



"No one should live hungry and homeless."
Matthew 25:35-40

No One Should Live Hungry and Homeless

HeART

&

SOLE

Sponsorship

Be the Heart and Soul of our City: Be a **HeART** & **SOLE** Sponsor

Make your mark on DC at the year's best party—and show your compassion for homeless people. Together we can make a world of difference. *No one should live hungry and homeless.*

HeArt & Sole is the signature event of Central Union Mission, Washington, DC's oldest social service agency

— featuring Hell's Kitchen Winner Chef Rock Harper, celebrity chefs from all over the area volunteer their skills to provide gourmet tastes of their own creations. The glamorous evening includes a VIP chef competition, signature cocktails, live entertainment and appearances by local celebrities all to help care for our hungry and homeless neighbors.

We're gearing up for HeArt & Sole this year, and the tickets are going fast. Don't miss your chance to be a HeArt & Sole sponsor and to show your community spirit to 1,000+ committed Mission supporters.



Marketing Potential

As a partner or sponsor, you will benefit from being associated with a Charity Navigator 4 star-rated organization that is one of the city's most popular charitable causes. In addition to supporting a great cause, partnering with Central Union Mission has real benefits:

- 87 percent of Americans say they are likely to switch brands to one associated with a good cause, when price is equal
- 78 percent are more likely to buy a product associated with a cause they care about.
- 66 percent would switch brands and 62 percent would switch retailers to support a cause they care about.
- 54 percent would pay more for a product that supports a worthy cause.

There's no more effective way to declare your organization's commitment to the community and to display your social conscience than to become a HeArt & Sole sponsor. Please contact Senior Director of Strategic Partnerships and Community Engagement Deborah Chambers at 202-745-7118 or via email at dchambers@missiondc.org today to affirm this critical connection.

Restaurant Row

New special opportunity to spotlight your restaurant at the event plus through social media, web promotion, live media features, and more! Feature your restaurant's specialty—while making a difference in the city!

Ranging from \$2,500 to \$50,000, packages include:

- An 8-foot table display for the restaurant, featuring a one-dish tasting
- VIP pre-event tickets
- Prominent listing and link on the Mission website
- Name displayed at the event
- Name recognition in The Missionary newsletter
- Listing in our Annual Report
- Benefits tailored to the level of sponsorship



Available Sponsorships

Premier Sponsor: This is reserved for the Greatest of All Time sponsors with the GOAT shoes! **\$75,000**

- Headline name recognition on all event materials
- VIP pre-event tickets for ten (10) guests and event tickets for ten (10) guests
- Premium recognition from the podium
- Speaking opportunity at the event
- Feature article in The Missionary newsletter
- Exclusive headline listing and link on the Mission website
- Name prominently displayed on signage at the event
- Premium designated space for your info table and banner
- Premier listing in our Annual Report

Limited Edition Sponsor: Take those vintage shoes out of the box tonight **\$50,000**

- Premier name recognition on all event materials
- VIP pre-event tickets for eight (8) guests and event tickets for eight (8) guests
- Premium recognition from the podium
- Speaking opportunity at the event
- Feature article in The Missionary newsletter (circ. 45,000)
- Prominent listing and link on the Mission website
- Name prominently displayed on signage at the event
- Premium designated space for your info table and banner
- Prominent listing in our Annual Report

Retro Sponsor: Give classic a whole new twist! **\$25,000**

- Premier name recognition on all event materials
- VIP pre-event tickets for six (6) guests and event tickets for six (6) guests
- Prominent listing and link on the Mission website
- Name recognition in The Missionary newsletter
- Name prominently displayed on signage at the event
- Premium designated space for your info table and banner
- Prominent listing in our Annual Report

Sandals Sponsor: You don't know Him till you walk in His shoes **\$10,000**

- VIP pre-event tickets for four (4) guests and event tickets for four (4) guests
- Recognition from the podium
- Listing and link on the Mission website
- Name displayed on signage at the event
- Premier name recognition in The Missionary newsletter
- Prominent listing in our Annual Report

Heels Sponsor: Put on your nice clicks for this event **\$5,000**

- VIP pre-event tickets for two (2) guests and event tickets for four (4) guests
- Prominent listing and link on the Mission website
- Name displayed on signage at the event
- Name recognition in The Missionary newsletter
- Listing in our Annual Report

Kicks Sponsor: Have the coolest kicks in the house **\$2,500**

- VIP pre-event tickets for two (2) guests and event tickets for two (2) guests
- Prominent listing and link on the Mission website
- Name displayed at the event
- Name recognition in The Missionary newsletter
- Listing in our Annual Report

Sneaker Head Sponsor: Break out your finest for a night on the town **\$1,000**

- VIP pre-event tickets for two (2) guests
- Prominent listing and link on the Mission website
- Name recognition in The Missionary newsletter
- Listing in our Annual Report

Golden Slippers Sponsor: This party is a rest for your sole **\$500**

- Mission Donation
- Name recognition in The Missionary newsletter
- Listing in our Annual Report



Social Media Stats:

Media Viewership of Event Outreach **2+ MILLION**

Mission Website **53,000 MONTHLY VISITS**

The Missionary Newsletter **CIRCULATION 45,000**

HeArt & Sole Event **EXPECTED ATTENDANCE 1,200**