



**Saturday,
October 3, 2020**

At downtown Concord's **Bank of
New Hampshire Stage**

12 diversified, competing acts
Complimentary food service
& cash bar

Re: Purpose for Hosting a Talent Show

CCEH's goal is ending homelessness in Concord via Housing First, which places chronically homeless people in permanent housing and connects them with a variety of supportive services. Housing First is a proven model that not only increases the health and well-being of those served, it also makes economic sense for the community.

- An individual experiencing chronic homelessness can cost a community between \$30,000 and \$50,000 per year through their extensive use of public services, including emergency rooms, law enforcement, and courts.
- It costs approximately \$12,000 to \$15,000 to provide housing and support for an individual with in Concord.

Three communities in the United States have eliminated chronic homelessness using the Housing First model: Bergen County, NJ; Lancaster, PA, and Rockford, IL. We plan to repeat that success in Concord.

Our inaugural 2019 Talent Show raised \$30,000 and our goal for 2020 is to exceed \$50,000.





TALENT SHOW

By Concord Coalition to End Homelessness



2020 Sponsorship Opportunities

BUSINESS SPONSORS RECEIVE THE BELOW BENEFITS

	PALLADIUM SPONSORS \$5,000	GOLD SPONSORS \$2,500	PLATINUM SPONSORS \$1,000	SILVER SPONSORS \$500	BRONZE SPONSORS \$250
Strong sponsor shout out at live media events (subject to negotiations)	YES	N/A	N/A	N/A	N/A
Opportunity for inclusion on media interview/show	YES	N/A	N/A	N/A	N/A
Placement with logo on event poster	YES (Lead Positions)	YES (2nd Tier Positioning)	N/A	N/A	N/A
Sponsor mention in all media releases	YES (Lead Positions)	YES (2nd Tier Positioning)	N/A	N/A	N/A
Personal introduction & recognition remarks at Talent Show	YES	YES (Recognition Only)	YES (Recognition Only)	N/A	N/A
Posting with logo on Coalition website and Facebook page	YES (Lead Positions)	YES (2nd Tier Positioning)	YES (3rd Tier Positioning)	N/A	N/A

BUSINESS & INDIVIDUAL SPONSORS RECEIVE THE BELOW BENEFITS

	Target 10,000 impressions	Target 5,000 Impressions	Target 2,500 Impressions	Target 1,000 Impressions	N/A
Paid Facebook post recognizing sponsorship	Target 10,000 impressions	Target 5,000 Impressions	Target 2,500 Impressions	Target 1,000 Impressions	N/A
Complimentary tickets for Talent Show	YES (4 Tickets)	YES (2 Tickets)	YES (2 Tickets)	YES (1 Ticket)	YES (1 Ticket)
Listing with logo on prominent sponsor recognition displays at event	YES (Lead Positions)	YES (2nd Tier Positioning)	YES (3rd Tier Positioning)	YES (4th Tier Positioning)	YES (4th Tier Positioning)
Concord Monitor ad that lauds sponsors for their community service	YES (Lead Positions)	YES	YES	YES	YES
Talent Show Program	YES (Logo)	YES (Logo)	YES (Logo)	YES (Logo)	YES (Name)



2020 Talent Show Sponsorship Pledge/Payment Form

I/We wish to partner with the Concord Coalition to End Homelessness as a sponsor of the **2020 Talent Show** at the following level:

- PALLADIUM SPONSOR \$5,000
- GOLD SPONSOR \$2,500
- PLATINUM SPONSOR \$1,000
- SILVER SPONSOR \$500
- BRONZE SPONSOR \$250
- Other donation amount \$ _____



- Check is enclosed (make check payable to *Concord Coalition to End Homeless* or *CCEH*)
- I have made my payment via credit card online at *Concordhomeless.org*
- I will pay my pledge by (date): _____

Name of Sponsor: _____

(as you would like it to appear in any promotional materials)

Name & title of authorizing executive: _____

Email: _____ **Phone:** _____

Mailing address: _____

Do you plan on attending and using your complimentary ticket(s) YES NO

Please mail this form to **CCEH, PO Box 3933, Concord, NH 03302-3933** or
email it to **office@concordhomeless.org**

Thank You!

CCEH federal Tax Identification Number: 26-3933990