



CONNECTICUT
COLLEGE

New London
Homeless
Hospitality
Center
Serving Southeastern CT

SPONSORSHIP PROPOSAL

2025 WALK TO END HOMELESSNESS



Presented by:
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2025

ABOUT US

The Homeless Hospitality Center, serving southeastern Connecticut, offers a safe space and network of support to connect adults experiencing homelessness to their pathway to permanent housing. We strive for an inclusive community where individuals can regain stability and rebuild their lives.



The Walk to End Homelessness was founded by Connecticut College students eighteen years ago as their way to participate in addressing the problem of homelessness in their community. It continues to organize this event each year and be a valuable partner of the Homeless Hospitality Center.

“

It was frightening and daunting. I was scared half to death... They took me in with open arms... They care. And there are so many people in this world who hear 'homeless,' and they don't care."



— Virginia, who went home in September 2024

How We Help

- ◆ Diversion: Helping people end homelessness quickly with the resources they need
- ◆ Street Outreach: Reaching out to people who are experiencing unsheltered homelessness
- ◆ Emergency Shelter
- ◆ Daytime Hospitality Center
- ◆ Help Center with information, computers, staff/volunteer support and targeted financial assistance
- ◆ A housing plan and support to find permanent housing.
- ◆ Affordable housing
- ◆ Employment assistance
- ◆ Specialized Veterans support
- ◆ Community Health Center



ABOUT THE EVENT

The Walk to End Homelessness offers the Southeast Connecticut community the chance to stand - and walk - together in support of our neighbors experiencing homelessness. At one point in time we gather to protest that the basic right of safe and suitable housing is not available to everyone. With a spirit of hope and help, we donate our energy and resources to help the Homeless Hospitality Center house its neighbors for another year.

The Schedule:

Sunday, April 27, 2025 12:00pm



Registration, music, community group informational tables and refreshments as approximately 500 participants prepare to take to the streets of downtown New London in the spirit of care.

1:00 pm

The Walk kicks off as participants follow a leisurely 1.6 mile, 45 minute walk throughout downtown and along the waterfront. Participants appreciate the camaraderie of people who care about eliminating homelessness in our community, build relationships and takes steps toward a solution.

2:00 pm

Return to Parade Plaza for entertainment, refreshments and more.

SPONSOR PACKAGE



Presenting Sponsor – \$10,000

- Exclusive event naming rights (e.g., “Your Company Name” Walk to End Homelessness)
- Company logo on all event materials (banners, t-shirts, promotional flyers)
- Feature in all press releases and media advisories
- Recognition in pre-event interviews (local news, radio)
- Speaking opportunity at event kickoff
- Prominent logo placement on the event website and social media posts
- 20 complimentary event registrations

This year's
presenting sponsor is
Connecticut College

Diamond Sponsor – \$7,500

- Company logo on all event materials (banners, t-shirts, promotional flyers)
- Feature in all press releases and media advisories
- Recognition in pre-event interviews (local news, radio)
- Speaking opportunity at event kickoff
- Prominent logo placement on the event website and social media posts
- Booth space at the event
- 20 complimentary event registrations



SPONSOR PACKAGE

Gold Sponsor – \$5,000

- Logo on t-shirts and flyers
- Mention in press releases and media
- Recognition on the event website and social media
- Booth space at the event
- 6 complimentary event registrations

Silver Sponsor – \$2,500

- Logo on t-shirts
- Mention in post-event press release
- Recognition on social media
- Booth space at the event
- 4 complimentary event registrations

Bronze Sponsor – \$1,000

- Name listed on t-shirts
- Social media shout-out after the event
- Booth space at the event
- 2 complimentary event registrations

Community Partner – \$500

- Name listed on event website
- Social media shout-out
- Booth space at the event
- 2 complimentary event registrations



18th Annual Walk to End Homelessness

Sponsor Registration

Or visit <https://www.nlhhc.org/walk> to complete registration online

My company/organization will sponsor the Walk at this level:

Company

Phone Number

Email

Address

- a check is enclosed
- please invoice us
- payment has been made online at www.nlhhc.org/sponsor
- We plan to table the event. Please reserve a table
- Our walkers names are:



Please email your company's high resolution logo, as you wish it to appear on the website, in social media and on t-shirts to **annah@nlhhc.org**

 860-501-9900 x103

 Office of Development, 727 Bank Street, New London CT 06320

Please call Annah Perch with any thoughts or questions you may have. Thank you for making the 18th Annual Walk to End Homelessness a success.



