

———— CARITAS OF AUSTIN ————

SONGS  HOPE

PRESENTED BY AUSTIN SUBARU

Thursday, September 7, 2023

The Long Center—HEB Terrace

5:30 PM—9:30 PM

Chair: Rebecca Hardeman



Caritas
of Austin

Ending Homelessness Together.

Overview

Caritas of Austin invites you to celebrate with the universal language of music at Songs of Hope!

Songs of Hope launched in 2022 and is a concert under the stars featuring live music & dancing, dinner, silent auction, and a Fund The Mission moment. **100% of funds raised stay local** and support Caritas of Austin's Mission to prevent and end homelessness for people in Greater Austin.

Chairs, Past & Present:

2022 Honorary Chairs Rebecca & Bryan Hardeman
2023 Rebecca Hardeman



2023 Sponsors



Heritage Title Company

Alfred Williams & Company • Austin Health Partners/Sel & Beth Unite •

Monica & John Crowley • Perkins Coie

JE Dunn Construction • Caroline & John Trube • Marsh University • Federal Credit Union

David & Jenny Gregorcyk • Paxton & Jonathon Pederson • Amy & Shaun Moore • Thuy Nguyen

• Ben Sullivan and Anais Arce • The Art Institute of Austin • Ashley and Chris Whitt

A Letter from the CEO



Dear Friend of Caritas,

Amidst this poignant time of adaptation in our community, our core values: respect, equity, excellence, commitment, and innovation remain the foundation and driving force of Caritas of Austin's mission.

Together with you, we are preventing and ending homelessness in Greater Austin; and it is in the spirit of this community-centered approach I invite you to join us for the **2nd annual Songs of Hope fundraising event!**

It will truly be our honor to have you with us, as we are inspired by our clients' resilience and our staff's intrepid tenacity, for this beautiful night of live music under the stars. Because of you, Caritas provided permanent housing and comprehensive social support for 448 people experiencing homelessness in 2022. As we continue toward our aggressive goal to double our capacity to serve 1,260 individuals by 2025, let's take some time to celebrate all you have done to help us further this mission.

From the bottom of my heart, I thank you for the homes you have helped provide to our clients. As you know, it is a home that builds our foundation of well-being, allowing us all to weather life's storms and reach our full potential.

Please join me as we celebrate and continue to build Caritas' capacity to end homelessness once and for all. Together, we are making homelessness in Greater Austin rare, brief, and nonrecurring.

Will you join us?

Kind Regards,

A handwritten signature in blue ink, appearing to read "Jo Kathryn Quinn". The signature is fluid and cursive, with a large initial "J" and "Q".

Jo Kathryn Quinn,
President and CEO

Sponsorship Opportunities

Presenting Sponsor: \$25,000

Logo featured as the Presenting Sponsor on:

Event invitation, E-program, all Songs of Hope electronic communications, Songs of Hope webpage, event signage, stage signage, BetterUnite webpage, bid paddle, event t-shirt

- Opportunity to film a short video for social media
- 1 Exclusive social media post featuring your brand

Year-round recognition :

- Opportunities for additional print media
- Invitations to exclusive Caritas of Austin events

Day of Event Benefits:

- VIP admission for 20 guests with premier seating
- 10 picnic basket swag bags
- Choice of a bottle of wine or a 6-pack of beer per couple
- VIP private bar access
- Event t-shirts for all guests
- Option for a representative to welcome attendees from the stage

Champion Sponsor: \$15,000

Logo featured on:

Event invitation, E-program, all Songs of Hope electronic communications, Songs of Hope webpage, event signage, signage next to stage, Event webpage, Commemorative gift

- 3 Exclusive Social Media Posts, *with the opportunity to collaborate with CoA marketing coordinator for a mutually impactful social media campaign*
- Featured in Caritas of Austin's August Newsletter under Spotlight of giving, mailed to over 7k recipients
- Featured in Caritas of Austin's August E-Newsletter to over 21k email recipients

Day of Event Benefits:

- Admission for 16 guests
- 2-Tables with Premier Placement
- 6-picnic basket swag bags
- Private lounge access
- Commemorative gift for each attendee

Sponsorship Opportunities

Underwriting Sponsor: \$10,000

Logo featured on:

Event invitation, E-program, all Songs of Hope electronic communications, Songs of Hope webpage, event signage, signage next to stage, Event webpage, Commemorative gift

- 2 Exclusive Social Media Posts
- Featured in Caritas of Austin's Newsletter, mailed to over 7k
- Branding of one of the following (industry exclusive): Bars, Private Lounge Area, Silent Auction, Registration, Picnic baskets.

Day of Event Benefits:

- Admission for 12 guests
- 1-Table with Preferred Placement
- 4 picnic basket swag bags
- Private lounge access
- Commemorative gift for each attendee

Advocate Sponsor: \$5,000

Logo /Name featured on:*

Event invitation, E-program, all Songs of Hope electronic communications, Songs of Hope webpage, event signage, Event webpage, Commemorative gift

- 1 nonexclusive social media post

Day of Event Benefits:

- Reserved admission for 10 guests
- 1-Table with Preferred Placement
- Dinner and 2 Drink Tickets per guest
- Commemorative gift for each attendee

**Sponsors will have the option of having their logo featured on one of either the event t-shirt OR on general event signage and communications. Name will be featured on unselected items.*

Partner Sponsor: \$3,500

Name featured on:

Event invitation, E-program, Songs of Hope electronic communications, Songs of Hope webpage, event signage, Event webpage, Commemorative Gift

Day of Event Benefits:

- Reserved admission for 10 guests
- 2-Cocktail Table with Bar seating
- Dinner and 2 Drink Tickets per guest
- Commemorative gift for each attendee

Friend Sponsor: \$1,000

Name featured on:

Event invitation, E-program, Songs of Hope electronic communication, Songs of Hope webpage, Event webpage, Commemorative Gift

Day of Event Benefits:

- Reserved admission for 4 guests
- 1-Cocktail Table with Bar seating
- Dinner and (2) drink tickets provided per guest
- Commemorative gift for each attendee

2023 SONGS OF HOPE

Sponsor Opportunities

Please join us as we celebrate the 2nd annual Caritas of Austin Songs of Hope.



\$25,000 SOLD!

Sponsor Benefits	20 VIP	16 premier	12 preferred	10 general	10 general	\$3,500	\$1,000
Admission	20 VIP	16 premier	12 preferred	10 general	10 general	10 general	4 general
VIP reserved seating section	X						
Premier logo placement on stage	X						
Option for representative to film a short video for social media	X						
Picnic basket swag bags	8 baskets	6 baskets	4 baskets				
VIP private lounge access	X	X	X				
Premier seating (front rows behind VIP)		X	X				
Logo placement next to stage		X	X				
Featured in Print Newsletter/E-Newsletter	X	X	**X				
Exclusive Social Media Post	1	*3	2	1 nonexclusive post			
Dinner provided with drink tickets (2)				X	X	X	X
Recognition on event t-shirt	logo	logo	logo	***name or logo	name	name	name
Event t-shirt for all guests	X	X	X	X	X	X	X
Recognition in invitation, E-program, website, electronic communications, general event signage	logo	logo	logo	***name or logo	name	name	name

* Sponsors at the \$15,000 level will have opportunity to collaborate with CoA Marketing Coordinator for a mutually impactful social media campaign

**Sponsors at the \$10,000 level will be featured in Print Newsletter only.

*** Sponsors at the \$5,000 level will have the option of having their logo featured on one of either the event t-shirt **OR** on general event signage and communications. Name will be featured on unselected items.

For more information, please contact **Kyler Wesp, Events Coordinator**, at 512.537.0166 or kwesp@caritasofaustin.org.

Fund The Mission

Help us build excitement and encourage others to give!

Fund The Mission Matching Sponsor \$10,000 +

- Support Caritas of Austin with a 100% tax deductible donation
- Logo or Name featured during Fund The Mission presentation
- Verbal recognition from the stage the night of the event



We Can End Homelessness Together

According to ECHO, there are over 3,100 people in Austin experiencing homelessness *right now*.

And did you know how much *Ending Homelessness Together* benefits us all?

According to ECHO, the top 250 users of public crisis services in Travis County *each* cost our community an average of \$220,000 per year. For \$23,480 – around 1/10th of that cost – Caritas of Austin provides individuals with a stable home, and many layers of support to help them as they build holistic well-being.

We invite you to make a 100% tax deductible gift through Fund The Mission that will help change the lives of our clients now.

Levels of Giving Include: \$25,000—Supports A Client For a Year

\$10,000	\$2,500	\$750
\$7,500	\$1,500	\$500
\$5,000	\$1,000	\$250

**Fund The Mission commitments of \$1,000 or more, received prior to May 1, 2023 will be featured in evening's presentation.*



CARITAS OF AUSTIN

SONGS OF HOPE

Party For A Cause

Come together with your friends and family to celebrate while giving back! Host a Party For A Cause benefiting Caritas of Austin, and encourage guests to support Caritas programs during an intimate evening, custom tailored to fit your preferences.



What

Host a intimate party in the comfort of your own home benefitting Caritas of Austin's Songs of Hope! Together, we will kick off the event of the summer while introducing your friends and network to the work Caritas of Austin accomplishes in our community.

Who

Gather a group of your friends, family, or colleagues and host a Party benefiting Caritas of Austin's Songs of Hope. Having a milestone birthday or anniversary? It's easy to make Caritas of Austin the beneficiary!

As a Party For A Cause Host, you will work with Caritas staff to customize a fundraiser tailored to your preferences.

When

Whatever works best for you before September 2022.
**Please give Caritas staff at least 5 weeks notice.*



Host Benefits:

Raise \$5,000 or more at your Party For A Cause and receive 2 VIP tickets to Songs of Hope! Songs of Hope VIP tickets include dinner and drinks, preferred seating during the event, and recognition in the evenings presentation.



What We Believe

Caritas of Austin believes that when every person has a stable place to call home, they can realize their full potential and contribute to our community. We build well-being by making sure that people have a safe home, access to healthy groceries, jobs that provide a reliable living wage, and educational opportunities to learn life skills. All of us need a sturdy foundation and layers of support in our lives to thrive; that's what creates a strong community. Our innovative, personalized and proven approach to building wellbeing and ending homelessness creates a more vibrant Austin for everyone.

Our Mission

We prevent and end homelessness for people in Greater Austin.

Our Vision

We aim to make homelessness rare, brief, and nonrecurring in Central Texas.

What We Do



Housing

Stable housing is where our work to end homelessness begins.



Food

Food services ensure people have healthy food as they rebuild their lives.



Education

Education classes teach life skills to help people reach their full potential.



Employment

Job placement and career development build a strong foundation for families.



Veterans Assistance

Those who served our country should never find themselves homeless.

www.caritasofaustin.org

Social Media Handle: @caritasofaustin

Songs of Hope 2023 Sponsorship Pledge - Caritas of Austin

- SOLD OUT**
- Presenting Sponsor \$25,000 Advocate Sponsor \$5,000
 Champion Sponsor \$15,000 Partner Sponsor \$3,500
 Underwriting Sponsor \$10,000 Friend Sponsor \$1,000

I would like to support with a gift of \$ _____

If sponsoring at the \$5,000 level, please choose your preferred brand recognition option:

Logo on t-shirt, name on signage OR Name on t-shirt, logo on signage

Please make my gift anonymous.

Note: Pledges must be fully paid on or before September 1, 2023.

Signature: _____ Date: _____

Sponsor name as you would like it listed on printed materials:

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

I prefer to pay by: Check (*Payable to Caritas of Austin*) Visa MC AmEx

Name on card: _____ Exp. Date: _____

Email

Kyler Wesp
Events Coordinator
kwesp@CaritasofAustin.org

Mail

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Attn: Songs of Hope
PO Box 1947
Austin, TX 78767 - 1947

Online

Visit us online at
[www.CaritasOfAustin.org/
SongsofHope](http://www.CaritasOfAustin.org/SongsofHope)