

PATH Week Celebration Luncheon



September 20, 2018

Crosswalk Conference Center

Green Acres Baptist Church, Tyler

SPONSORSHIP PROPOSAL



Sponsorship Opportunity

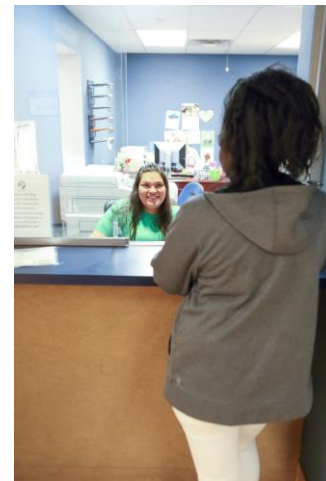
Join PATH in the fight to prevent homelessness for people in Smith County and East Texas. Not only would your sponsorship help PATH fulfill its mission to restore hope with a personalized approach to empower our East Texas neighbors to thrive in our community, it also provides unparalleled exposure for your company.

PATH Week

PATH Week is our signature fundraising event to help us raise both awareness and funds to support our homelessness prevention programs and services.

What Does PATH Do?

Founded in 1985, PATH's unique programs and services address the many factors keeping low income individuals and families in poverty, placing them at risk of homelessness and limiting their potential to move toward stability and the lives they want. Many of PATH's Emergency Assistance programs are unduplicated in our area. Services include rent and utility assistance, emergency and long-term prescription assistance, dental and vision care, transitional and permanent supportive housing, personalized case management, mentoring for at-risk youth and teens and the largest Choice Food Pantry in the region.



WHY WE FUNDRAISE

Funds raised through PATH Week events allow PATH staff and volunteers in our community to:

- Provide emergency assistance with rent, utilities, healthcare or food for individuals and families dealing with an unexpected crisis – illness, a car or home repair, or unpaid leave from work. The Choice Food Pantry alone requires \$10,000 monthly to supplement in-kind donations and healthy food selections purchased in bulk.
- Support seasonal needs of low-income individuals and families such as fans, blankets, coats or holiday food baskets.
- Offer Transitional and Permanent Supportive Housing in PATH-owned homes in Tyler.
- As many as we serve each year – 17,000 in 2017 – there are many more who we are unable to assist due to lack of funds. Between August and December of 2017, we had over 800 requests for rent assistance but were only able to serve 100 families.

Restoring Hope Begins HERE.

PATH Week Celebration Luncheon

We invite you to be part of our signature fundraising event in Tyler. The event is being held on Thursday, September 20, 2018 from 11:30 am – 1 pm at Green Acres Baptist Church Crosswalk Conference Center.

YOU CAN MAKE A DIFFERENCE

Your company's involvement is key to restoring hope and empowering our East Texas neighbors in need. As a PATH Week sponsor, your employees and customers know that you are committed to helping make our community a better place to live for all.

Your participation and activation in PATH Week plays a vital role in our efforts to prevent homelessness. The entire community sees your leadership and commitment to PATH's mission:

- **Event Sponsorship.** There are a variety of giving levels in support of our PATH Week event. An overall event sponsorship offers the most benefit, but we also offer sponsorship of specific items, such as print sponsorship, for targeted access.
- **Corporate Team Building.** Your entire company may get involved and participate in PATH Week. Employees, vendors, and customers can support PATH Week by displaying yard signs, volunteering as a group in our Choice Food Pantry or at PATH Community Homes in addition to attending the luncheon. This year's speaker, Bob Goff, is inspiring and sure to make an impact on your team.
- **In-kind Donation Drives.** Every little bit helps, and that includes in-kind donations of food, personal care items, diapers, and seasonal drives such as fans, blankets or Holiday Food Baskets. Corporate donation drives can be scheduled any time as food and care items are needed year-round.

RETURN ON YOUR INVESTMENT

Not only will sponsorship help PATH fulfill our mission to eliminate homelessness and restore hope, it also provides valuable exposure for your company in our city. Your sponsorship features the highest level of recognition including:

- Reach an audience of PATH supporters and volunteers throughout Smith and surrounding counties.
- Brand exposure through collateral materials, website, social media and newsletters.
- High community visibility and relationships through PATH Week Celebration Luncheon involvement.
- Build morale and increase day-of event visibility by attending with your team.
- On site promotion opportunity.

GET THE WORD OUT. Tell your customers, employees and vendors that you support PATH and our life-changing work. The more people we get involved, the more people we can help.

Keynote Speaker



Bob Goff

Author of *Love Does & Everybody Always*

PATH Week Celebration Luncheon Crosswalk Conference Center	Presenting Sponsor	Contributing Sponsor	Supporting Sponsor	Event Sponsor	Friend of PATH	In/Kind/Media Sponsor
	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000	\$1,500
Benefits						
Receive first right of refusal for continuation Presenting Sponsor level in 2019	★					
Lead Recognition on video presentation	★					
Lead Recognition on each table at event	★					
Recognition on each table at event	★	★				
Recognition from the podium during the luncheon	★	★				
Recognition at end of video presentation	★	★				
Invitation to and recognition at PATH Week VIP Reception	★	★	★			
On stage signage at event	★	★	★			
Logo prominently featured on event website, signage and print materials including billboards and press releases	★	★	★			
Link from PATHHelps.org website to company website	★	★	★	★		
Listing on PATH publicity materials, including print media and press releases	★	★	★	★		
Listing on PATH Social Media platforms starting in July through event date.	★	★	★	★		
Listing on event invitation	★	★	★	★		
Listing in event program	★	★	★	★	★	★
Listing on PATHhelps.org website as event sponsor	★	★	★	★	★	★
Number of Tables at Event (8 seats per table)	Up to 3 Priority (closest to stage)	Up to 2 Preferred	1 + 4 tickets Choice	1 Reserved	1 Reserved	1 Reserved

For more information regarding PATH Week or questions about sponsorship contact Leslie Watson, Development Director at 903-617-2825 or at Leslie_watson@PATHhelps.org.