



EXodus
P L A C E

2021
THEME:

UPLIFTING THE UNDERDOG
JOURNEYS OF TRIUMPH OVER ADVERSITY

EVENT

SPONSORSHIP OPPORTUNITIES

Exodus Place is seeking community partners to sponsor our 2021 events. This is an exciting opportunity to strengthen community ties, promote your business, and support the largest nonprofit transitional housing program for men in Michigan. With over 2,000 contacts, nearly 2,000 Facebook followers, and an excellent relationship with local news outlets, Exodus Place's influence is sizable. A 2021 sponsorship will entitle your company to exposure at ALL THREE EVENTS and is a great opportunity to connect with community members in mutual interest.

2021 EVENTS*

May 20th

UPLIFTING THE UNDERDOG

JOURNEYS OF TRIUMPH OVER ADVERSITY

The men at Exodus Place are in the fight of their life against homelessness, addiction, and financial instability. In this livestreamed virtual presentation, we'll celebrate the successes of the men who have come through our doors, as they share their compelling stories. The content from this event will be shared continuously throughout the year, offering an opportunity for extended media exposure.

July 16th-18th



Last year, this Fun Run event saw 50 participants across the country fundraising and walking in spirit alongside our men in recovery. With an in-person kick-off event followed by a weekend-long virtual competition, this event promotes community engagement on a large scale. Proceeds will support our essential programs which provide physical and mental healthcare support to men in need.

Oct. 10th - 15th



In recognition of World Homeless Day (Oct. 10th) our Front Desk Manager, Chip, is camping out on our roof for a week, enduring the elements in solidarity with those experiencing homelessness. This promotion aims to raise funds for Exodus Place's essential programs, allowing us to bring men in off the street before winter, saving them from the bitter cold. Last year, our Roof Sit garnered extensive media coverage from multiple outlets.

*Event details subject to change

SPONSORSHIP LEVELS

Champion	=====	\$5,000
Challenger	=====	\$3,000
Competitor	=====	\$1,000
Contender	=====	\$500
===== Payment due no later than 12/31/21 =====		

EXodus
P L A C E

322 Front Ave SW
Grand Rapids, MI 49504
(616) 242-9130
www.exodusplace.org

★ ★ ★ ★ Sponsorship details on next page ★ ★ ★ ★



SPONSORSHIP BENEFITS

	CHAMPION \$5,000	CHALLENGER \$3,000	COMPETITOR \$1,000	CONTENDER \$500
PRE-EVENT RECOGNITION				
Event invitation(s)	X			
TV Commercial(s)	X	X		
Press Releases	X	X		
Event-related social media & emails	X	X	X	
Website Presence	X	X	X	X
EVENT RECOGNITION				
Speaking opportunities to promote business	X			
Verbal acknowledgment	X	X		
Corporate item in gift bags	X	X	X	
Banners & T-shirts	X	X	X	X
Participant packets	X	X	X	X
POST-EVENT RECOGNITION				
Exodus Place newsletters through Q1 2022	X			
2021 Year-End Gratitude email	X	X	X	
Event related social media & emails	X	X	X	X

WE ARE ALSO OFFERING AN EXCLUSIVE SPONSORSHIP AT \$10,000 WITH A CUSTOMIZED BENEFIT PACKAGE

*Eligibility for certain benefits may depend upon date of receipt of sponsorship form, logo artwork, etc.

Company Name

Contact Name

Email

Phone

Address

City

State

Zip

Questions? Contact Matt

matt.n@exodusplace.org / (616) 242-9130 Ext. 31

I would like to sponsor Exodus Place's 2021 events at the following level:

Champion - \$5,000

Challenger - \$3,000

Competitor - \$1,000

Contender - \$500

Other - \$_____

Mail this form in the enclosed envelope, along with a check, to:

**322 Front Ave SW
Grand Rapids, MI 49504**

To submit electronically, email to matt.n@exodusplace.org