



Dear Intown Supporter,

At Intown Cares, we work every day to help our neighbors meet their most essential needs – housing and food. Our annual fundraiser, **Heart & Home**, brings together our community of advocates in support of our mission to prevent and reverse homelessness and hunger in Intown Atlanta. As a member of the Intown Cares board of directors and committee chair of this year's Heart & Home, **I invite you to join us as a sponsor**. Your support will help us continue the work of solving homelessness and food insecurity for increasing numbers of neighbors.

As a sponsor of Heart & Home, you will gather with more than 300 corporate and community leaders and Intown stakeholders at the event on **Friday, May 2, 2025** at the Atlanta History Center. Dollars raised at Heart & Home support Intown's approach of removing as many barriers as possible for neighbors who face some of the greatest obstacles to housing and food security. This includes deploying one of the most effective homeless services teams and operating one of the most innovative low-barrier food distribution programs in the Atlanta area.

Join us in this important work that is transforming lives through partnerships with service provider organizations, community groups, the City of Atlanta, and generous donors. Last year, we distributed food to more than 5,500 Atlantans, helped hundreds of neighbors access services like healthcare, transportation, and documents needed for housing, and assisted 235 neighbors in moving into permanent housing. Your sponsorship will make an enormous difference and directly support neighbors in need. Please review the attached sheet that details this year's sponsorship opportunities and benefits. All sponsorship levels are customizable.

I hope that we can count on your support this year and look forward to your commitment. For more information, please contact our development team: development@intowncares.org.

Sincerely,
Kelly Goldston
Heart and Home Committee Chair, 2025

P.S. To learn more about Intown's programmatic impacts, including the tremendous milestones we achieved last year, please view our 2023 Annual Report [here](#).



SPONSORSHIP OPPORTUNITIES

All sponsorship levels are customizable.



| | Presenting \$50K | Changemaker \$25K | Sustainer \$10K | Neighbor \$5K |
|--------------------------------|--|---|--|--|
| EVENT TABLES | 2 VIP Tables (20 Tickets) | 1 VIP Tables (10 Tickets) | 1 Table (10 Tickets) | 6 Tickets |
| BRAND PROMOTION (PRE-EVENT) | <ul style="list-style-type: none"> Featured as Presenting Sponsor in <i>Atlanta Business Chronicle</i> ad Brand highlight on social media - 100K+ impressions across platforms Logo placement: event invitation, website, email marketing | <ul style="list-style-type: none"> Logo placement in <i>Atlanta Business Chronicle</i> ad Brand highlight on social media - 100K+ impressions across platforms Logo placement: event invitation; website | <ul style="list-style-type: none"> Listed as sponsor in <i>Atlanta Business Chronicle</i> ad Brand highlight on social media - 100K+ impressions across platforms Name listing: event invitation; website | <ul style="list-style-type: none"> Listed as sponsor in <i>Atlanta Business Chronicle</i> ad Name listing: event website |
| BRAND PROMOTION (DURING EVENT) | <ul style="list-style-type: none"> Signage Full-screen digital ad Recognition from event stage 0:30 Speaking opportunity (live/video) Logo in printed program | <ul style="list-style-type: none"> Signage Half-screen digital ad Recognition from event stage Logo in printed program | <ul style="list-style-type: none"> Signage Logo in digital program | <ul style="list-style-type: none"> Signage Logo in digital program |
| BRAND PROMOTION (POST-EVENT) | <ul style="list-style-type: none"> Mention in post-event PR, including press releases and social media posts Year-long visibility on event webpage | <ul style="list-style-type: none"> Mention in post-event PR, including press releases and social media posts Year-long visibility on event webpage | <ul style="list-style-type: none"> Year-long visibility on event webpage | <ul style="list-style-type: none"> Year-long visibility on event webpage |
| ORGANIZATIONAL ENGAGEMENT | <ul style="list-style-type: none"> Up to 3 corporate volunteer days, on or off site; pantry (15 max) or kit build (no max) | <ul style="list-style-type: none"> 1 corporate volunteer day, on or off site; pantry (15 max) or kit build (no max) | <ul style="list-style-type: none"> 1 corporate volunteer day onsite at pantry (15 max) | - |