

Aspiration Sponsors will be recognized for their support and will be prominently featured throughout our event as well as through pre and post-event marketing.

Pre-Event:

- Logo (med) on event website (with link)
- Corporate name and logo on all pre-event signage and advertising
- Introduction as event sponsor on all social media platforms
- Pre-event opportunity to be featured live or on video on social media platforms
- Exclusivity in your industry as a sponsor

Event Night:

- Logo on donor cards
- Company provided flyer placed in event programme
- Logo and name in programme
- Logo placement at welcome table, silent auction area
- 4 tickets with reserved seating, preferred table placement
- Table signage with logo
- Logo on rotating A/V loop
- Recognition by Emcee during the event
- Social media live coverage throughout evening

Post-Event:

- Logo (medium) on event website (with link)
- Announcement of success with company information on Twitter, Facebook, Instagram
- Logo (med) in post-event thank you sent to guests, sponsors and donors

Brighter Future Sponsor
\$500

Brighter Future Sponsors will be highlighted during the event and will receive benefits throughout the pre and post-event marketing

Pre-Event:

- Logo (small) on event website (with link)
- Corporate name and logo on all event advertising
- Introduction as event sponsor on all social media platforms

Event Night:

- Name included in programme
- Tickets for 2
- Table signage with name
- Logo/name on rotating A/V loop
- Recognition by Emcee during the event
- Social media live coverage throughout evening

Post-Event:

- Logo (small) on event website (with link)
- Announcement of success with company information on Twitter, Facebook, Instagram and LinkedIn
- Logo (small) in post-event thank you package sent to guests, sponsors and donors

Courage Sponsor
\$250

*Courage
Sponsors will
enjoy many
benefits and be
recognized for
their support of
the event.*

Pre-Event:

- Logo (small) on event website (with link)
- Corporate name and logo on select event advertising
- Introduction as event sponsor on all social media platforms

Event Night:

- Name included in programme
- Logo/name on rotating A/V loop
- Social media live coverage throughout evening

Post-Event:

- Logo (small) on event website (with link)
- Announcement of success with mention on Twitter, Facebook, Instagram and LinkedIn
- Logo (small) in post-event thank you package sent to guests, sponsors and donors

Sponsorship Benefits

HOPE
\$1,500

ASPIRATION
\$1,000

BRIGHTER FUTURE
\$500

COURAGE
\$250

	HOPE \$1,500	ASPIRATION \$1,000	BRIGHTER FUTURE \$500	COURAGE \$250
Number of Opportunities	1	2	4	8
Pre-Event:				
• Exclusive logo placement on website	✓			
• Corporate name and logo recognized as "Hope Sponsor" on all pre-event signage/advertising	✓			
• Corporate name and logo on all event advertising		✓	✓	
• Corporate name and logo on select event advertising				✓
• Logo/name on event website page with link to company website	Large	Medium	Small	Small
• Introduction as event sponsor on all social media platforms	✓	✓	✓	✓
• Pre-event opportunity to be featured live or on video on social media platforms	✓	✓		
• Exclusivity in your industry as a sponsor	✓	✓		
Event Programme:				
• Logo/name	✓	✓	✓	✓
• Flyer inclusion	✓	✓		
Event Night:				
• Company representative 2-minute speech opportunity	✓			
• Preferred table placement	✓	✓	✓	
• Table of 8	✓			
• Tickets for 4		✓		
• Tickets for 2			✓	
• Table signage	Logo	Logo	Name	Name
• Logo/name on rotating A/V loop	✓	✓	✓	✓
• Recognition as Hope Sponsor from Emcee	✓			
• Logo placement on sponsor banners	✓	✓	✓	✓
• Acknowledgement of sponsorship by Emcee	✓	✓	✓	
• Live social media posts	✓	✓	✓	✓
• Vendor opportunity at cocktail hour to interact with attendees	✓	✓		
Post-Event:				
• Exclusive logo placement on website banner (Up to 3 months post-event)	✓			
• Recognition in post-event publications and annual report	✓	✓	✓	✓
• Social media announcement of success with company information on all channels	✓	✓	✓	✓
• Logo/name in post-event thank you email	Large	Medium	Small	Small

For more information on these sponsorship opportunities,
please contact:

Kristin Vandebroek
Community Engagement and Event Coordinator

kristinvandebroek@northhouse.ca

(289) 640-1929 ext. 114

North House
B-2 Elgin Park Drive
Uxbridge, ON
L9P 0B1

Uxbridge/Scugog: (289) 640-1929

Brock: (705) 432-8654

www.northhouse.ca

Charitable Organization #856822077 RR0001