



**Homeless  
Coalition**  
PALM BEACH COUNTY

# 10<sup>TH</sup> ANNIVERSARY MAYOR'S Ball

## APRIL 6, 2024

The Homeless Coalition of Palm Beach County, Inc., a 501(c) 3 will present the Mayor's Ball 2024. Net proceeds from the Mayor's Ball fund gaps in services to help end homelessness in our community. For more than 30 years, the Homeless Coalition of Palm Beach County has served to generate awareness through advocacy, education and community outreach, and to motivate a community-wide response to raise funding, resources, partners and involved citizens to end homelessness in Palm Beach County.

### INTRODUCTION

On any given night, more than 1,855 people in Palm Beach County do not have a safe, permanent place to call home. However, that number from the 2023 Point-in-Time Count does not give the complete picture. During the 2022- 2023 school year, the Palm Beach County School District identified nearly 5,000 children as homeless. The Homeless Coalition has seen the need first hand; our outreach program, Project Homeless Connect, served more than 400 people in 2023.

### BACKGROUND

The Mayor's Ball began in 2014 by then Palm Beach County Mayor Priscilla Taylor. Mayor Taylor selected the Homeless Coalition as the beneficiary of the gala to help fund the already existing Ten-Year-Plan to End Homelessness, especially the housing component.

Since its inception, the Mayor's Ball has netted more than \$1,500,000 for homeless services. The success of the Mayor's Ball has allowed the Homeless Coalition's Creating Housing Opportunities program to positively impact nearly twenty one hundred people, moving them from homelessness into permanent housing.

Many homeless providers in our community have also benefited from the resources raised at the event. Some of our partner agencies include; Gulfstream Goodwill, The Lord's Place, Adopt-

A-Family and the Homeless Outreach Team. The Mayor's Ball has also allowed the Homeless Coalition to hire and maintain a housing specialist who helps all of our partners identify affordable housing across the county.

### PROBLEM

The two main causes of homelessness in Palm Beach County are unemployment and the lack of affordable housing. We are currently in a housing crisis. Rental prices are up 10% across the board leaving many residents with the burden of spending more than 30% of their income on housing. For many others, rent exceeds 50% of their income. People who are experiencing homelessness are not concentrated in one area of our county. Our law enforcement, hospitals and schools assist homeless individuals daily, throughout Palm Beach County.

### SOLUTION

While there are many agencies and programs that help people who are experiencing homelessness, the resources do not meet the need. The Homeless Coalition is proud to work with Palm Beach County's Community Services Department on its Collective Impact Project. This plan sets the path forward to end homelessness in our county by engaging every corner of our community in the issue. We must generate funding from government, business, faith organizations, non-profit groups and individuals to provide the needed homes and support services.

### CONCLUSION

One organization or one fundraiser will not solve the issue of homelessness in Palm Beach County. It is a complex issue, which requires a variety of approaches and a commitment from every resident, every business owner, every elected official, and every congregation. We must acknowledge the existence of homelessness in our community and step forward to help. Everyone can and must do something. It takes a village to transform the lives of the underserved and renew their hope for their future.

*\*Listings in promotional materials, press releases and program are subject to publication deadlines.*

**Camera-ready, digital art for all program ads due no later than February 24, 2024.**  
**For more information call 561-355-4663 or email [cstringer@homelesscoalitionpbc.org](mailto:cstringer@homelesscoalitionpbc.org)**  
**345 S. Congress Avenue, Delray Beach, FL 33445**



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*Ball*

**APRIL 6, 2024**

**2024 SPONSORSHIP OPPORTUNITIES**

**PRESENTING SPONSOR**

**\$50,000**

- Event Listing as Homeless Coalition's Mayor's Ball Presented by:
- Logo on All Printed Materials\*
- Two Tables – Preferred Seating (20 tickets)
- Company Logo on Invitation and Virtual Invite
- Opportunity to Acknowledge Your Company in a Video the Night of the Event
- Recognition at Event from Podium
- Special Give Away Item either at each Table Setting or placed in Gift Bags
- Photographer for Sponsor Group Only Photos
- Opportunity to include a Sponsor Item for Silent Auction
- Prominent Organization Logo Placement on Signage at Event
- Full-Page Color Ad on Inside Front Cover of Event Program\*
- Recognition in all Media Outreach for Event
- Acknowledgement on Website

**GOLD SPONSOR**

**\$25,000**

- One Table – Preferred Seating (10 tickets)
- Company Logo on Invitation and Virtual Invite
- Photographer for Sponsor Group Only Photos
- Opportunity to Acknowledge Your Company in a Social Media Video before Event
- Recognition at Event from Podium
- Logo Placement on Signage at Event\*
- Full-Page Ad placed in Event Program\*
- Special Social Media Post Announcing Sponsorship
- Recognition in all Media Outreach for Event
- Acknowledgement on Website

**SILVER SPONSOR**

**\$10,000**

- One Table – Preferred Seating (10 tickets)
- Company Logo on Invitation and Virtual Invite
- Mention on Social Media
- Recognition at Event from Podium
- Logo Placement on Signage at Event\*
- Full-Page Ad placed in Event Program\*
- Recognition in all Media Outreach for Event
- Acknowledgement on Website

**BRONZE SPONSOR**

**\$7,500**

- One Table (10 tickets)
- Organization Listed on Signage at Event
- Half-Page Advertisement in Event Programs\*
- Acknowledgment on Website

**FRIENDS OF THE HOMELESS**

**\$5,000**

- Five Tickets to the Event
- Listed as Friend of the Homeless in Event Program
- Acknowledgement on Website

**TABLES (10 TICKETS)**

**\$5,500**

**SINGLE TICKET**

**\$550**

**PROGRAM ADVERTISING**

- **Full-Page Ad** **\$1,000**  
Color, No Bleed, Vertical: 4.75" x 7.75"
- **Half-Page Ad** **\$750**  
Color, No Bleed, Horizontal: 4.75" x 3.75"

**Camera-ready PDF or JPG file, 300 dpi, digital art for all program ads due no later than March 1, 2024.**

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## EVENT UNDERWRITING OPPORTUNITIES

*Mayor's Ball Underwriters make donations to help cover the costs of the Ball so that all proceeds from the event go directly to the Homeless Coalition's programs. Underwriters contribute at various levels and recognized at the event.*

**COCKTAIL HOUR UNDERWRITER**      **\$10,000**  
**(3 AVAILABLE)**

- Opportunity to Place Branded Collateral in Reception Area
- Acknowledge on Website and Social Media
- Name/Logo on Cocktail Napkins and Signage in Reception Area
- Full-Page Ad in Event Program
- Two (2) Tickets to Cocktail Hour and Gala

**DECORATION UNDERWRITER**      **\$5,000**  
**(4 AVAILABLE)**

- Opportunity to have Logo Placement on each Arrangement in Ballroom and Reception Area
- Acknowledge on Website and Social Media
- Two (2) Tickets to Cocktail Hour and Gala

**ENTERTAINMENT UNDERWRITER**      **\$5,000**  
**(2 AVAILABLE)**

- Acknowledgement on Social Media
- Logo Placement on Stage at the Event
- Two (2) Tickets to the Cocktail Hour and Gala

**INVITATION UNDERWRITER**      **\$5,000**

- Acknowledge on Social Media
- "Thank You" Listing with Logo in Event Program
- Two (2) Tickets to Cocktail Hour and Gala

**WINE UNDERWRITER**      **\$5,000**

- Acknowledge on social media
- "Thank You" Listing with Logo in Event Program
- Two (2) Tickets to Cocktail Hour and Gala

**VALET UNDERWRITER**      **\$5,000**

- Opportunity to Place Branded Collateral Inside each Car
- Logo Placement on Signage at Valet and Parking Garage
- Two (2) Tickets to the Cocktail Hour and Gala

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**PROGRAM ADVERTISING RATE\***

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

**TOTAL ENCLOSED \$** \_\_\_\_\_

**PLEASE MAKE CHECK PAYABLE TO:** The Homeless Coalition Palm Beach County  
345 S. Congress Avenue  
Delray Beach, FL 33445

**EMAIL ART TO:** [cstringer@homelesscoalitionpbc.org](mailto:cstringer@homelesscoalitionpbc.org)

*\*Rates are for camera-ready ads. Please submit your ad files in the following format.*

DESCRIPTION	INK	SIZE	COST
Full-Page	Color	4.75" x 7.75" Vertical	\$1,000
Half-Page	Color	4.75" x 3.75" Horizontal	\$750

**CAMERA-READY PDF, JPG, 300 DPI**

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**DONATION AGREEMENT FORM**

I/we wish to donate a tax-deductible raffle item to benefit The Homeless Coalition of Palm Beach County.

Donor Benefits:  Event Signage  Recognition at Event  Social Media Recognition

The undersigned donor hereby agrees to donate to the Mayor's Ball the following described property or services:

Donation Description: \_\_\_\_\_

Donor Estimated Value: \$ \_\_\_\_\_

Donor Contact: \_\_\_\_\_ Donor Signature: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Exact Wording of Donor's name for recognition: \_\_\_\_\_

Secured by: \_\_\_\_\_ **ITEMS DUE BY MARCH 1, 2024!**

If it is necessary for the donated item to be picked up/delivered at a later date, please indicate specifics

here: \_\_\_\_\_

This form confirms that you received no goods or services from the Homeless Coalition of Palm Beach County in return for your donation. Your contribution is tax deductible. The Coalition's Federal Employer Identification Number is 65-0125852. There are no paid solicitors and 100% of each contribution is received by the Coalition for its general non-profit purposes, which is to end homelessness in Palm Beach County.

**On behalf of The Homeless Coalition of Palm Beach County, we would like to thank you for your generosity and interest in our organization!**

**TO SCHEDULE AN ITEM TO BE PICKED UP:** Please call the Homeless Coalition at (561) 355-4663

**OR MAIL TO:** 345 S. Congress Avenue, Delray Beach, FL 33445

*The Homeless Coalition of Palm Beach County, Inc. is a 501(c) 3 tax exempt organization. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll free (800) 435-7352 within the state. Registration does not imply endorsement or recommendation by the state. Registration Number CH8175.*





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## SPONSORSHIP AGREEMENT FORM

I/we wish to sponsor the Mayor's Ball 2024

The undersigned donor hereby agrees to be a sponsor at the Mayor's Ball:

Sponsorship Level: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Donor Contact: \_\_\_\_\_ Donor Signature: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Exact Wording of Donor's name for recognition: \_\_\_\_\_

Do we have your current logo (*preferred file: vector or pdf*) on file? \_\_\_\_\_  
(Please email logo to: [cstringer@homelesscoalitionpbc.org](mailto:cstringer@homelesscoalitionpbc.org))

Secured by: \_\_\_\_\_

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**OR VISIT OUR WEBSITE:** [www.homelesscoalitionpbc.org](http://www.homelesscoalitionpbc.org)

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