



2024 SPONSORSHIP OPPORTUNITIES



1991 Duncan Place
Woodstock, IL 60098

For More Information:



815-271-5444 x262



LDalypost@hosparrow.org



Dear Friend, Business Partner, and Home of the Sparrow Supporter,

Home of the Sparrow (HOS) provides Hope, Opportunity, and Support to homeless women and children in our community. As we look forward to 2024, our clients are facing new challenges and experiencing new hardships that often make meeting their basic needs, like safety and shelter, nearly impossible without the support and assistance of our programs. As you may know, the cost of living is rising with inflation, driving up prices of necessities like food and clothing. Employment has been unpredictable, and more people are struggling financially. Oftentimes, the women and children entering our programs arrive with nothing but the clothes on their backs. Support from our community, local businesses, and partners like you is more critical than ever.

With your support, HOS will continue to empower women and children in McHenry County and Northern Illinois by providing programs and services to assist them as they go from homelessness to stability. HOS respectfully requests your support this year by sponsoring one or more of our events. With your sponsorship, we can continue to achieve our mission and increase positive outcomes among McHenry County's most vulnerable populations.

Our current programs include a **Transitional Shelter**, which provides a safe and nurturing environment for clients to heal from the trauma of homelessness, a **Subsidized Apartment Program**, and an **Affordable Housing Program**, which offers more independent living conditions. There are also several **Rapid Rehousing** programs that focus on the client's immediate need to secure safe and stable housing. All programs include wrap-around **Case Management** and a **Supported Employment Program** that assists women in preparing for and obtaining employment.

With your partnership, you will not only be helping people in your community, but you will also receive excellent marketing exposure and opportunities to engage the community with your business. We have created an easy way for you to support all three HOS events - **By choosing a Premium Sponsorship: Hope, Opportunity, Support, or Sparrow Sponsor** (page 4) you will be featured on our marketing materials, which are seen over **100,000 times** each year and you will have access to all three of our events. **Many payment opportunities are available** - quarterly, semi-annual, and yearly payments are welcomed, making it easy for businesses to support HOS. **We can also customize a package that meets your needs** as well, so please let us know how we can partner with you!

We ask that you please review the various levels of Sponsorship, and decide to be a part of the HOS family by supporting our mission. **Please know that over 85% of funds received go back into programs and services.** Each level has a donation portion that may be deductible in accordance with applicable IRS regulations, so please check with your auditor.

For more information or questions, or if you wish to pursue a sponsorship opportunity, please contact:

LDalyPost@Hosparrow.org or call 815-271-5444 ext. 262.

Together we can provide **HOPE, OPPORTUNITY, and SUPPORT** to homeless women and children in our community. Thank you for your consideration!



MISSION

To reduce the prevalence of homelessness among women, children, families, and individuals through creative strategies and community partnerships that result in lasting self-sufficiency.

PROGRAMS & SERVICES

- Transitional Shelter
- 5 Subsidized Apartments
- 25 Affordable Housing Units
- Multiple Rapid Rehousing Programs
- Intake Program
- Case Management
- Job Coaching and Career Planning
- Aftercare Services
- Basic needs assistance (clothing, toiletries, food, etc.)

VOLUNTEERS

- In FY23, HOS had over:
 - 430 volunteers who dedicated over 39,000+ service hours
 - 8 groups completed multiple projects at our various properties

Volunteers help with events, housing unit maintenance, yard work, shelter maintenance, and at the thrift stores



Visit Us at
HOSparrow.org

CLIENT IMPACT

- In fiscal year 2023, HOS:
 - Directly served 596 unique women, children, & individuals
 - Helped over 1,300 individuals through phone referrals and community linkages
- 82% of individuals exiting transitional settings successfully enter a positive housing destination in fiscal year 2023
- 72% of the women that HOS served in fiscal year 2023 have experienced domestic violence
- In fiscal year 2023, 44% of HOS clients were children

THRIFT STORES

- 7 total stores - 6 under the banner of Sparrow's Nest Thrift Store & Donation Center (Cary, McHenry, Mundelein, Palatine, Third Lake, Woodstock), 1 under the banner of Community Threads in Arlington Heights
- In FY23, HOS's Logistics Team averaged 190+ furniture pickups monthly
- Over 30+ store vouchers issued to HOS Clients
- Additional store vouchers issued annually to neighboring not-for-profit agencies to help their clients

Your company & business could be seen over
100,000+ TIMES
every year when you sponsor Home of the Sparrow!

LOCAL ONLINE NEWS SOURCES

20,000 TO 100,000+ TOTAL REACH

- HOS events are virtually listed in the event calendars of the Northwest Herald, Patch, McHenry Life, Quintessential Barrington, Hands on Suburban Chicago, & the Volunteer Center McHenry County

E-BLASTS

27,000+ TOTAL REACH

- Logo shown in events & E-Newsletter E-blasts

CHAMBERS

1,000 TO 26,000+ TOTAL REACH

- HOS events are posted on 10 chamber websites
- Included in any chamber marketing eblasts

WEBSITE

- Logo shown on the bottom of the home page, blog post, & sponsors landing page
- Banner at the top of the home page displaying logo

E-NEWSLETTERS

- Published & distributed on HOS website, HOS & thrift store E-blasts, all social media platforms
- Logo shown on a "Sponsors Page" on HOS website



**16,000+
TOTAL REACH**

@homeofthesparrowillinois
 @homeofthesparrowvolunteers
 7 Thrift Store Facebook Pages



**7,400+
TOTAL REACH**

@homeofthesparrowinc
 @thesparrowsneststores
 @community_threads



**1,100+
TOTAL REACH**

@TheSparrowsSong
 @TheSparrowsNest



**800+
TOTAL REACH**

@Home of the Sparrow, Inc.



PREMIUM SPONSORSHIPS FOR H.O.S. EVENTS

	\$10,000 Hope Sponsor	\$7,500 Opportunity Sponsor	\$5,000 Support Sponsor	\$2,500 Sparrow Sponsor
Event Tickets	✓ (2) Foursomes for the Annual Charity Golf Outing 2024 ✓ Table for 8 at Celebration of Women Luncheon 2024 ✓ Table for 8 at the Signature Event 2024	✓ (1) Foursome for the Annual Charity Golf Outing 2024 ✓ 6 tickets for the Celebration of Women Luncheon 2024 ✓ Table for 8 at the Signature Event 2024	✓ (1) Foursome for the Annual Charity Golf Outing 2024 ✓ 4 tickets for the Celebration of Women Luncheon 2024 ✓ 4 Tickets to the Signature Event 2024	✓ Non-Ticketed
Logo on HOS Newsletter, Website, Annual Report, Social Media, E-blasts (FULL YEAR)	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Verbal Recognition at Events (1x)	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Logo on HOS Promo Items and Event Materials	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Sponsor Provided Item and/or coupon in Goody Bag for the Golf Outing	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Ad in the Signature Event Program Book	✓ Yes: Full Page Printed Ad	✓ Yes: Quarter Page Printed Ad	✓ Yes: Quarter Page Printed Ad	✓ Yes: Full Page Printed Ad

CELEBRATION OF WOMEN LUNCHEON

Date: March 8, 2024

Venue: Boulder Ridge Country Club in Lake in the Hills, IL

Commitment deadline: Friday, March 1st

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

\$2,500 Speaker Sponsor (2 Available)

*Includes a Table of 8, Premier Logo on All Event Materials, Logo on Newsletter, Annual Report, Social Media, E-Blasts, and Verbal Recognition at Event (2x)

\$2,500 Spirits Sponsors

*Includes a Table of 8, Premier Logo on All Event Materials, Logo on Newsletter, Annual Report, Social Media, E-Blasts, and Verbal Recognition at Event (2x)

	\$1,500 Empowerment Sponsor	\$1,000 Ambition Sponsor	\$500 Innovation Sponsor
Event Package	✓ 6 tickets to the event	✓ 4 tickets to the event	✓ 2 tickets to the event
Logo on HOS Newsletter, Website, Annual Report, Social Media, E-blasts	✓ Yes	ONLY HOS Newsletter, Annual Report, Social Media, and E-blasts	ONLY Social Media, Newsletters, and Annual Report
Logo on Event Signage	✓ Yes	✓ Yes	✓ Yes
Verbal Recognition at the Event (1x)	✓ Yes	✓ Yes	✓ Yes



SIGNATURE EVENT

Date: May 4th, 2024

Venue: Avante Banquets, Fox River Grove, IL 60021

Commitment deadline: April 19th, 2024

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

\$6,000 Diamond Sponsor

*Table of 8, Name on all Day of Event Marketing Materials, Full Page Black & White Ad
& VIP Table Preference*

	\$3,500 Platinum Sponsor	\$1,500 Gold Sponsor	\$1,000 Silver Sponsor	\$500 Bronze Non-attendee Sponsor
Event Package	✓ 4 tickets to the signature event	✓ 2 tickets to the signature event	✓ 2 tickets to the signature event	Not Included
Verbal Recognition	✓ Yes: 2x	✓ Yes: 1x	✓ Yes: 1x	✓ Yes: 1x
Logo on HOS Newsletter, Website, Annual Report, Social Media, E-blasts	✓ Logo on social media, E-blasts, Newsletters, website, and annual report	✓ Logo on social media, E-blasts, Newsletters, website and annual report	✓ Logo on E-blasts, social media, HOS website	✓ Logo on E-blasts, social media, HOS website
Logo on HOS Promo Item and Event Signage	✓ Yes	✓ Yes	✓ Yes	Event Signage only
Ad in program book	✓ Full page black and white ad	✓ 1/2 page black and white ad	✓ 1/4 page black and white ad	✓ 1/4 page black and white ad



ANNUAL CHARITY GOLF OUTING

Date: August 5th, 2024

Venue: Bull Valley Golf Club in Woodstock, IL

Commitment deadline: July 19th, 2024

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

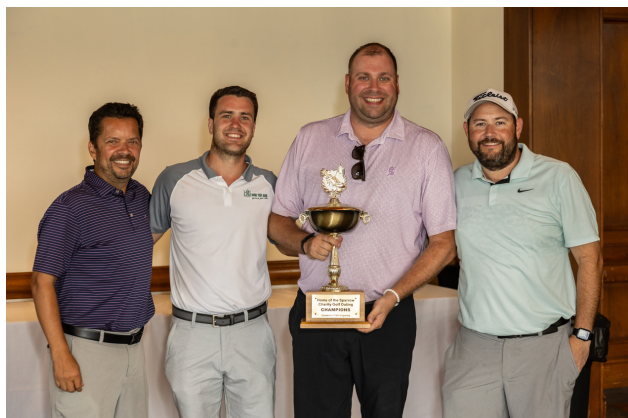
Hole in One Sponsor

Includes 2 golfer tickets

Reach out to LDalypost@hosparrow.org or 815-274-5444 ext. 262 to learn more and customize your package!

Exclusions may apply

	\$2,500 Eagle Sponsor	\$1,500 Birdie Sponsor	\$750 Par 3 Sponsor	\$350 Tee Box Sponsor	\$250 Green Sponsor
Golf Package	✓ Golf Foursome (Includes Golf with cart, Lunch, Games, Heavy Appetizers)	✓ Golf Twosome (Includes Golf with cart, Lunch, Games, Heavy Appetizers)	✓ Individual Golfer (Includes Golf with cart, Lunch, Games, Heavy Appetizers)	Not Included	Not Included
Sponsor Signs on Golf Course	✓ 2 Premier Hole Signs	✓ 1 Premier Hole Sign	✓ 1 Green Sign	✓ Hole Sign at Tee Box	Not Included
Logo on HOS Newsletter, Website, Annual Report, Social Media, E-blasts	✓ Yes	✓ Yes	✓ Logo in Newsletter, Annual Report & on Social Media	✓ Business name mentioned on Social Media & in Annual Report	✓ Business name mentioned on Social Media & in Annual Report
Logo on HOS Promo Item and Event Signage	✓ Yes	✓ Yes	✓ Logo on event signage Only	Not Included	Not Included
Sponsor Provided Item and/or coupon in Goody Bag	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes



2023 Foursome Winners:
Home State Bank!





SPONSORSHIP COMMITMENT FORM 2024

Please mark your selections and then e-mail to LDalypost@hosparrow.org, mail to Home of the Sparrow at 1991 Duncan Place, Woodstock IL 60098 or fax to 815-271-5406. Thank you for your support!

★ PREMIUM SPONSORSHIP OPPORTUNITIES FOR ALL THREE H.O.S. EVENTS

- | | |
|--|--|
| <input type="checkbox"/> HOPE - \$10,000 | <input type="checkbox"/> OPPORTUNITY - \$7,500 |
| <input type="checkbox"/> SUPPORT - \$5,000 | <input type="checkbox"/> SPARROW- \$2,500 |

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

(* Indicates Exclusive Sponsorships)

SIGNATURE GALA EVENT 5/4/24

- | | |
|--|--|
| <input type="checkbox"/> *Diamond Sponsor..... \$6,000 | <input type="checkbox"/> Silver Sponsor..... \$1,000 |
| <input type="checkbox"/> Platinum Sponsor..... \$3,500 | <input type="checkbox"/> Bronze Sponsor (Non Attendee) \$500 |
| <input type="checkbox"/> Gold Sponsor..... \$1,500 | |

CELEBRATION OF WOMEN LUNCHEON 3/8/24

- | | |
|---|---|
| <input type="checkbox"/> Empowerment Sponsor..... \$1,500 | <input type="checkbox"/> Women-Owned Sponsor..... \$500 |
| <input type="checkbox"/> Ambition Sponsor..... \$1,000 | <input type="checkbox"/> *Speaker Sponsor..... \$2,500 |
| <input type="checkbox"/> Innovation Sponsor..... \$500 | <input type="checkbox"/> *Spirits Sponsor..... \$2,500 |

ANNUAL CHARITY GOLF OUTING 8/5/24

- | | |
|--|---|
| <input type="checkbox"/> Eagle Sponsor..... \$2,500 | <input type="checkbox"/> Tee Box Sponsor..... \$350 |
| <input type="checkbox"/> Birdie Sponsor..... \$1,500 | <input type="checkbox"/> Green Sponsor..... \$250 |
| <input type="checkbox"/> Par 3 Sponsor..... \$750 | |

PAYMENT PLANS ARE AVAILABLE: ☐ ONE-TIME ☐ QUARTERLY

CONTACT LDALYPOST@HOSPARRROW.ORG OR 815-271-5444 EXT. 262 FOR DETAILS AND PAYMENT DEADLINES. THANK YOU!

CONTACT INFORMATION:

COMPANY/BUSINESS NAME

CONTACT NAME

E-MAIL

PHONE NUMBER

ADDRESS

CITY

STATE

ZIP

PAYMENT METHOD: ☐ CREDIT CARD (PLEASE CONTACT OUR ACCOUNTING DEPARTMENT FOR OPTIONS)

☐ MAILING IN A CHECK (PAYABLE TO HOME OF THE SPARROW, INC.)