

2022 SPONSORSHIP OPPORTUNITIES

What is a Compassion Campaign?

In 2020 and again in 2021, Housing Trust Fund Ventura County hosted, its signature Everyone Deserves a Home Compassion Campaign. As we know, for the past two years this event, along with many others, was held virtually.

We're excited to announce that our 2022 Everyone Deserves a Home *Compassion Campaign* will be held in person at the beautiful Maravilla Gardens in Camarillo on May 12th, 5:00 p.m. to 9:00 p.m.

This year's event promises to be the most memorable yet! Guests will be engaged deeply in an immersive experience from the moment they arrive, through our opening reception, to dinner, and during our program. While not giving away too much, we can say that we believe every guest will be impacted as they personally meet Melissa and Jeff and their children, siblings Javier and Daniella, educator Ms. Jasmine, veteran Ted, Carla, Jason, and Rosa and how the interconnectivity of people's lives is powerful, impactful, and even life changing. Importantly, we'll learn how as a collective community, we can ensure that housing equity is achievable in Ventura County because – *Everyone Deserves a Home*.

We would be honored to welcome you as a Sponsor

We would be honored to receive your support as a sponsor of our **2022 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, persons with cognitive disabilities, and transitional age foster youth. Please help us as we remain committed to positively impacting people's lives through the funding of safe and equitable homes – this is **Our Community Promise**.

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, farm workers, foster youth, the disabled community, seniors, and more. This in-person event traditionally draws up to 200 people, and we anticipate to once again host this number of guests in 2022 as we all are yearning for in-person events, networking and contact if it is safe.

Sponsor Benefits

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

Sponsor Benefits	Keystone \$10,000	Pillar \$7,500	Framework \$5,000	Foundation \$2,500	Bedrock \$1,000	Building Block \$500
Industry Exclusivity	•					
First Right of Refusal for 2023 Compassion Campaign	•					
Prominently noted as Title sponsor on all event materials	•					
Mentioned in pre- & post-event publicity	•	•				
Opportunity to Speak during event	3-minute	1-minute				
Event Signage	Large logo on event signage	Medium logo on event signage	Small logo on event signage			
Recognition in event promotional emails	Large Logo & Link	Large Logo & Link	Medium Logo			
Podium 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	Mentioned as Supportive Donor	
Recognition in social media	Two Stand-Alone Posts/Stories with Logo	One Stand-Alone Post/Story with Logo	One Stand-Alone Post/Story with Logo	Mention in at least one combined post/story	Mention in at least one combined post/story	
Visual recognition at guest tables	Large Logo	Large Logo	Medium Logo	Small Logo	Listed	Listed
Complimentary event tickets	8	6	4	3	2	1

Post-Event Recognition

After-Glow PR, Social Media, and eBlast	•	•	•	•		
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To support Housing Trust Fund Ventura County's **2022 Everyone Deserves a Home Compassion Campaign** contact Joshua Varela at Josh@HousingTrustFundVC.org or at 805-384-1144.