

2020 Event Sponsorship



Thousands of people experience homelessness or housing instability in Larimer County each year. Your support will enable us to create a brighter future for individuals and families in our community.

Sponsorship benefits for 2020 can be found on the back of this document and include recognition at our biggest events of the year: Toast to Transitions and Homelessness Awareness Week (including the Mission to Hope Walk and the Murphy Center Community Dinner)

What is Homeward Alliance? What is the Murphy Center?

Homeward Alliance is a northern Colorado-based nonprofit that empowers individuals and families who face homelessness to survive, move forward and thrive. We operate 11 programs and initiatives that provide a wide range of support--everything from survival supplies to employment counseling, housing assistance, long-term case management and more--to the people who need them most.

Our name, Homeward Alliance, represents the belief that we are more than the sum of our parts. We are a diverse group of more than 25 professional staff, 1,000-plus volunteers, dozens of partner organizations, funders and other stakeholders--that collectively envisions a future in which homelessness is rare, short-lived and non-recurring.

10th Annual Toast to Transitions Event

May 20, 2020 at Colorado State University's Lory Student Center

Toast to Transitions is our largest live fundraising event of the year. Programming will include:

live music,
food, local beer and wine,
silent auction,
wine pull,
guest speakers and more!

Attendees include more than 400 Homeward Alliance partners, business representatives and other key stakeholders.



Homelessness Awareness Week

October 4th - 10th at the Murphy Center and throughout Fort Collins. Multiple events will take place over the week, including:

The Murphy Center Community Dinner
Friday evening, October 9th

More than 200 individuals—people who are housed and guests (clients) of the Murphy Center—come together to learn more about the Murphy Center.

The Murphy Center Mission to Hope Walk
Saturday morning, October 10th

Over 300 individuals, families, businesses, agency partners and other groups take the 1.9-mile walk—together—from the local shelters to the Murphy Center. This is a walk that many people we serve take every day. After the Walk we host an Open House at the Murphy Center, with coffee and breakfast treats.

Stuff the Truck Music Fest
Saturday afternoon, October 10th

Amy & the Peacepipes and Maxline Brewing
Attendees enjoy an afternoon of bands, beer and bikes while we collect life-saving gear for people in need.

2020 Sponsorship Benefits



	Platinum Corporate Sponsor \$10,000	Gold Event Sponsor \$2,500	Silver Event Sponsor \$1,250	Bronze Event Sponsorship \$500
Organization/Company logo on Homeward Alliance Vehicles	Street Outreach Van	Product Trailer		
Sponsor of 2019 Toast to Transitions Video	Logo & Website	Logo		
Organization/Company Banner at Toast to Transitions	X	X		
Identifying Marker at Toast to Transitions	Verbal & Visual Logo Marker	Verbal & Visual Logo Marker	Visual	
Recognition on Homeward Alliance Website	Prominent Logo Placement	Logo	Logo	
Recognition at Homelessness Awareness Week	Banner and Logo at Dinner & Walk	Logo at Dinner & Walk	Logo at Dinner	Logo at Dinner
Social Media and E-newsletter Recognition	Feature Blurb & Pinned Tweet	Feature Blurb	Name	Name
Recognition on Murphy Center Website	Prominent Logo Placement	Logo	Logo	Logo
Logo on Banner at Murphy Center Building	12/2020 - 11/2021	12/2020 - 11/2021	12/2020 - 11/2021	
Tickets to Toast to Transitions	Prominent Table of 8	Table of 8	4 Tickets	
Logo in 2021 Calendar	X	X	X	
Tickets to Community Dinner	Prominent Table of 6 + 2 Guest Sponsored Tickets	Table of 6 + 2 Guest Sponsored Tickets	4 Tickets	4 Tickets
Tickets to Mission to Hope Walk	Walk Team of 25	Walk Team of 12	Walk Team of 12	Walk Team of 12

Program Sponsorship Opportunities available too.

Please inquire if you're interested in sponsoring Bike Repair, Mobile Laundry or Children in Need.