

2017 Power of Home Breakfast

SPONSORSHIP OPPORTUNITIES



MHNW Annual Fundraising Breakfast

Fri. Oct. 13, 2017 | 8:00 – 9:00 am

Venue: Sheraton Seattle Hotel

Mercy Housing Northwest (MHNW) is one of the largest housing organizations in Washington, with 47 properties serving 5,000 people annually. As we celebrate our *25th* year of work in the Northwest region this year, MHNW remains dedicated to our vision of creating a more humane world where poverty is alleviated, communities are healthy and all people can develop their full potential. We are committed to creating a safe place for residents to call home, along with services that help families live stable, secure lives.

In 2017, MHNW will complete two developments, and start construction on another. Over the next 2 years, we will have developed over 300 new and affordable units in Washington:

- ***Mercy Othello Plaza*** - MHNW's Flagship project in Southeast Seattle, is set to be completed in the spring. It will open its doors to 108 new affordable apartments for families, and serve as the new business center for MHNW operations.
- ***Eleanor Apartments*** - This project will open in the fall, and offer 80 units of accessible and affordable housing, to fill a growing demand for seniors in Bellingham.
- ***Sand Point Building 9*** - Construction for this project will begin this summer, with an opening set for summer of 2018. Sand Point will offer 148 affordable homes for working families and small households.

In addition to our current resident services, MHNW will add further health and wellness services for nearly 2,000 residents and community members in 2017. Our work is *improving lives* and *transforming neighborhoods* - please join us in our efforts!

Your role as a partner on our projects has been critical to our success. This year, we hope you will help us *celebrate 25 years* of serving families in the Northwest! We look forward to continuing our partnership with you as we expand our presence across Washington State.

BY THE NUMBERS:

- Sponsorship contributions will help underwrite this powerful event so that all proceeds directly benefit MHNW resident services programming throughout Washington State.
- Increased online presence with a dedicated event website, with more than 2,000 page visits last year.
- Last year, the Power of Home Breakfast raised \$228,000+, helping provide after-school programming for kids, ESL classes for parents and keeping seniors healthy and connected, with onsite activities and health resources.
- Opportunity to engage more than 400 live guests, including industry and business leaders, community supporters and elected officials.





LEVELS & BENEFITS

Sponsors at all levels will be recognized on our website

Presenting Sponsor | \$20,000

Exclusivity; only one sponsor will be recognized at this level

- Exclusive company logo prominently featured on landing page of event website.
- Company executive speaking opportunity from podium.
- Premium table location with reserved VIP seating for 12 guests.
- Company profile slide and company logo displayed in slide presentation.
- Half-page ad in event program.
- Live social media mention.
- Company recognition in post-event email newsletter (sent to 3,000+ recipients).
- Company logo on all promotional material.
- Company mention in annual report.

Platinum Sponsor | \$10,000

- Company name and logo prominently displayed in projected & printed media.
- Live acknowledgement as Platinum sponsor from event podium.
- Company logo in rotating slide presentation.
- Premium table location with reserved VIP seating for up to ten guests.
- Company recognition in post-event email newsletter (sent to 3,000+ recipients).
- Company mentioned in at least three social media posts (pre and post-event).

Gold Sponsor | \$5,000

- Recognition in event signage, including logo placement in projected & printed media.
- Company logo in rotating slide presentation.
- Premium seating at the event, with reserved seating for up to five guests.
- Company mentioned in at least three social media posts (pre and post-event).

Silver Sponsor | \$3,000

- Company listing in event program.
- Company logo in rotating slide presentation.
- Priority seating at the event with three reserved seats.
- Company mentioned in at least one social media post.

Bronze Sponsor | \$1,000

- Company listing in event program and rotating slide presentation.
- Thank you in quarterly newsletter and annual report.
- Company mentioned in at least one social media post.