

# DINNER IN THE PARK 2023 SPONSOR OPPORTUNITIES



NOVEMBER 15, 22, & 23

50TH ANNIVERSARY  
UNION  
STATION  
HOMELESS  
SERVICES  
50 YEARS OF BRINGING  
OUR NEIGHBORS HOME



# Give Thanks By Giving Back

You can help Union Station Homeless Services host Dinner in the Park 2023 for our neighbors in need! This incredible community event has provided thousands of holiday meals and hope for our neighbors who are experiencing homelessness or food insecurity.

**For over 50 years, everyone at Union Station Homeless Services has celebrated Thanksgiving with those in need.** Dinner in the Park is a beloved holiday tradition that brings the community together over celebratory meals. Here are the ways we will celebrate Thanksgiving this November:

1. For clients who want to cook their own meal, we'll create "All the Fixings" Thanksgiving Meal Supply Boxes, filled with the ingredients needed to prepare a delicious meal.
2. For community members who do not have access to a kitchen, we'll provide ready-to-heat Thanksgiving dinners!
3. We will host small, private sit-down dinners for the 550 residents living at our interim housing locations including the Adult Center, Family Center, Centennial Place, Huntington Villas, Casa Luna, the Eagle Rock Tiny Village, and the M Motel in El Monte.

We invite you to join us in helping make all three of these days possible for those in need this holiday season!

## BENEFITS TO YOUR BRAND

Dinner in the Park receives outstanding media coverage from most major news outlets in the Southland.

Your company will enjoy signage at our Adult Center through the holiday season, as well as listings in our 2024 Dinner in the Park marketing materials, plus exposure to the 18,000 high-net worth individuals who are part of the Union Station philanthropic network through our Annual Report, quarterly newsletters, e-blasts, and online presence.

Your partnership not only improves the lives of our unhoused community members in need, but also the lives of your employees. Your staff will have the chance to take part in meaningful volunteer opportunities during this event or throughout the year.

## DINNER IN THE PARK HAS BEEN IN



Los Angeles Times

PASADENA NOW

TSUTAYO ICIOKA  
& SATSUKI NAKAO

Outlook  
PASADENA



# DINNER IN THE PARK 2023 IS PROUDLY SPONSORED BY



## JOIN OUR CORPORATE SPONSORS

Union Station Homeless Services acknowledges the generous support of our corporate partners, who have made contributions to end hunger and homelessness in our community. More than 35 sponsors have been a part of our past Dinner in the Park events, which feed people on Thanksgiving and throughout the year through Union Station's Community Meals Program.

We welcome new and renewed corporate commitments for Thanksgiving Dinner in the Park 2023.



# SPONSORSHIP LEVELS

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>Social Media</b>	Feature Story Logo + Link	Feature Story Logo + Link	Logo + Link	Logo + Link	Mention
<b>Event Website</b>	Logo + Link	Logo + Link	Logo + Link	Logo + Link	Logo
<b>Newsletter</b>	Logo	Logo	Listing	Listing	Listing
<b>Press &amp; Event Materials</b>	Logo	Listing			
<b>Branding</b>	Logo on Event Signage	Logo on Event Signage	Logo on Event Signage	Logo on Event Signage	Logo on Event Signage
<b>VIP Volunteer Opportunities</b>	8 VIP Food Service Volunteer Spots	6 VIP Food Service Volunteer Spots	4 VIP Food Service Volunteer Spots	2 VIP Food Service Volunteer Spots	

## UNDERWRITING OPPORTUNITIES

Underwrite a specific item on our **Thanksgiving Day menu** to feed hundreds of people in need and have your brand prominently displayed at Dinner in the Park. Inquire for additional details and customized branding opportunities.

Please note that Underwriting Opportunities do not include the benefits listed above.

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Roasted Turkey Sponsor          | \$12,000 | <input type="checkbox"/> Green Salad Sponsor     | \$2,500 |
| <input type="checkbox"/> Mashed Potatoes & Gravy Sponsor | \$7,500  | <input type="checkbox"/> Green Bean Sponsor      | \$2,500 |
| <input type="checkbox"/> Pumpkin Pie Sponsor             | \$5,000  | <input type="checkbox"/> Canned Corn Sponsor     | \$2,000 |
| <input type="checkbox"/> Stuffing Sponsor                | \$4,000  | <input type="checkbox"/> Dinner Roll Sponsor     | \$1,750 |
| <input type="checkbox"/> Macaroni & Cheese Sponsor       | \$3,000  | <input type="checkbox"/> Cranberry Sauce Sponsor | \$1,500 |



# SPONSORSHIP FORM

## SPONSOR INFORMATION

Company / Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Recognition Name: \_\_\_\_\_

\*Name as it will be listed in print and digital materials, if different from above

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP LEVELS

\$20,000       \$10,000       \$5,000

\$2,500       \$1,000

## UNDERWRITING OPPORTUNITIES

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Roasted Turkey          | \$12,000 | <input type="checkbox"/> Green Salad     | \$2,500 |
| <input type="checkbox"/> Mashed Potatoes & Gravy | \$7,500  | <input type="checkbox"/> Green Beans     | \$2,500 |
| <input type="checkbox"/> Pumpkin Pie             | \$5,000  | <input type="checkbox"/> Canned Corn     | \$2,000 |
| <input type="checkbox"/> Stuffing                | \$4,000  | <input type="checkbox"/> Dinner Roll     | \$1,750 |
| <input type="checkbox"/> Macaroni & Cheese       | \$3,000  | <input type="checkbox"/> Cranberry Sauce | \$1,500 |

## PAYMENT

Total Payment Amount: \$

- Check, payable to: Union Station Homeless Services
- Online payment at [unionstationhs.org/dinner-in-the-park-2023](http://unionstationhs.org/dinner-in-the-park-2023)
- Credit Card:
- Name on Card: \_\_\_\_\_
- Account Number: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

## SPONSOR TODAY!

Pledge your support by **October 28th** to ensure all sponsor benefits. Your sponsorship will help underwrite Dinner in the Park as well as our community meals program, which provides food for people experiencing homelessness throughout the year.

## RSVP BY MAIL

**Dinner in the Park Sponsorship**  
 825 E. Orange Grove Blvd.  
 Pasadena, CA 91104

## SPONSOR ONLINE

[unionstationhs.org/dinner-in-the-park-2023](http://unionstationhs.org/dinner-in-the-park-2023)  
[mhess-winburn@unionstationhs.org](mailto:mhess-winburn@unionstationhs.org)

## TAX INFORMATION

**Tax ID: 95-3958741**

Contributions to Union Station Homeless Services are tax deductible to the fullest extent permitted by law.



# PRESS RELEASE SAMPLE

Contact: (Your Name, Phone, Email)

Press Release: For Release (Date)

## (Your Company Name) helps Union Station Homeless Services serve thousands of meals this holiday season

(Your Company Name) knows that the best way to give thanks this Thanksgiving season is to help others enjoy the holidays. To make this happen, (Your Company Name) has committed (\$ amount of your sponsorship level) to Union Station Homeless Services' Dinner in the Park event which will take place on November 15, 22, and 23, 2023.

For over 50 years, thousands of volunteers have helped prepare and serve meals to all who are hungry at Pasadena's Central Park on Thanksgiving Day. In order to adhere to COVID-19 safety measures, the event format has been adapted to include complete takeaway meals for families and individuals to cook or heat up at home, and private sit-down dinners at the Adult Center, Centennial Place, the Family Center, Huntington Villas, Casa Luna, the Eagle Rock Tiny Village, and the M Motel on Thanksgiving Day.

(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 meal recipients include adults and families experiencing homelessness and poverty, 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 and all who are able to help to donate their time or food items to this valuable holiday outreach program.

###

(About your Company)

**Union Station Homeless Services** is a 501(c)(3) nonprofit organization that is committed to providing permanent solutions to end homelessness and rebuild lives. Headquartered in Pasadena, CA, Union Station has served the community for nearly 50 years and today is the San Gabriel Valley's largest social service agency assisting homeless and very low-income adults and families. In addition to its recent expansion into El Sereno and Eagle Rock, we are the lead County agency for Service Planning Area 3 (SPA 3), coordinating homeless services in 36 communities, with a combined population of over 1.5 million across the San Gabriel Valley. Our mission is guided by the belief that everyone deserves a life of dignity and a place to call home.

For more information, visit [www.unionstationhs.org](http://www.unionstationhs.org).



# YOU CAN #BETHESOLUTION

There are many dynamic ways for your employees to get involved throughout the year!

## PARTICIPATE IN TEAM BUILDING ACTIVITIES

### Host A Drive

Hosting a drive in your office is a fun staff activity and it helps offset our program costs and keep our programs running!

Find our Wish List at [bit.ly/USHSwishlist](https://bit.ly/USHSwishlist).

### Day of Service

Bring your staff to Union Station for a meaningful day of service! They can volunteer together in our kitchen or work on improvement projects to help beautify our properties.

## SHARE YOUR EXPERTISE

### Professional Services

Your staff can put their talents to great use and have fun at the same time! We are always looking for assistance from photographers, film makers, graphic designers, and web designers.

### Join A Committee

Serving on one of our committees allows you and your staff members to share professional knowledge, while building your network and growing your skills. Committees include Events, Development, Finance, Facilities and more!

## BRING NEW ENERGY TO YOUR TEAM

### Find Great Employees

You can find motivated, dependable employees at no charge to you. Participants in our career development program are ready to work and have a clear understanding of how they can be an asset to your business.

### Job Search Assistance

A great job is the key to independence. Our career development program gives those experiencing homelessness and low-income job seekers the resources and motivation to begin on a career path toward their dream job. Your staff can use their expertise to teach job seekers 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.

# DINNER IN THE PARK 2023 SPONSOR OPPORTUNITIES



@USHSNEWS

825 E. ORANGE GROVE BLVD., PASADENA, CA 91104  
UNIONSTATIONHS.ORG | 626.240.4550