

# 2022 SPONSORSHIP OPPORTUNITIES



This March 25th, thousands of people across North America are **giving up their beds for one night** in solidarity with youth facing homelessness.



Sleep Out raises funds and awareness for Covenant House Georgia, an organization that shelters and cares for youth experiencing homelessness.

In 31 cities across six countries, Covenant House doors are open 24/7 for any young person in need of a safe place to sleep. Young people can work towards independence at Covenant House, with access to programs designed to give them the skills and tools needed to overcome adversity.

**When you sponsor Sleep Out, your company and employees come together to demonstrate organizational values, nurture camaraderie and team building, and promote a company-wide culture of philanthropy.**



**When:** Friday, March 25, 2022 from 8pm-6am  
**Where:** Covenant House Georgia's campus



# ONE PURPOSE. ONE NIGHT. ONE COMMUNITY.

**Our corporate partners are change-makers.** Sleep Out sponsors at every level receive logo recognition on our website, dedicated social media post(s) by Covenant House Georgia, inclusion in media and press releases, and dedicated email communication(s) to registered participants promoting the sponsorship.

## A NEW BEGINNING SPONSOR | \$25,000

Our Workforce Development Initiative offers youth stipend-supported training in a robust variety of fields so that they can develop the skills they need to confidently enter and thrive in the workforce. It empowers youth to explore their talents and develop new skills in industry-specific programs, preparing them for a new beginning in a fulfilling and sustainable career in a field of their interest!

Funding ten youth in their Workforce Development program of choice, **A New Beginning** Supporters empower Covenant House Georgia's young people to discover their purpose! Lay the foundation for our youths' careers and enjoy these additional benefits:

### Youth Engagement Opportunities:

- Up to three youth engagement opportunities of your choice during 2022 (maximum four attendees)
  - Choose between (1) leading a life skills class for youth, (2) serving and eating dinner with youth, or (3) participating in an outreach engagement
  - Direct support from our volunteer department to help coordinate the events
  - All materials and supplies will be provided by Covenant House Georgia
- Invitation to the 2022 Youth Recognition Ceremony, which celebrates the progress our young people have made towards their long term goals over the past year

### Event Benefits:

- Name and logo included as A New Beginning sponsor on Sleep Out: Spring Edition press release
- Speaking opportunity at the Sleep Out: Spring Edition
- Company logo included in all event communications as A New Beginning sponsor (eblast distribution of 6000+)
- Company logo on Georgia's Sleep Out event website
- Company logo with link to company on Covenant House Georgia's website
- 5 social media posts on our Facebook and Instagram accounts reaching more than 4,000 people with each post
- Company logo on event signage
- 16 reserved registration slots for company employees to attend the event which includes 16 reserved sleeping bags



## GROW SPONSOR | \$12,500

This year, in collaboration with our partner in service, Morris Brown College (MBC), we are supporting two youth as they make a breakthrough in their educational goals to pursue their undergraduate degrees! Our supportive services ensure our young students remain on track, and we provide housing to eliminate any worry of securing a safe and stable home environment. Our students will complete their degrees in four to five years debt-free and be fully prepared to enter the workforce upon graduation!

**Grow** Supporters provide a year-long scholarship to a young person enrolled in the Covenant House Georgia, Morris Brown College partnership. Empower a young person's educational goals by providing them with what they need to grow and enjoy these additional benefits:

### Youth Engagement Opportunities:

- Up to two youth engagement opportunities of your choice during 2022 (maximum four attendees)
  - Choose between: (1) leading a life skills class for youth, (2) serving and eating dinner with youth, or (3) participating in an outreach engagement
  - Direct support from our volunteer department to help coordinate the events
  - All materials and supplies will be provided by Covenant House Georgia
- Invitation to the 2022 Youth Recognition Ceremony, which celebrates the progress our young people have made towards their long term goals over the past year

### Event Benefits:

- Name and logo included as A New Beginning sponsor on Sleep Out: Spring Edition press release
- Speaking opportunity at the Sleep Out: Spring Edition
- Company logo included in all event communications as A New Beginning sponsor (eblast distribution of 6000+)
- Company logo on Georgia's Sleep Out event website
- Company logo with link to company on Covenant House Georgia's website
- 4 social media posts on our Facebook and Instagram accounts reaching more than 4,000 people with each post
- Company logo on event signage
- 8 reserved registration slots for company employees to attend the event which includes 8 reserved sleeping bags



## BLOOM SPONSOR | \$5,000

Our ultimate goal is to prepare youth for a lifetime of stability and independence, and for many, a new beginning towards that reality is securing their first apartment. Through our rapid rehousing program, we help youth find an apartment, cover move-in costs like security deposits and utility start-up, and get settled into their new homes. CHGA will support them through on-going rental assistance and financial management training until they are ready to fly solo.

Providing move-in related costs for three youth moving into their own apartments, Bloom Supporters are the bridge to independent living for Covenant House Georgia's young people! Provide the roots to lasting stability for our young people to bloom and enjoy these additional benefits:

### Youth Engagement Opportunities:

- One youth engagement opportunity of your choice during 2022 (maximum four attendees)
  - Choose between (1) leading a life skills class for youth, (2) serving and eating dinner with youth, or (3) participating in an outreach excursion
  - Direct support from our volunteer department to help coordinate the events
  - All materials and supplies will be provided by Covenant House Georgia
- Invitation to the 2022 Youth Recognition Ceremony, which celebrates the progress our young people have made towards their long term goals over the past year

### Event Benefits:

- Company logo included in all event communications (eblast distribution of 6000+)
- Company logo on Georgia's Sleep Out event website
- Company logo with link to company on Covenant House Georgia's website
- 3 social media posts on our Facebook and Instagram accounts reaching more than 4,000 people
- Company logo on event signage
- 3 reserved registration slots for company employees to attend the event which includes 3 reserved sleeping bags

## ROOTS SPONSOR | \$3,000

Young people cannot be expected to thrive in the workplace or focus in class when their most basic needs, like consistent meals and nutrition, are not being met. Entering our PJ Garcia Center (shelter), where we provide for these basic needs, is a turning point for young people in their journeys towards blooming and creating lasting stability. We guarantee every young person three nutritious meals every single day so that they can confidently dream about their futures and take steps towards their goals.

**Roots** Supporters provide about 800 nutritious meals for the youth in our Garcia Center. Meet this most basic need for young people seeking safety and support and enjoy these additional benefits:

### Youth Engagement Opportunities:

- Invitation to the 2022 Youth Recognition Ceremony, which celebrates the progress our young people have made towards their long term goals over the past year
- Serve and eat a nutritious, homestyle meal prepared by our chef with the youth in our Garcia Center (maximum four attendees)
  - All food and serving equipment will be provided by Covenant House Georgia

### Event Benefits:

- Company logo with link to company on Covenant House Georgia's website
- 2 social media posts on our Facebook and Instagram accounts reaching more than 4,000 people
- Company logo on event signage
- 2 reserved registration slots for company employees to attend the event which includes 2 reserved sleeping bags

## SEED SLEEP OUT TEAMS | \$1,500

Creating a Seed Sleep Out team is an easy way to bring coworkers together for an empowering experience.

Young people are just that - young! As much as our youth are in crisis and need to work every day towards stability, they also are youthful and need opportunities to have fun! Our recreational therapy program serves a dual purpose to engage our youth in creative, fun outlets while also planting seeds for their healing and growth.

Supporting recreational therapy activities for youth across our suite of programs, Seed Supporters help to ensure our young people enjoy their youth! Empower our young people to have fun, heal, and grow and enjoy these additional benefits:

### Event Benefits:

- Recognition on the online Sleep Out: Spring Edition leaderboard, where you can build camaraderie competing with other teams (If you have offices in multiple cities, you can create a National Team to build local and interstate communities)
- Recognition on Covenant House Georgia's website
- 1 social media post on our Facebook and Instagram accounts reaching more than 4,000 people
- Logo on event signage
- 1 reserved registration slot for a company employee to attend the event which includes 1 reserved sleeping bag for every \$1,500 raised

### Youth Engagement Opportunities:

- Invitation to the 2022 Youth Recognition Ceremony, which celebrates the progress our young people have made towards their long term goals over the past year
- Hang out with our youth during one recreational activity in 2022 (maximum four attendees; activity determined by department's schedule)

Contact: [rhavens@covenanthouse.org](mailto:rhavens@covenanthouse.org) | (404) 589-0899



## 2022 SPONSORSHIP COMMITMENT FORM

✓ Yes I want to support  
Sleep Out Atlanta

- A New Beginning (\$25,000)
- Grow (\$12,500)
- Bloom (\$5,000)
- Roots (\$3,000)
- Seed Teams (\$1,500)

Your financial commitment can be met through direct Sponsorship and/or corporate team peer-to-peer fundraising.

Need help recruiting sleepers? We'll tailor an employee engagement project for your team. Additional co-created sponsorship opportunities available.

For details contact **Christine Milano**, Development Director at [cmilano@covenanthouse.org](mailto:cmilano@covenanthouse.org) or (470) 716 - 8239.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name for Logo/Advertising: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Mail Check to:** Covenant House Georgia, P.O. Box 94465 Atlanta, GA 30377  
**Pay by credit card:** visit [www.sleepout.org/event/gasleepout](http://www.sleepout.org/event/gasleepout)  
**Questions?** [rhavens@covenanthouse.org](mailto:rhavens@covenanthouse.org) or call (404) 589 - 0899