



2021 SPONSORSHIP OPPORTUNITIES

What is a Compassion Campaign?

In 2020, Housing Trust Fund Ventura County debuted its first virtual event, the **Everyone Deserves a Home Compassion Campaign**. At a time where every act of kindness matters, this weeklong event highlighted how as a community we can all make a difference in people's lives - from small acts of compassion to being part of the affordable workforce housing solution in Ventura County. The virtual celebration included compelling Facebook Live presentations, powerful videos, Living Room Lounge celebrity performances, Compassion in Action activities, and more. This first virtual event of its kind in Ventura County raised \$45,000 in support of affordable housing and drew added awareness through increased engagement and visibility within social media and Housing Trust Fund VC's website. Watch videos and more here: <https://www.housingtrustfundvc.org/compassion-campaign.html#CompassionInAction>.

On June 10, 2021, Housing Trust Fund Ventura County is bringing back its signature event – **Everyone Deserves a Home Compassion Campaign**. To continue with safety protocols, this event will once again be virtual as we see a rising need for more affordable housing in our communities throughout Ventura County due in large part to the impacts of COVID19. We will also expand this year's conversation to include the social and economic impacts of building socio-diverse inclusive neighborhoods to positively influence our County's collective prosperity.

The **Everyone Deserves a Home Compassion Campaign** will be an online evening of awareness, community and celebration. It will include an emcee taking us through an insightful journey with a Keynote, movie trailer/director meet and greet, lived experience live and video interviews, live entertainment, delivered meals, and audience engaging sponsored swag boxes.

What sponsorship means for your company

We would be honored to receive your support as a sponsor of our 2021 **Everyone Deserves a Home Compassion Campaign**. We deeply appreciate our partners, donors and sponsors who are committed to positively impacting the trajectory of people's lives in Ventura County through the development of safe and equitable homes built in richly diverse neighborhoods.

Sponsorship means you are making a statement that increased investment in affordable housing is vital for our community. It is vital for our seniors, essential workers, low-income families, farmworkers, veterans, and transitional age foster youth, because **where we live shapes how we live**. Where we live determines where we go to school, where we get fresh produce, where and how we get to work, where we seek medical attention and other vital services. **Where we live shapes our lives**.

Who attends?

The **Everyone Deserves a Home Compassion Campaign** draws a diverse crowd of decision makers, community leaders, change makers and advocates for housing, mental health, homelessness, foster youth, the disabled community, seniors, and more. Last year's first virtual event drew 135 attendees, and we anticipate that number to grow this year as Housing Trust Fund Ventura County's increased visibility and community awareness has expanded in the last year as the go-to leader in affordable housing solutions.

Sponsor Benefits

To show our appreciation of your generosity, our sponsors receive a broad spectrum of benefits as noted on the next page.



Everyone Deserves a Home

Compassion Campaign



Sponsor Benefits	Keystone \$10,000	Pillar \$7,500	Framework \$5,000	Foundation \$2,500	Bedrock \$1,000	Building Block \$500
Exclusivity	•					
First Right of Refusal for 2022 Compassion Campaign	•					
Prominently noted as Title sponsor on all event materials	•					
Mentioned in pre- & post-event publicity	•	•				
Opportunity to Speak during event	3-minute Live Welcome Address & Honoree Introduction	1-minute Live Address				
Videos during event	Welcome/Promo Video (Provided by Sponsor) + logo within HTF produced video	Logo within HTF produced event video	Logo within HTF produced event video			
Verbal recognition during event	•	•	•			
Recognition on website for one year	Logo as Major Donor	Logo as Major Donor	Logo as Major Donor	Mentioned as Supportive Donor		
Recognition in event emails	Large Logo & Link	Large Logo & Link	Medium Logo	Small Logo		
Recognition in social media	Two Stand-Alone Posts with Logo	One Stand-Alone Post with Logo	One Stand-Alone Post with Logo	Mentioned in at least one combined post	Mentioned in at least one combined post	
Visual recognition during event	Large Logo	Large Logo	Medium Logo	Small Logo	Listed	Listed
Gratis Good2Go meals by Seasons Catering	10	8	6	4	2	1

To support Housing Trust Fund Ventura County's 2021 **Everyone Deserves a Home** *Compassion Campaign* contact Linda Braunschweiger at Linda@HousingTrustFundVC.org or at 805-407-2455