



## 2020 Homes for Families Virtual Breakfast Sponsorship

The Road Home Dane County annually serves 200 families including more than 550 children who have experienced homelessness. We provide support services to help families address housing disparities, sustain affordable housing, meet basic needs, and set goals for education, employment, health, and relationship building.

Our annual **Homes for Families Breakfast** raises \$375,000 to fund these critical programs and draws over 500 attendees. In light of COVID-19, this year we will be bringing the fundraising event to attendees virtually with a presentation premiering on Thursday, Oct. 22 at 7:30 am. We anticipate an even wider audience of donors, business professionals and community leaders will participate in this virtual event and view the presentation, and we need sponsors like you to ensure our success.



*Now more than ever, your partnership can help fight injustices in housing and find equitable solutions. Please consider teaming up with The Road Home to end family homelessness by becoming a Breakfast Sponsor for one or more years.*

RECOGNITION	Visionary \$10,000	Champion \$5,000	Partner \$3,000	Advocate \$1,500
Verbal recognition during virtual event	✓			
Logo on The Road Home social media with link to your page during pre-event promotion	✓			
Recorded company testimonial posted to The Road Home social media during pre-event promotion	✓	✓		
Logo on The Road Home website Breakfast page throughout 2020	✓	✓		
Link to company website on The Road Home website Breakfast page throughout 2020	✓	✓		
Logo included in virtual event and presentation posted on The Road Home YouTube channel	✓	✓	✓	
Logo included on electronic flyer*	✓	✓	✓	
Name included on electronic flyer*	✓	✓	✓	✓
Name recognition in The Road Home print and electronic newsletter (circulation 8,500+)	✓	✓	✓	✓
Name recognition in virtual event and presentation posted on The Road Home YouTube channel	✓	✓	✓	✓
Name recognition on The Road Home website	✓	✓	✓	✓

**\*Deadline to include your logo/name on flyer is Aug. 15**

For more information contact: Peggy Halloran, Development Director  
The Road Home Dane County  
890 W Wingra Dr • Madison, WI 53715 • [www.trhome.org](http://www.trhome.org)  
608-294-7998 x 311 • [peggyh@trhome.org](mailto:peggyh@trhome.org)