



UNITED WAY
HOMEWALK™
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OFFICIAL SPONSORSHIP PROGRAM: PRESENTING SPONSOR

5K FAMILY RUN / WALK

Bringing **Everyone In™** to
end homelessness in L.A. County

Saturday, May 18, 2019
Grand Park, Downtown L.A.



HomeWalkLA.org

UnitedWayLA.org

TheRams.com

EveryoneInLA.org

Greetings Game Changers!

Homelessness is **THE** defining issue.

United Way of Greater Los Angeles and the Los Angeles Rams are excited to present **HOMEWALK** 2019, the 12th Annual 5K Family Run/Walk -- Bringing **Everyone In™** to End Homelessness in L.A. County. Through this powerful partnership, our organizations are working hand-in-hand to create an unforgettable experience for runners, walkers, fans and fundraisers of all ages.

HomeWalk mobilizes all of L.A. County to get involved and raises funds to end homelessness for good. This year, we are increasing our efforts with bigger, bolder goals. We will raise \$1.5 million and engage 15,000 Angelenos to run and walk to end homelessness in L.A. County.

Since launching HomeWalk 12 years ago, we have influenced legislation for homeless solutions and prevention, and are leading a county-wide campaign called **Everyone In™**, mobilizing thousands of Angelenos across all 88 cities to advocate and support housing solutions.

You can count on United Way of Greater Los Angeles and the Los Angeles Rams to continue to elevate consciousness and rally forward momentum around our most vulnerable neighbors. But we can't do it without our most valuable partners - YOU!

Join us today, **let's bring everyone in** and move our most vulnerable neighbors into a home for good.

We thank you for your support!

In Partnership,



Elise Buik
President & CEO
United Way of Greater Los Angeles



Kevin Demoff
Chief Operating Officer
Los Angeles Rams



HOMEWALK HISTORY & SUCCESS

95,000+

PARTICIPANTS

\$8.6+

MILLION RAISED

19,000

LIVES TRANSFORMED WITH
THE STABILITY OF A HOME



We've been tackling homelessness, and for the first time in many years we have seen a **REDUCTION** in the County's **HOMELESS POPULATION...** help us keep up the momentum!



OFFICIAL SPONSORSHIP DETAILS

Presenting Sponsor - \$100,000

As a Presenting Sponsor, you are guaranteed:

Activation/Engagement Opportunity

- One (1) custom engagement opportunity to promote employee fundraising and awareness

Media, Print, and Digital Communications

- Company logo and featured quote from CEO/Company Spokesperson on select event e-communications
- Company logo on HomeWalk website, t-shirts, select printed materials
- Nine (9) unique recognitions via Facebook, Twitter and/or Instagram with a combined following of 70K+
- Inclusion in all press and media materials
- Company logo inclusion in post-event recap video
- Company logo inclusion in a full-page ad in a prominent Los Angeles print publication post-event

Grand Park Day-of-Event

- Three (3) 10 x 10 booth(s) in main concourse
- Catered breakfast onsite at HomeWalk for team of up to 50 people
- Opportunity for product sampling and/or giveaways at centrally located booths
- Eight (8) tickets to HomeWalk VIP Reception + VIP parking passes; includes stage access, exclusive meet-and-greet with L.A. Rams players and cheerleaders, photo opportunity with L.A. Rams Honorary Chair and

- attending celebrities; eight (8) signed L.A. Rams jerseys
- Company logo on stage banner
- Speaking opportunity during mainstage program with selected company spokesperson
- Live mentions/call-outs during various segments of the mainstage program
- 0:30 to be customized by sponsor and broadcasted as a pre-show feature and rotating advertisement on Jumbotron
- Opportunity for CEO/Company spokesperson to stand at the start tower with L.A. Rams players and Honorary Chair, celebrity guests, and CEO and President of UWGLA Elise Buik
- Presenting Sponsor of the **Everyone In™**: Community Connect Village and a prominent location within the Village for participant interactions

5K Run/Walk Day-of-Event

- 50 complimentary entries for the 5K Family Run/Walk
- Opportunity to own 1K of the route; includes outfitting volunteer way finders in company t-shirts, takeover for water stops, opportunity for product sampling on the route, or other cross-promotional opportunities

Optional Benefits

- Other customizable elements to be mutually agreed upon, based on availability

**JOIN UNITED WAY AND THE L.A. RAMS TODAY.
LET'S BRING **EVERYONE IN™** AND MOVE OUR MOST VULNERABLE
NEIGHBORS OFF THE STREETS AND INTO A HOME FOR GOOD.**



LOS ANGELES RAMS

As the official Title Sponsor for HomeWalk 2019, the Los Angeles Rams continue to be a driving force to create positive social change in our local communities. Together with United Way of Greater Los Angeles, our organizations are challenging you to help us end homelessness.

THE LOS ANGELES RAMS ARE IN - ARE YOU?

EVENT EXPOSURE HIGHLIGHTS

HomeWalk 2017 Results

Media Impressions: 505M+

- Including: ET Online, People.com, El Clasificado, Hoy Los Angeles, KTTV, KNBC, KNX, and more

Social Media Impressions: Over 9M in reach

- 76K+ direct impressions the day of HomeWalk

Past Celebrity Influencers Include:

Eric Dickerson, NFL Hall of Famer

Host of weekly KLAC radio show, Regular contributor to KRRL, KISS, KOST, KFI-A and KBIG

Kobe Bryant, NBA Los Angeles Lakers Basketball Player

5-time Champion and MVP

Cameron Boyce, actor (Disney XD's hit sitcom, *Gamer's Guide to Pretty Much Anything*)

David Marciano, actor (best known for FX's hit TV series, *The Shield*)

David Ono, news co-anchor (*KABC-TV Channel 7*)

Plus: Thousands of Angelenos attend every HomeWalk alongside L.A. County civic, business, philanthropic, sports, media, entertainment and community leaders.



Eric Dickerson, L.A. Rams

Secure your sponsorship today -
Take advantage of exposure in the
L.A. market from start to finish at
HomeWalk 2019!

Email Impressions: More than 35,000 constituents received 10 emails with an average open rate of 26%

- 2019 impressions will now include Los Angeles Rams and United Way of Greater Los Angeles' **Everyone In™** campaign, significantly boosting all exposure.

Dean Cain, actor (best known for ABC's hit TV series, *Lois & Clark: The New Adventures of Superman*, and NBC's hit TV series, *Las Vegas*)

John Huertas, actor (NBC's hit TV series, *This is Us*)

Mark Valley, actor (best known for ABC's hit TV series, *Boston Legal*)

Seamus Dever, actor (best known for ABC's hit TV series, *Castle*)

Sherry Stringfield, actor (best known for NBC's hit TV series, *E.R.*)

Homelessness is THE issue in L.A. County. While the recent homeless count numbers showed a 3% decrease, there are **still 53,000+ men, women, children and veterans suffering on our streets on any given night**. At United Way of Greater Los Angeles, we know that solutions have to be more than housing-focused - solutions have to be **people**-focused.

At our **"Everyone In™"**: Stories from the Frontline, Stories to End Homelessness," Sue shared her story:

"I'm a chef and an artist. I've lived in Venice for 33 years after moving here when I was 27. I became homeless when my landlord decided to build up a parking lot – I never thought I'd end up homeless. Just the thought scared me to death.

When I was homeless, I lived near UCLA and the women on the streets showed me the ropes. For myself - as a woman - I like to stay clean. I have to have some dignity. Every day I would say to myself, 'This is only temporary. This is only temporary. Just put one foot in front of the other.'

"Homelessness is a 24-hour gig. Where are you going to sleep? Where are you going to eat? Where are you going to take a nap?"

I never wanted to live like an animal. You lose your dignity on the streets.

Thankfully I stayed sober despite all the odds because of the 12-step support.

I am now in affordable housing- thank goodness! I was so overwhelmed that I cried like a baby for a week – I was so grateful. I have great neighbors. I feel secure and safe."



Sue - UWGLA's "Everyone In™": Stories from the Frontline", Venice 2018

Please join us at HomeWalk 2019 to help more people like Sue.

JOIN OUR MOVEMENT TO TRANSFORM LIVES

1,000 Future Homes

Prop HHH, supported by UWGLA, has already sparked 24 supportive housing developments, creating over 1,000 future homes for our homeless neighbors.

6,000 People

UWGLA helped lead the passage of Measure H which has already successfully prevented 6,000 people from becoming homeless and has housed over 3,000 people.

30,000 People

Through our Home For Good initiative, 30,000 people have been supported in moving from homelessness into permanent housing.



Once again, the Conrad N. Hilton Foundation is issuing a MATCH challenge of up to \$500,000, so we need Everyone In™!



Contact

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