



PROJECT HOME 
35TH
ANNIVERSARY

HONORING JOAN DAWSON MCCONNOR
AND SISTER MARY SCULLION

**GALA SPONSORSHIP
OPPORTUNITIES**

HONORING Joan Dawson McConnon and Sister Mary Scullion

Thirty-five years of advocating for life-changing permanent supportive housing. Thirty-five years of life-affirming jobs and opportunities for employment. Thirty-five years of life-saving medical care. Thirty-five years of transformational education.

Two trusted, relentless, and courageous leaders. One Beloved Community.

On May 1, 2024, Project HOME will celebrate our 35th anniversary gala, during which we will honor our co-founders Joan Dawson McConnon, Sister Mary Scullion, and the community of impact they have created in collaboration with vital partners like you. Enclosed you will find many meaningful ways in which you can rally together with 1,500 civic and business leaders and philanthropists to celebrate Joan, Sister Mary, and the dynamic work that is on the horizon for Project HOME. We hope that we can count on your leadership to make our 35th anniversary gala a tremendous success!





HONORING JOAN DAWSON MCCONNOR AND SISTER MARY SCULLION

35th Anniversary Gala Sponsorship Opportunities

All Proceeds Benefit Project HOME *

LEAD SPONSORSHIP

\$100,000.00 (Tax Deductible \$93,000.00)

All Recognition Benefits from the Platinum Sponsorship, and:

- Vice-Chair Position on 35th Anniversary Committee
- Two full tables (total 20 seats) at event
- Sponsorship for eight (8 individual tickets) Project HOME Residents to attend the event
- Recognition as "Vice Chair" on print materials, event website, and program
- Logo recognition in event program and on screen as a "Vice Chair"
- Recognition from stage as "Vice Chair"
- Recognition in any press release
- Recognition on invitation (if received by 12/31/23) and in event program according to giving level
- Recognition in News from HOME newsletter, eNews, event website and individual posts on social media

PLATINUM SPONSORSHIP

\$50,000.00 (Tax Deductible \$44,500.00)

All Recognition Benefits from the Gold Sponsorship, and:

- Two full tables (total 20 seats) at event
- Sponsorship for two (2 individual tickets) Project HOME Residents to attend the event
- Logo recognition as "Platinum Sponsor" on invitation, event website, and program
- Logo recognition in event program and on screen as a "Platinum Sponsor"
- Recognition from stage as "Platinum Sponsor"
- Added recognition as sponsor for Project HOME's Third Annual "Race HOME" 5K
- Recognition on invitation (if received by 12/31/23) and in event program according to giving level
- Recognition in News from HOME newsletter, eNews, event website and grouped posts on social media

* Sponsorships Are Payable Over Two Years



HONORING S. MARY SCULLION AND JOAN DAWSON MCCONNON

35th Anniversary Gala Sponsorship Opportunities

All Proceeds Benefit Project HOME *

GOLD SPONSORSHIP

\$25,000.00 (tax deductible \$22,000.00)

All recognition benefits from the Silver Sponsorship, and:

- One full table (total 10 seats) at event
- Sponsorship for two (2 individual tickets) Project HOME Residents to attend the event
- Recognition on invitation (if received by 12/31/23), event website, and in event program according to giving level
- On-screen Recognition at event according to giving level
- Recognition in News from HOME newsletter, event website and grouped posts on social media

SILVER SPONSORSHIP

\$10,000.00 (tax deductible \$7,500.00)

All recognition benefits from the Bronze Sponsorship, and:

- One full table (total 10 seats) at event
- Recognition on invitation (if received by 12/31/23), event website, and in event program according to giving level
- On-screen Recognition at event according to giving level
- Recognition in News from HOME newsletter and on event website.

BRONZE SPONSORSHIP

\$5,000.00 (tax deductible \$3,750.00)

All recognition benefits from the Patron Sponsorship, and:

- Five (5) seats at event
- Recognition on invitation (if received by 12/31/23) and in event program according to giving level
- Recognition in News from HOME newsletter and on event website.

PATRON SPONSORSHIP

\$1,500.00 (tax deductible \$500.00)

All recognition benefits from the Patron Sponsorship, and:

- Two (2) seats at event
- Recognition on invitation (if received by 12/31/23) and in event program according to giving level
- Recognition in News from HOME newsletter and on event website

* Sponsorships Are Payable Over Two Years

A View of Visibility when Partnering with Project HOME

When you partner with Project HOME, we work to maximize your exposure through a robust marketing engine designed to reach key audiences. With our 35th Anniversary positioned to be one of our most meaningful and important milestones to date, we anticipate an even larger outpouring of coverage and support than ever before.

PROJECT HOME EVENTS ATTRACT:

25 Million+
TOTAL MEDIA IMPRESSIONS

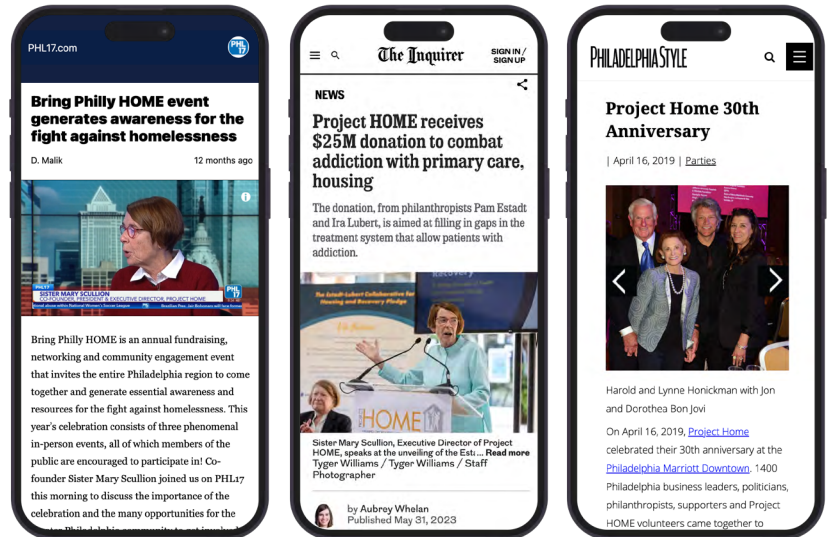
1.5 Million+
SOCIAL MEDIA IMPRESSIONS

\$200,000
AD EQUIVALENCY

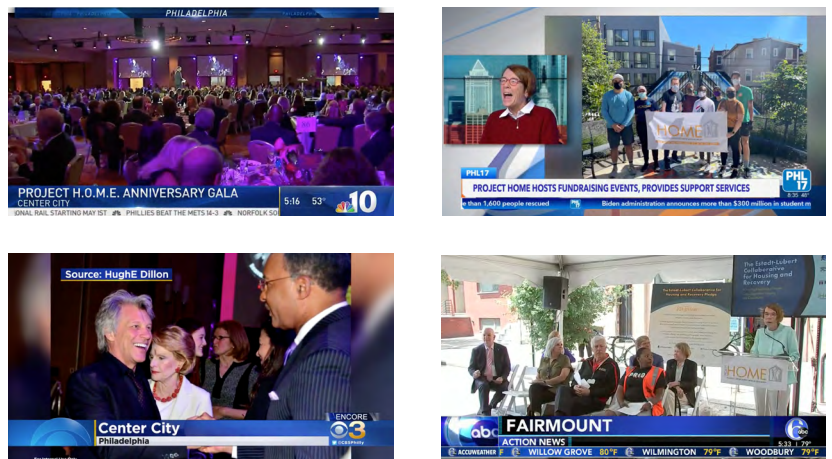
FEATURED IN:



PRINT/DIGITAL MEDIA HIGHLIGHTS:



BROADCAST HIGHLIGHTS:



SOCIAL MEDIA HIGHLIGHTS:





HONORING JOAN DAWSON MCCONNOR AND SISTER MARY SCULLION

35th Anniversary Gala Sponsorship Opportunities

YES! I/We Would Like to Sponsor Project HOME's 35th Anniversary Gala

Sponsor Level:

Company/Name: _____

Name: _____ Title: _____

Address: _____

Telephone: _____ Email: _____

A check for \$ _____ made payable to Project HOME is enclosed.

Please return form to:

Sarah Rabel, Development and Events Specialist

Project HOME

1515 Fairmount Avenue, Philadelphia, PA 19130

sarahrabel@projecthome.org

For credit card or online contributions, please reach out to Sarah by calling 215-309-5250.

*** All proceeds will be used to support Project HOME's mission to end homelessness and poverty. Specifically, half of the event's proceeds will be allocated to end chronic street homelessness in Philadelphia; and the remaining half will be allocated to an endowment that will secure the mission, vision, and programs and Project HOME.*