

## COMPASSION CAMPAIGN 2024 SPONSORSHIP OPPORTUNITIES

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### What is a Compassion Campaign?

In 2020, Housing Trust Fund Ventura County launched its signature Everyone Deserves a Home Compassion Campaign. Now in its fifth year, we turn our attention to reimagining and reshaping what housing affordability can be.

**Compassion Campaign 2024, UNLOCKING AFFORDABLE LIVING – Reshaping Housing Solutions, will be held in person at the picturesque Walnut Grove at Tierra Rejada Farms on Thursday, May 9<sup>th</sup> from 5:00 p.m. to 8:00 p.m.**

### Why support affordable housing?

Housing affordability continues to be a critical issue. County CEO Dr. Sevet Johnson said in the 2023 State of the County address, “Throughout the state, housing is in high demand and Ventura County is not immune.” She asked, “What can we do to reimagine what housing looks like?”

Conversations are happening and **COMPASSION CAMPAIGN 2024** seeks to bring these conversations together for one impactful evening. As Sevet Johnson put it, conversations about affordable housing innovations are, “contagious, creative, innovative, and what makes us thrive and what will allow us to have success in this very crucial area.” **Won’t you join us as a supportive sponsor?**

### A guest immersive experience

Housing Trust Fund VC’s Compassion Campaign have become the must-attend event each Spring. This is due in large part to our uniquely powerful guest immersions that deliver our message of housing affordability in an impactful way. This year’s audience experience promises to immerse guests into memorable housing solutions learning opportunities they can both see and touch.

### We would be honored to welcome you as a Sponsor

**UNLOCKING AFFORDABLE LIVING – Reshaping Housing Solutions** will be yet another memorable event hosted by Housing Trust Fund Ventura County. 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, homeless, persons with cognitive disabilities, and transitional age foster youth.

### Who attends?

This annual event draws a diverse crowd of decision makers, community leaders, change makers and advocates for housing, mental health, homelessness, farmworkers, foster youth, the disabled community, seniors, and more. The last two years achieved record-setting attendance and fundraising goals, with many commenting how unique and different Housing Trust Fund VC’s immersive **COMPASSION CAMPAIGN** is. We anticipate another 200+ in attendance in 2024.

### Sponsor Benefits

Our sponsors receive a broad spectrum of benefits as noted on the next page. We then invite you to join us as a sponsor using the Sponsors Form.

## COMPASSION CAMPAIGN 2024

Sponsor Benefits	Keystone \$15,000	Pillar \$10,000	Framework \$7,500	Foundation \$5,000	Bedrock \$2,500	Building Block \$1,000	** SPECIAL** Exhibit Sponsors \$7,500
Industry Exclusivity	•						
First Right of Refusal for 2025 Compassion Campaign	•						
Prominently noted as Keystone sponsor on all event materials	•						
Speaking Opportunity	3-minute	1-minute					
Exhibit Naming (3 available)	Exhibits are provided to guests as immersive experiences during the event. Details of exhibits TBD.						Exclusive naming: “This exhibit sponsored by ...”
Mentioned on Registration Page	•	•	•				
Mentioned in pre-event publicity	•	•	•	•			•
Recognition on event signage	Large logo	Medium logo	Small logo	Listing			Small Logo
After-Glow PR, Social Media, and eBlast	•	•	•	•			•
Recognition in event promotional emails	Large Logo & Link	Large Logo & Link	Medium Logo	Listing			Listing
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	Exclusive Posts/Stories	Exclusive Posts/Stories	Exclusive Posts/Stories	Mention in combined post/story	Mention in combined post/story		Mention one combined post/story
Visual recognition in event slide show	Large Logo	Large Logo	Medium Logo	Small Logo	Listed	Listed	Logo as exhibit sponsor
Complimentary event tickets	8	6	4	2	2	1	4

Contact Tobie Roach to support Housing Trust Fund Ventura County’s **COMPASSION CAMPAIGN 2024, UNLOCKING AFFORDABLE LIVING – Reshaping Housing Solutions**, at [Tobie@HousingTrustFundVC.org](mailto:Tobie@HousingTrustFundVC.org) or at 805-384-1144.

**YES! I'D LIKE TO SUPPORT  
COMPASSION CAMPAIGN 2024 WITH A SPONSORSHIP**

Thank you for partnering with us to provide safe and affordable housing for all those who wish to live, work, and raise families in Ventura County. Please complete the information below and email to [Tobie@HousingTrustFundVC.org](mailto:Tobie@HousingTrustFundVC.org). For questions, call Tobie Roach (805-384-1144) or Linda Braunschweiger (805-407-2455).

*Yes, I would like to be a Sponsor (please check desired sponsorship level or partnership method)*

- \$15,000 Keystone       \$5,000 Foundation  
 \$10,000 Pillar       \$2,500 Bedrock  
 \$7,500 Framework       \$1,000 Building Block  
 \$7,500 Exhibit Sponsor – *only three available!*

Company/Organization Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

I will send a Check # *(Mail to: 360 Mobil Ave., Suite 213A, Camarillo, CA 93010)*

I will pay online with debit or credit card – Go here to pay online: <https://bit.ly/CC24-sponsor>

Please call me for credit card information

Please send me an invoice

Please email your high-resolution logo to [Tobie@HousingTrustFundVC.org](mailto:Tobie@HousingTrustFundVC.org) by March 31, to receive full promotional benefit of your sponsorship.