



5th Annual Step Up! Walk to End Homelessness

Sunday, November 12, 2023, 8am – 2pm

SPONSORSHIP REQUEST AND OPPORTUNITIES

Please join us for a great morning walk, good food, learning and community. This year's Walk to End Homelessness looks to double our participation and impact. We will provide a fun for all ages celebration after the 5k walk. The event will include a homeless service provider pavilion, carnival games, food offerings and recognition of HomeAid heroes. HomeAid San Diego has been providing building, education and workforce development to the San Diego Region for 20th years. Our sponsors and participants are part of our success.

Please consider becoming a sponsor today. Sponsorship categories can be found on the next page.

For questions and to sign up as a sponsor, please contact mary.lydon@homeaidsd.org or 619.252.0295.

Step Up Walk Program

7:00 – 8:00 am	Event Registration/Check-in Meet Services Providers
8:00 – 8:15 am	Walk Kick-Off Program and Recognition
8:15 – 10:00 am	5K Walk
10:00 – 12:00 pm	Enjoy Food & Beverages Fun at Family Game Pavilion Music

SPONSORSHIP OPPORTUNITIES 2023

PRESENTING SPONSOR (1 @ \$25,000)

- Brand mention in all Event marketing materials to include Event registration site, E-blasts, Press Releases, HASD website (for 1 year), Social Media and Event Day signage
- Keynote speaker at Event; Mention during all Event Day announcements
- Event day Facebook Live interview and media engagements
- 30 adult Event Registration entries
- Branded materials in participant Event bags

PREMIER Sponsor (2 @ \$10,000)

- Brand mention on Event registration site, E-blasts, Press Release, HASD website (for 1 year), Social Media and Event Day signage
- Pre-recorded video message shared during Event promotions on Social Media
- Event day Facebook Live interview and media engagements
- 15 adult Event Registration entries
- Branded materials in participant Event bags

EVERY STEP COUNTS! Sponsor (4 @ \$5,000)

- Brand mention on Event registration site, HASD website (for 1 year), Social Media, Press Release and Event Day signage
- Brand mention on Event Facebook Live and real-time social posts
- 10 adult Event Registration entries
- Branded materials in participant Event bags

SAN DIEGO SERVICE PROVIDER DISPLAY Sponsor (4 @ \$2,500)

- Brand mention on HASD website, Event registration site, Social Media, Event Day signage and during the Event program
- 7 adult Event Registration entries
- Branded materials in participant Event bags

FOOD AND BEVERAGE Sponsor (5 @ \$1,000)

- Brand mention on the HASD website, Event registration site, Social Media and Event Day signage
- 5 adult Event Registration entries
- Branded materials in participant Event bags

GAME PAVILION Sponsor (5 @ \$1,000)

- Brand mention on the HASD website, Event registration site, Social Media and Event Day signage
- 5 adult Event Registration entries
- Branded materials in participant Event bags

FRIENDS OF HOMEAID SAN DIEGO Sponsor (10 @ \$500)

- Brand mention on the HASD website, Event registration site and Event Day signage
- 2 adult Event Registration entries
- Branded materials in participant Event bags