



## **Sponsorship Opportunities**

**For Roswell BBQ in the Burbs**

**October 28, 2018**

**Roswell City Hall Grounds**  
**2:00pm to 6:00pm**

**Contact: Joan O'Connell for more information**  
**(770) 642-9185 X116**  
**Email: [joconnell@homestretch.org](mailto:joconnell@homestretch.org)**

**All proceeds benefit HomeStretch EIN: 58-2051038**



## The HomeStretch Story

For 25 years HomeStretch has been committed to guiding homeless families towards permanent housing and lasting stability. We are proud of our progress, however there is more we need to do. We have identified two strategic investments to achieve our long term aspirations of ridding Fulton County of family homelessness.

Our first investment - improve our infrastructure by expanding our temporary housing footprint so we can offer more opportunities for homeless families to begin their life transition towards stability.

Secondly, we need to expand our programming to continue to build life skills for our families so they can land on their feet after they graduate from HomeStretch.

**These strategic investments are critical to our success for the next 25 years.** We count on organizations, partners, and businesses like yourself who work and live in our community to invest in helping us expand these two initiatives and achieve our long term aspiration of eliminating homelessness in Fulton County.

### What We Do to Change Lives

HomeStretch designs an individualized program to guide the family to achieve measurable progress with:

***Housing Finances Employment Families***

### How We Do It

**Educate with Life Skills:** financial literacy, employment, parenting, and personal development

**Strengthen with Case Management:** experienced social workers help families focus and stabilize using an individualized Family Development Plan

**Guide with Mentoring:** volunteer mentors support families with budgeting and family strength

**House with Clean and Safe Apartments:** fully furnished and affordable private family housing in a neighborhood with a playground, basketball court and community garden

### What We Have Accomplished 2017-18

- **97 family members** received temporary housing while participating in the program
- **35,405 nights** of housing were provided to homeless parents and children in the last year
- **64 children had** a stable place to call home in the last year
- **39 housing units:** 23 supportive homes for homeless families, 16 affordable units for graduates and low-income community members



***Join us for an exciting afternoon of music, beer and BBQ  
as we tap into fun for a great cause!***

**Roswell BBQ in the Burbs** will be held Sunday, October 28, 2018 on the grounds of Roswell City Hall, Roswell, GA. Our goal is to raise \$100,000 in sponsorships to benefit HomeStretch and guide homeless families to permanent housing and lasting stability.

**This event will** attract over 400 guests from across North Metro Atlanta and will feature music by *The Free*, a popular local cover band that plays the best of rock'n'roll, modern pop hits, country favorites and classic R&B! Come rock out, enjoy delicious BBQ and brews, try your luck in our raffles, and bring the kids out to enjoy our Kids Zone!

**As a sponsor**, you will receive valuable recognition from people in our community, but most of all your support will help families in our community break the cycle of homelessness. Your partnership will support Homestretch's mission.

## **Sponsorship Opportunities**

**Sponsorship Levels:** Please indicate the desired level of sponsorship:

- \_\_\_\_\_ \$15,000 – Grand Champion - Presenting Sponsor\*
- \_\_\_\_\_ \$10,000 – Grill Master
- \_\_\_\_\_ \$10,000 – Master Band Sponsor\*
- \_\_\_\_\_ \$ 7,500 – Beer Garden Sponsor
- \_\_\_\_\_ \$ 5,000 – Hot & Spicy Sponsor
- \_\_\_\_\_ \$ 2,500 – Sweet & Savory Sponsor
- \_\_\_\_\_ \$ 1,000 – Fire & Ice Sponsor

**\*Indicates one exclusive sponsorship available**



### Sponsor Benefits

		Grand Champion	Master Grill	Band Master	Beer Garden	Hot and Spicy	Sweet and Savory	Fire and Ice
Company Name in Event Title	•							
Company Logo on All Marketing Materials	•	•	•	•				
Distribution to local media outlets	•	•	•	•				
Logo on event flyers	•	•	•	•	•	•	•	•
Promotion on Website and Social Media	•	•	•	•	•	•	•	•
Logo/Banner at Bandstand	•							
Company Logo Distributed to all Event attendees	•	•	•					
Sponsor Sign at Event	•	•	•	•	•	•	•	•
Announced as Sponsor During Event	•	•	•	•	•	•	•	•
# of Reserved Seats (tables of 8)	24	16	16	16				
Exclusive BBQ Meal	•	•	•					
Table Service for Your Reserved Tables	•	•	•					
# BBQ and Beverage Tickets					8	4	2	
BBQ and drinks included	•	•	•	•	•	•	•	•
Hospitality Basket for Table	•	•	•	•				
Valet Parking for Your and Your Guests	•	•	•					

### Promotional Benefits

### Recognition During Event

### Exclusive Benefits



## Sponsorship Opportunities

### **GRAND CHAMPION - PRESENTING SPONSOR: \$15,000**

**(Exclusive Sponsorship– only one available)**

- **Promotion**
  - ◆ Company name included in event title
  - ◆ Company logo on all marketing materials - event flyers, all printed materials, HomeStretch newsletter, and prominent placement on the HomeStretch website
  - ◆ Distribution to local media
  - ◆ Promoted extensively through HomeStretch social media outlets
- **Signage**
  - ◆ Sponsor's logo/banner at bandstand location
  - ◆ Sponsor signs placed throughout the event area
- **Recognition at the Event**
  - ◆ Announcement as Grand Champion Presenting Sponsor during the event
  - ◆ Company logo distributed to all attendees
- **Exclusive Benefits**
  - ◆ Three Premier Tables of 8 (24 Tickets) with reserved seating
  - ◆ Exclusive BBQ dinner and beverages served to your table
  - ◆ Table service provided by one of fantastic volunteer groups
  - ◆ Hospitality basket at your table
  - ◆ Valet parking for you and your guests

## **MASTER SPONSORS: \$10,000**

**Master Band Sponsor-** (only one available), **OR Grill Master-** (numerous sponsorships available)

- **Promotion**
  - ♦ Prominent placement of your company logo on all marketing materials- event flyers, all printed materials, HomeStretch newsletter, and the HomeStretch website
  - ♦ Distribution to local media
  - ♦ Promoted extensively through HomeStretch social media outlets
- **Signage**
  - ♦ Sponsor's logo/banner in strategic location day of event
  - ♦ Sponsor signs throughout the event
  - ♦ Recognition as a sponsor during the event
  - ♦ Announcement as Master Sponsor during the event
  - Company logo distributed to all attendees
- **Exclusive Benefits**
  - ♦ Two Tables of 8 (16 Tickets) with reserved seating
  - ♦ BBQ dinner and beverages served to your table
  - ♦ Table service provided by one of our fantastic volunteer groups
  - ♦ Hospitality basket at your table
  - ♦ Valet parking for you and your guests

## **BEER GARDEN SPONSOR: \$7,500**

- **Promotion**
  - ♦ Placement of your company logo on all marketing materials- event flyers, all printed materials, HomeStretch newsletter, and HomeStretch website
  - ♦ Distribution to regional and local media
  - ♦ Promoted extensively through social media
- **Signage**
  - ♦ Sponsor's logo/banner in strategic location day of event
  - ♦ Sponsor signs throughout the event
- **Recognition at the event**
  - ♦ Recognition as sponsor during the event
- **Exclusive Benefits**
  - ♦ Two Tables of 8 (16 Tickets) with reserved seating
  - ♦ Buffet BBQ dinner and beverages



### **HOT & SPICY SPONSOR: \$5,000**

- **Promotion**
  - ◆ Placement of your company logo on event flyers, other printed materials, and on HomeStretch website
  - ◆ Promoted as sponsor through HomeStretch social media outlets
- **Recognition at the event**
  - ◆ Sponsor's logo/banner in place at the event
  - ◆ Recognition as sponsor during the event
- **Exclusive Benefits**
  - ◆ One Table of 8 (8 Tickets) with reserved seating
  - ◆ BBQ dinner and beverages buffet

### **SWEET & SAVORY SPONSOR: \$2,500**

- **Promotion, Recognition, and Benefits**
  - ◆ Your company logo on event flyers, HomeStretch website, and HomeStretch social media
  - ◆ Sponsor's logo/banner in place at the event
  - ◆ Recognition as sponsor during the event
  - ◆ Four tickets (4 Tickets) to the event
  - ◆ Buffet BBQ dinner and beverages

### **FIRE & ICE SPONSOR: \$1,000**

- **Promotion, Recognition, and Benefits**
  - ◆ Your company logo on event flyers, HomeStretch website, and HomeStretch social media
  - ◆ Sponsor's logo/banner in place at the event
  - ◆ Recognition as sponsor during the event
  - ◆ Two tickets (2 Tickets) to the event
  - ◆ Buffet BBQ dinner and beverages



## **2018 Roswell BBQ in the Burbs Sponsorship Confirmation**

Roswell City Hall Grounds

October 28, 2018

**Please indicate your level of support:**

\_\_\_\_\_ \$15,000- Master Champion Presenting Sponsor\*

\_\_\_\_\_ \$10,000- Master Sponsor

\_\_\_\_\_ \$10,000- Master Band Sponsor\*

\_\_\_\_\_ \$ 7,500- Beer Garden Sponsor

\_\_\_\_\_ \$ 5,000- Hot & Spicy Sponsor

\_\_\_\_\_ \$ 2,500- Sweet & Savory Sponsor

\_\_\_\_\_ \$ 1,000- Fire & Ice Sponsor

**Company Name:** \_\_\_\_\_

**Corporate Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Mobile Phone:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

\_\_\_\_\_ **YES!** We will attend the event with our guests

\_\_\_\_\_ **NO,** we cannot attend, but please accept our donation

**Payment: Amount \$** \_\_\_\_\_ My check, payable to HomeStretch, Inc. is enclosed.

**Please charge my credit card the amount listed above:**

Credit card # \_\_\_\_\_

Expiration \_\_\_\_\_ CVV2 \_\_\_\_\_

**Please complete and return to:** HomeStretch, Inc., 89 Grove Way, Roswell, GA 30075

**For More Information:** Joan O'Connell, (770) 642-9185 X116 or joconnell@homestretch.org