

2019 HOUSINGFEST **SPONSORSHIP PACKAGE**

June 20, 2019



HOUSINGFEST
URBAN MINISTRY CENTER

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Thank you for considering sponsorship of **HousingFest** – the music festival dedicated to ending homelessness in Charlotte.

HousingFest sponsorship provides your organization with high community visibility and opportunities for client entertainment while fostering goodwill by branding your business as one that cares for our most vulnerable citizens. If you don't see a sponsorship level that fits your needs, please let us know. We will work together to find a giving level that is right for you.

Presented by the **Urban Ministry Center (UMC)**, HousingFest is on June 20th, 2019 and features Mandolin Orange at Knight Theater. Mandolin Orange's music radiates a mysterious warmth—their songs feel like whispered secrets, one hand cupped to your ear. The North Carolina duo have built a steady and growing fanbase with this kind of intimacy, and on *Tides of a Teardrop*, released February 1, 2019, it is more potent than ever. By all accounts, it is the duo's fullest, richest, and most personal effort.

The folk/Americana duo of Andrew Marlin (songwriter, vocals, mandolin, guitar, banjo) and Emily Frantz (vocals, violin, guitar) formed Mandolin Orange 10 years ago in Chapel Hill, where they are still based. They have produced five albums and over the last three years have toured the U.S. and Europe, including appearances at Austin City Limits, SXSW, Edmonton Folk Music Festival, Telluride Bluegrass Festival, Newport Folk Festival and North Carolina's MerleFest.

Last year's HousingFest was a memorable performance by Buddy Guy and Mavis Staples at Ovens Auditorium. Previous HousingFests have featured performers such as St. Paul and the Broken Bones, Aaron Lee Tasjan, The Blind Boys of Alabama, Jim Lauderdale, Josh Ritter, and Matrimony, among many others.



COMMUNITY VISIBILITY

HousingFest has generated over \$30,000 worth of promotion through media coverage in previous years. Here are some benefits you can expect as a HousingFest sponsor:

- Build relationships with nearly 1,200 individual concert-goers
- Promote your business through the Blumenthal Performing Arts Center and Maxx Music websites and e-newsletters with the potential to reach over 100,000 people
- Reach over 10,000 community members through UMC's website, e-newsletter and social media outlets
- Connect with new supporters through social media



COMMUNITY IMPACT

UMC is Charlotte's lead homeless services agency, dedicated to bringing our community together to end chronic homelessness. Through its permanent supportive housing programs, UMC currently provides 350 units of affordable, stable housing with wrap-around support, targeting individuals who have been among the long-term homeless adults in Charlotte. While UMC has made significant progress towards its goal of ending chronic homelessness, nearly over 400 individuals in Charlotte continue to struggle with this problem.

As a HousingFest sponsor, your investment will help the chronically homeless by raising money to expand UMC's supportive housing programs and by increasing awareness for the cause. Your contribution will not only make a significant social impact, but will save our community money. The average chronically homeless individual costs Charlotte \$40,000 per year in emergency resources, whereas the same individual can be stably housed by UMCS's housing programs for just \$14,000.

SPONSORSHIP OPTIONS

TITLE SPONSOR \$10,000

Your company is the event's premier sponsor. At this level, you or your business would receive:

- Business name/logo on all advertising including print and TV ads
- Business name/logo will be featured on HousingFest-related promotional material including posters and T-shirts
- Company acknowledged by HousingFest emcee the night of the concert
- 4 tickets to the concert
- Banner/Block ad/presence on home page of HousingFest website
- Featured article (500 words max) on news section of HousingFest website and in UMC newsletter
- Dedicated social media posts

LEVEL 1 SPONSOR \$5,000

At this sponsorship level, you or your business would receive the following:

- Business name/logo will be featured on HousingFest-related promotional material including posters and T-shirts
- 2 tickets to the concert
- Dedicated social media posts

LEVEL 2 SPONSOR \$2,500

At this sponsorship level, you or your business would receive the following:

- Business name/logo will be featured on HousingFest-related promotional material including posters and T-shirts
- 2 tickets to the concert

PAY IT FORWARD SPONSOR \$1,000

At this sponsorship level, you or your business would receive the following:

- Acknowledgement on HousingFest website
- Inclusion in event program and signage



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FOR FURTHER INFORMATION, **CONTACT:**

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The Urban Ministry Center is an interfaith organization dedicated to bringing the community together to end homelessness, one life at a time.

The Urban Ministry Center is a registered 501(c)(3). All contributions are tax-deductible.

Materials Designed By

