**2021 COVID-19 PIT Count Sponsorship Opportunities & Benefits**

Once a year, along with communities across the country, **we count our homeless friends**. The Count, a requirement under Federal Law, helps communities understand the extent of homelessness, changing trends, and the measure of their success in making homelessness rare, brief and nonrecurring.

Every year the Count is carried out over the course of one night by hundreds of volunteers, with a record setting 1,750 participating in 2020. No one who participates in this activity comes away unaffected. Due to the COVID-19 pandemic, and with the safety of our homeless friends and the entire community in mind, this year we will instead utilize professional street outreach teams, who will count for 14 days.

To mark the beginning of the Count, we will come together, virtually, for a **COVID-19 Point in Time Homeless Count Kickoff on February 18, 2021.** The event will feature the **Honorable Eric Johnson**, Mayor of the City of Dallas, who will be introduced by the **Honorable Casey Thomas, II**, Dallas City Council Member District 3, **Reverend Todd Atkins**, of the Salem Institutional Baptist Church, **Ashley Brundage**, Dallas and Collin Counties’ Continuum of Care Board Chair and **Peter Brodsky**, MDHA Board Chair, as well as **short video from the field, as outreach teams prepare to count.**

Sponsoring this event is an excellent way to highlight your commitment ­­­­as an individual, a family or a company, to being part of the solution, when it comes to homelessness, in this, our home, Greater Dallas. In other words, it is your opportunity to show that you believe that **in Dallas and Collin Counties everybody counts.**

**Event Sponsorship**

**Presenting Event Sponsor Benefits:**

* Recognition as presenting sponsor
* Logo or name recognition on MDHA website
* Five dedicated social media posts
* Recognition in Video Presentation
* Recognition in MDHA newsletter,

distributed to 6,000 subscribers

* Logo or name recognition on event day materials

**Supporting Event Sponsor Benefits:**

* Logo or name recognition on MDHA website
* Three dedicated social media posts
* Recognition in Video Presentation
* Recognition in MDHA newsletter,

distributed to 6,000 subscribers

* Logo or name recognition on event day materials

**Item Sponsorship**

Blessing bags are distributed to all persons experiencing homelessness every year. This year, MDHA will need extra support from our partners to ensure the trained Street Outreach Team can perform The Count safely and effectively.

**Blessing Bags:** Hand Sanitizer, Hand Warmers, Socks, Water,

Poncho, and Snacks

**PPE:** N-95 Masks, Face Shields, Hand Sanitizer, Gloves

**Outreach Team:** Meals, Gas Cards, PPE, and access to Test Kits

**Kit Sponsor Benefits:**

* Recognition in Video Presentation
* Recognition in MDHA newsletter,

distributed to 6,000 subscribers

* Logo or name recognition on event day

**Item Sponsor Benefits:**

* Recognition in MDHA newsletter,

distributed to 6,000 subscribers

* Logo or name recognition on event day materials

***COVID-19 PIT Count Sponsorship Benefits***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Benefits*** | ***Presenting Sponsor $5,000*** | ***Supporting Sponsor $2,500*** | ***Kit Sponsor***  ***$1,000*** | ***Item Sponsor***  ***$500*** |
| Recognition as presenting sponsor | X |  |  |  |
| Logo or name recognition on MDHA website | X | X |  |  |
| Dedicated social media posts | X | X |  |  |
| Recognition in Video Footage on event day | X | X | X |  |
| Recognition in MDHA newsletter, distributed to 6,000 subscribers | X | X | X | X |
| Logo or name recognition on event day signage | X | X | X | X |

***Ready to take advantage of this great opportunity, and join the fight to end homelessness?***

*Fill out the attached form, and send it Irum Ali, Development and Communications Manager:*

* *Via email:* [*Irum.Ali@mdhadallas.org*](mailto:Irum.Ali@mdhadallas.org)
* *Via postal mail: 2816 Swiss Ave., Dallas, TX 75204*

*For questions, use the same email, or call 469-865-3625*

***COVID-19 PIT Count Sponsorship Opportunities***

**Step 1: Complete Contact Info**

Sponsor Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Daily Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

**Step 2: Select Sponsorship Level**

\_\_\_ $5,000 – Presenting Event Sponsor \_\_\_ $2,500 – Supporting Event Sponsor

\_\_\_ $1,000 – Kit Sponsor \_\_\_ $500 – Item Sponsor

**Step 3: Review and Sign Payment Terms**

Payment was/will be (circle one) made to MDHA by **Check** or **Credit Card** via MDHA website (circle one)

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Date