

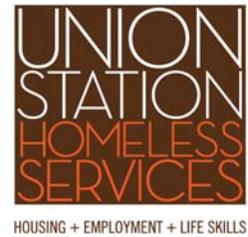


UNION STATION HOMELESS SERVICES
DINNERS-IN-THE-PARK
SPONSORSHIP OPPORTUNITIES

UNION
STATION
HOMELESS
SERVICES

HOUSING + EMPLOYMENT + LIFE SKILLS

UNION STATION HOMELESS SERVICES
DINNERS-IN-THE-PARK
SPONSORSHIP OPPORTUNITIES



The best way to give thanks is to give back!
Join us this Thanksgiving and Christmas for our Holiday Dinners-in-the-Park!

Harvest Sponsor ■ \$30,000

- Recognition on event materials
- VIP volunteer opportunity for 20 guests at Thanksgiving and Christmas events
- Recognition and speaking opportunity at both events
- Designated space for your info table and banner at both events
- Company logo and link on our website
- Company profile in our newsletter (circ. 18,000)
- Company profile in our annual report

Autumn Sponsor ■ \$20,000

- Recognition on event materials
- VIP volunteer opportunity for 10 guests at Thanksgiving and Christmas events
- Recognition and speaking opportunity at both events
- Designated space for your info table and banner at both events
- Company logo and link on our website
- Company profile in our newsletter (circ. 18,000)
- Company profile in our annual report

Main Dish ■ \$10,000

- VIP volunteer opportunity for 5 guests at Thanksgiving and Christmas events
- Recognition at both events
- Company logo on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Side Dish ■ \$5,000

- VIP volunteer opportunity for 5 guests at Thanksgiving OR Christmas events
- Recognition at one of the event
- Company logo on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Appetizer ■ \$1,000

- Recognition at one of the events
- Company name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Dessert ■ \$500

- Recognition at one of the events
- Company name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Your sponsorship will help underwrite Dinner-in-the-Park as well as our community meals program, which provides more than 160,000 meals to hungry and homeless people throughout the year. **Sponsorship must be confirmed by November 15 to ensure all sponsorship benefits for Thanksgiving and Christmas. To receive the benefits for the Christmas event only, sponsorships must be confirmed by December 13.**

For more information about becoming a corporate sponsor, please contact Dana Bean, Director of Development at dbean@unionstationhs.org or 626-240-4558.

UNION STATION HOMELESS SERVICES
DINNERS-IN-THE-PARK
SPONSORSHIP OPPORTUNITIES



YES! My company would like to be a Dinner-in-the-Park Corporate Partner.

CONTACT INFORMATION:

Name: _____ **Company Name:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: _____ **Email:** _____

SPONSOR LEVEL:

- Harvest Sponsor ■ \$30,000 Autumn Sponsor ■ \$20,000 Main Dish ■ \$10,000
 Side Dish ■ \$5,000 Appetizer ■ \$1,000 Dessert ■ \$500

PAYMENT METHOD:

- Check Payable to Union Station Homeless Services
 VISA MasterCard AMEX

Name on Card: _____

Account Number: _____

Expiration Date: _____

Please mail, fax or email form:

ATTN: Dana Bean, Union Station Homeless Services, 825 E. Orange Grove Blvd. Pasadena, CA 91104
P: (626) 240-4558 ■ F: (626) 798-1640 ■ dbean@unionstationhs.org

UNION STATION HOMELESS SERVICES **DINNERS-IN-THE-PARK** SPONSORSHIP OPPORTUNITIES



SAMPLE PRESS RELEASE

Contact:

(Name)

(Phone) / (Email)

Press Release: For Release

“The Biggest Potluck in the Nation” **(Your Company Name)** will help Union Station Homeless Services serve thousands of meals to those in need this holiday season

(Your Company Name) knows that the best way to give thanks is to give back. The company has committed (\$ amount of your sponsorship level) to Union Station Homeless Services’ **Dinner-in-the-Park**. Nicknamed the **“Biggest Potluck in the Nation,”** this incredible community event will be held on **Thanksgiving Day, November 28** and **Christmas Day, December 25** at **Central Park, Pasadena**. Food is served at noon.

For more than 35 years, thousands of volunteers have purchased, prepared and served meals to all who are hungry at Pasadena’s Central Park on Thanksgiving and Christmas Day.

Dinner-in-the-Park meal recipients include homeless and low-income adults and families, senior citizens, and those who are alone at the holidays or unable to afford a holiday meal. Union Station encourages all who are hungry to come eat, and all who are able to help to donate their time or food items to this valuable holiday outreach program.

Paragraph about your organization’s support for the event, and why you have chosen to be a Dinner-in-the-Park corporate sponsor.

“Dinner-in-the-Park is truly a community event and simply would not be possible without the help of dedicated volunteers and dozens of businesses who make this event such a success,” said Marv Gross, CEO of Union Station. The 40-year-old non-profit agency is grateful to be the beneficiary of such overwhelming support from the community and local businesses.

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(About your Company)

About Union Station Homeless Services: Union Station Homeless Services is the San Gabriel Valley’s largest social service agency assisting homeless and very low-income adults and families. Homelessness is a growing problem. Union Station provides comprehensive, community-based solutions to help men, women and children rebuild their lives and end homelessness. Our housing, employment and life skills classes offer people an individualized approach to achieving self-sufficiency.
www.unionstationhs.org ■ www.facebook.com/UnionStationHomelessServices ■ <https://twitter.com/USHSNews>

UNION STATION HOMELESS SERVICES

DINNERS-IN-THE-PARK

VOLUNTEER OPPORTUNITIES!



HOUSING + EMPLOYMENT + LIFE SKILLS

WHAT: Held every Thanksgiving and Christmas in Pasadena's Central Park, **Dinners-in-the-Park** bring together thousands of volunteers. Called the "Biggest Potluck in the Nation" by the Los Angeles Times, these incredible community events serve warm meals and holiday cheer to our less fortunate community members -- including homeless men, women, children, seniors, very low-income families, and those with no place to go during the holidays. We count on community partners like you to make these events a success.

WHEN: Thanksgiving Day, November 28, noon
Christmas, December 25, noon

WHERE: Central Park in Pasadena

WHO: This event is made possible by more than **2,500 dedicated volunteers** from across Southern California, who set up and decorate the park; prepare and donate turkeys, hams, side dishes and desserts; and serve meals.

- The event and its partners are featured in our newsletter, which reaches more than **18,000 homes**.
- Dinner-in-the-Park has benefited from the past participation of **community leaders and celebrities**; Senator Carol Liu, Pasadena's Mayor Bill Bogaard, and Supervisor Mike Antonovich, as well as actors Hector Elizondo, Jane Kaczmarek, Adam Arkin, Ryan Gosling, Ray Charles Jr., Matthew Lillard, Eric McCormack, and Eric Roberts have all attended and volunteered.
- The event has been **covered heavily by local and regional media** including ABC, CBS/KCAL, NBC, FOX, Huffington Post, Pasadena STAR News, Pasadena Sun, Los Angeles Times, Hot 90.3FM, KPFC and KPCC.

WHY: Involvement in Dinner-in-the-Park offers you a unique opportunity. Your partnership with Union Station will not only directly improve the lives of our homeless community members, but also the lives of your employees. Your staff will have the chance to take part in meaningful volunteer and team-building activities.

HOW: **Contact Dana Bean at (626) 240-4558 or dbean@unionstationhs.org**

WE ALSO HAVE VOLUNTEER OPPORTUNITIES THROUGHOUT THE YEAR!

FOOD SERVICE: Our **Community Meals Program** provides hot, nutritious meals every day of the year. Volunteer to prepare, cook, and serve meals at the Adult Center or Family Center. Available shifts: 8-11 am or 11 am-2 pm, Monday through Friday; 8-11 am or 10 am-1 pm, Saturday.

Form an **Adopt-A-Meal** group to purchase, prepare, and serve hot dinners or bagged lunches to shelter residents. Adopt-A-Meal groups volunteer once a month during a yearlong commitment. Groups are made up of about 7-10 volunteers from a single organization or company.

JOB SEARCH ASSISTANCE: A great job is the key to independence. Sources, our career development program, gives homeless and low-income job seekers the resources and motivation to begin on a career path towards their dream job. Volunteer to teach Sources' participants how to complete job applications and resumes, improve their interview skills, and use the computer and internet. Instruction can take place in a group or one-on-one setting.

ADVOCACY: Volunteer to educate our community and government leaders about the causes of homelessness. Advocacy

volunteers will conduct campaigns, such as helping create PSAs and influencing community leaders about the issues that affect homeless people.

PROFESSIONAL SERVICES: Donate your professional talents and services to help us promote our agency, including photography, filming, graphic design, and web design. Do you have additional skills that can benefit our clients or a business that can provide a vital service? Contact us today!