

Metro Housing|Boston presents

# CHAMPIONS *of* HOUSING

A VIRTUAL EXPERIENCE

WEDNESDAY  
NOVEMBER 4  
5:30 P.M.

IN THESE UNCERTAIN TIMES,  
METRO HOUSING|BOSTON NEEDS YOUR  
SUPPORT MORE THAN EVER, WHILE  
CELEBRATING LEADERSHIP IN  
AFFORDABLE HOUSING

2020 SPONSORSHIP  
OPPORTUNITIES



**Metro Housing**  
BOSTON

People First. Housing Always.

Metro Housing|Boston presents

# CHAMPIONS of HOUSING



Metro Housing|Boston, which helps families and individuals move along the pathway from homelessness to economic security, will host its first Live and Online Virtual **“Champions of Housing”** on **Wednesday, November 4** at 5:30 p.m. to raise awareness and funds to provide support and services for families and individuals whose lives have been dramatically impacted by COVID-19.

The celebration will bring together Greater Boston’s biggest names in affordable housing development, real estate, and finance with one goal, to support our recovery and relief efforts. Donations will help us provide support for food, shelter, cash assistance, and more – to ensure that everyone in Greater Boston has a place to call home.

Join our co-chairs, **Dara Kovel**, CEO of Beacon Communities LLC and **Jerry Rappaport**, CEO of New Boston Fund, as we honor leaders in our community who share our passion and commitment at our Live and Online interactive virtual experience.

Our 2020 Honorees are:

**Housing Champion: *Edward E. Zuker* – CEO, *Chestnut Hill Realty***

**Lowell Richards Award: *Boston Medical Center (BMC)*, accepted by *Kate Walsh* –CEO and *Dr. Megan Sandel* – Co-Director of the Grow Clinic at *BMC***

**Rising Star Award: *Katherine Martinez* – Executive Director, *Lena Park CDC***

**Rising Star Award: *Trevor Samios* – VP of Resident Services and Customer Experience, *WinnCompanies***

**CHAMPIONS of HOUSING  
WEDNESDAY, NOVEMBER 4, 2020  
5:30 p.m.**

The event will include a fast-paced Virtual Hour, a program to celebrate our deserving award recipients, and an exciting live auction. Each guest will receive a Party in a Box filled with swag.

**METRO HOUSING  
GOES VIRTUAL**

## ALTHOUGH WE'VE BEEN AFFECTED BY COVID-19, OUR MISSION REMAINS THE SAME

**METRO HOUSING|BOSTON**  
Helps families and individuals address their housing needs across the continuum toward economic security.

### BEYOND OUR EVERYDAY REALITY

#### RESIDENTIAL ASSISTANCE FOR FAMILIES IN TRANSITION

Prior to COVID-19, Metro Housing received between 10-20 RAFT pre-applications per day. Since March 30, the average has peaked to 70 pre-applications per day. That is a 250% increase in daily demand.

#### HOUSING HUB

Prior to the state of emergency and before our office closed to the public, the HCEC received an average of 32 contacts per day (email, phone calls, and lobby visits) requesting assistance. Since then, Metro Housing is averaging 50 contacts per day via email only (56% increase), with high points of 80 and 92 on days at the end of months.

#### HOW WE ARE HELPING

– Housing Supports staff are distributing approximately \$4,000-\$5,000 in gift cards each week to participants in need of basic necessities including food, cleaning supplies, and baby supplies.

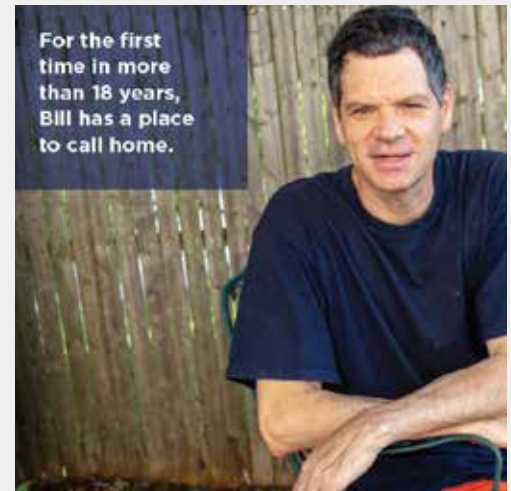
– Housing Supports staff are helping homeless families previously in shelters make the university dorm rooms they were assigned more comfortable by purchasing basic kitchen equipment such as mini fridges, microwaves, and toasters. Because of COVID-19, many families were moved from congregate shelters to dorms to avoid crowded situations.

– Staff members purchased and delivered \$1000 worth of gift cards and baby supplies (diapers, wipes, formula) to Boston Medical Center's Pediatric Department for participants at that colocation.



**Metro Housing**<sup>™</sup>  
B O S T O N

People First. Housing Always.



## EVENT EXPERIENCES & SPONSORSHIPS

In moments that separate us, we unite as one. The work of Metro Housing|Boston is possible because of your involvement, and our thoughts are with all of our supporters during this unprecedented time. By becoming a sponsor, you provide innovative and personalized services that lead families and individuals to housing stability, economic security, and an improved quality of life. All of our benefits below provide opportunities for both the live in-person attendee and the virtual participant. Please contact AJ Williams, Event Producer, by email at [aj@ajwevents.com](mailto:aj@ajwevents.com) or by phone at (617) 267-2244 with questions.

*Be a part of the solution!*

### MAIN STAGE SPONSOR \$25,000

*Only 1 available!*

*As a Main Stage Sponsor, you'll receive significant exposure Live and Online with recognition every time the Program is mentioned. The stage backdrop will prominently display your logo alongside with the event logo and your advertisement will be featured on two (2) 16:9 screens during the Program. We will assist in customizing this experience for you Live and Online.*

- Credit as the Main Stage Sponsor on all materials
- Opportunity to speak from the stage
- Logo Placement on step & repeat wall, Live and Online for top sponsors only
- Access to all event photos and screenshots
- Special recognition from the podium
- Prominent placement of corporate logo and link on the MetroHousingBoston.org website for one year
- Social media announcement of the sponsorship
- Five (5) dedicated social media posts
- Two (2) full-screen 16:9 color slides in the slide show
- Recognition in all media releases
- Prominent placement on all event email blasts (a minimum of 15,000 impressions per blast)
- Prominent logo placement on all materials
- Full page inside cover ad in the program book
- Six (6) LIVE tickets
- Ten (10) VIRTUAL tickets

### COCKTAIL RECEPTION SPONSOR - \$15,000

*Only 2 available!*

*This experience driven sponsorship will place your company front and center. Transform the Cocktail Hour Live and Online and the post live Reception area into your company's very own branded area. This exclusive sponsorship will receive a branded Online area as guests check-in, logo inclusion on the "TBD container" sent to virtual attendees, logo on cocktail napkins, gift bag inserts, four (4) social media posts, and more. All in-person guests will receive the same items as virtual guests. Please call for details.*

- Naming opportunity for the Cocktail Reception
- Custom cocktail napkins with your branded logo
- Logo Placement on step & repeat wall, Live and Online for top sponsors only
- Access to all event photos and screenshots
- Special recognition from the podium
- Two (2) dedicated social media posts
- Dedicated email announcement with arrival instructions to visit the cocktail reception
- Full-screen 16:9 color slide in event slide show
- Logo inclusion/link prominently placed on the MetroHousingBoston.org website for one year
- Prominent placement on all event email blasts (a minimum of 15,000 impressions per blast)
- Prominent logo placement on all materials
- Full page ad in the program book
- Four (4) LIVE tickets
- Six (6) VIRTUAL tickets

## SPONSORSHIP LEVELS



### PRESENTING - \$50,000

*Only 1 available!*

- Credit as the Presenting Sponsor on all materials
- Virtual Box brought to you by (your logo)
- Logo on step & repeat wall, Live and Online for top sponsors only
- Access to all event photos
- Special recognition from the podium
- Four (4) dedicated social media posts
- Opportunity to designate a Leadership Committee member
- Full-screen 16:9 color slide in event slide show
- Logo inclusion/link prominently placed on the MetroHousingBoston.org website for one year
- Recognition in all media releases
- Prominent placement on all event email blasts (a minimum of 15,000 impressions per blast)
- Prominent logo placement on all materials
- Full page ad in the program book
- Fourteen (14) LIVE tickets
- Twenty (20) VIRTUAL tickets

### GOLD - \$10,000

- Credit as the Gold Sponsor on all materials
- Recognition from the podium
- One (1) dedicated social media post
- Logo inclusion and link placed on the MetroHousingBoston.org website for one year
- Placement on all event email blasts (a minimum of 15,000 per blast)
- Logo placement on all materials
- Half page ad in the program book
- Six (6) LIVE tickets
- Ten (10) VIRTUAL tickets

### PLATINUM - \$20,000

- Credit as the Platinum Sponsor on all materials
- Logo Placement on step & repeat wall
- Access to all event photos
- Special recognition from the podium
- Two (2) dedicated social media posts
- Opportunity to designate a Leadership Committee member
- Full-screen 16:9 color slide in event slide show
- Logo inclusion/link prominently placed on the MetroHousingBoston.org website for one year
- Prominent placement on all event email blasts (a minimum of 15,000 impressions per blast)
- Prominent logo placement on all materials
- Full page ad in the program book
- Ten (10) LIVE tickets
- Fourteen (14) VIRTUAL tickets

### SILVER - \$5,000

- Credit as the Silver Sponsor on all materials
- Recognition from the podium
- Logo inclusion and link placed on the MetroHousingBoston.org website for one year
- Listing on all materials
- Half page ad in the program book
- Four (4) LIVE tickets
- Six (6) VIRTUAL tickets

### BRONZE - \$2,500

- Listing on the MetroHousingBoston.org website
- Listing in program book
- Two (2) LIVE tickets
- Four (4) VIRTUAL tickets

## 2020 EVENT TICKET INFO

### TICKETS - \$200

The CHAMPIONS of HOUSING Virtual Ticket (per person) is unlike other events. We are maximizing your attendee value Online while keeping safe distancing rules in place to ensure it's a two-sided interactive experience. Your ticket will include a "Party in a Box" filled with items received just like a live event: program, container to fill with your favorite snack, branded goodies, special gift items, and more. All guests Live and Online will enjoy a passion-filled program featuring our honorees, compelling stories, and an exclusive Live Auction. Event is subject to change due to COVID-19 capacity mandate. We will be in touch with you if changes occur.

Want tickets or to donate an item to our "Party in a Box? Please call our event office at 617-267-2244. Metro Housing|Boston is a non-profit 501(c)3 corporation. A portion of the cost of sponsorship and ticket purchase is tax deductible.

## 2019 EVENT PHOTOS



# SPONSORSHIP COMMITMENT FORM

CHAMPIONS  
of HOUSING

AS IT WILL APPEAR IN PRINT

COMPANY NAME

NAME

TITLE

E-MAIL

PHONE

MAILING ADDRESS

CITY

STATE

ZIP

## SPONSOR EXPERIENCES (Please check one)

- MAIN STAGE SPONSOR \$25,000  COCKTAIL RECEPTION SPONSOR \$15,000

## SPONSOR LEVELS (Please check one)

- PRESENTING SPONSOR \$50,000  SILVER SPONSOR \$5,000  
 PLATINUM SPONSOR \$20,000  BRONZE SPONSOR \$2,500  
 GOLD SPONSOR \$10,000  IN-KIND DONATIONS Items added to "Party in a Box"  
 AUCTION ITEM \_\_\_\_\_

Contributions are tax deductible as permitted by law. Metro Housing|Boston is a 501 (c)(3) organization and its tax identification number is EIN: 04-2775991. Contributions above the cost of the event may be tax deductible. A confirmation letter and gift receipt will be sent upon receipt of donation. All payments are due by October 12, 2020. For ACH payments please contact (617) 267 2244 or maria@ajwevents.com.

## PAYMENT (Please Check One)

- A check is enclosed for the above donation checked. Please make payable to Metro Housing|Boston with CHAMPIONS of HOUSING in memo.
- Please reserve the above sponsorship for my company or myself and send an invoice to my attention.
- We cannot participate, but we are pleased to donate \$\_\_\_\_\_. Please make payable to Metro Housing|Boston with CHAMPIONS of HOUSING in memo.
- I would like to pay by VISA/MasterCard/AMEX/Discover

NAME ON CARD:

CARD #:

**THANK YOU!**

EXP DATE:

CVC CODE:

CARD ZIP CODE:

PLEASE COMPLETE THIS FORM AND RETURN TO [AJ@AJWEVENTS.COM](mailto:AJ@AJWEVENTS.COM) OR MAIL TO:  
CHAMPIONS of HOUSING C/O AJ EVENTS  
75 NEWBURY STREET, 3RD FLOOR, BOSTON, MA 02116  
OR FAX TO: (617) 536 8883.

# CONTACT US!

We would be pleased to answer your questions and hear your suggestions!



**Metro Housing**<sup>™</sup>  
B O S T O N

People First. Housing Always.

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## CHAMPIONS *of* HOUSING

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