Sleep Out America is an opportunity for people from all over the USA to offer solidarity and support to the ever-growing population of youth facing homelessness in America.

On Friday, November 22, 2019, thousands of registered participants across the United States will step out of their homes, offices, and schools to Sleep Out for one night so homeless youth don’t have to.

Participants will raise funds and awareness for Covenant House, an organization sheltering and supporting youth overcoming homelessness across the country, before taking to their own backyards, parking lots, fields, and community spaces for a night of solidarity.

**Sleep Out America Sponsorship Levels**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Kit Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Official Beanie Sponsor</td>
<td>$12,500</td>
</tr>
<tr>
<td>Overnight Promise Partner</td>
<td>$10,000</td>
</tr>
<tr>
<td>Vigil Kit Sponsor</td>
<td>$7,500</td>
</tr>
<tr>
<td>Local Sponsor</td>
<td>$1,000+</td>
</tr>
<tr>
<td>Corporate Team</td>
<td>$1,000+</td>
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</table>
Welcome Kit Sponsor

$15,000

The official Welcome Kit Sponsor will receive top billing and logo placement on all Sleep Out America Welcome Kits sent to registered participants (2,000+ households in every state)

Benefits at this level include:

- Logo Inclusion:
  - “Night of” experience videos and materials
  - The Sleep Out America website for one year
- A dedicated letter from your company or CEO to be included in all Sleep Out America Welcome Kits
- Two dedicated social media posts on Covenant House International and Sleep Out America channels (with an anticipated reach of 3.5 million users and 7 million impressions)
- Inclusion in all Sleep Out America media and press releases
- 10 complimentary Sleep Out America registrations

Official Beanie Sponsor

$12,500

The official Beanie Sponsor will receive exclusive logo placement on all Sleep Out America beanie hats sent to individual participants who raise at least $100 (an anticipated 500+ people)

Benefits at this level include:

- Logo Inclusion:
  - “Night of” experience videos and materials
  - The Sleep Out America website for one year
  - All photos posted and shared by proud Sleep Out America fundraisers sporting their beanie the night of the event.
- A dedicated social media post on Covenant House International and Sleep Out America channels (with an anticipated reach of 3.5 million users and 7 million impressions)
- A dedicated email from your company or CEO to all Sleep Out America participants announcing the beanie promotion
- Inclusion in all Sleep Out America media and press releases
- 10 complimentary Sleep Out America registrations

Overnight Promise Partner

$10,000

Partners at this level pledge to match funds raised by Sleep Out America participants in all 50 states and Washington, D.C. on the night of Sleep Out America, up to $10,000! Your support will engage and encourage Sleep Out America fundraisers during their powerful act of solidarity.

Benefits at this level include:

- Name and logo recognition in at least two emails to all Sleep Out America participants on event night
- Recognition in select Sleep Out America social media ads (with an anticipated reach of 3.5 million users and 7 million impressions), including hourly promotion on social media during the match period
- Recognition on Covenant House International and Sleep Out America social media channels
- Logo recognition on the Sleep Out America website and name recognition on the fundraising pages of every participant that earns matching dollars
- Recognition in the morning-after video shared with all participants and on social media
- Inclusion in all Sleep Out America media and press releases
- 10 complimentary Sleep Out America registrations
Sleep Out America participants and teams that raise $500 and $1,000 will earn an official night-of Vigil Kit. Vigil Kits include candles, instructions, and other necessary materials so participants can host their own candlelight vigil during the night of Sleep Out America. The official Vigil Kit Sponsor will underwrite the production expenses of the all Vigil Kits, and be offered the opportunity to co-create the materials included and sent to participants. In addition to the social media recognition earned through participants and groups sharing their vigil experiences.

Benefits at this level include:
- Premier billing and logo placement on all Vigil Kits
- Name and logo recognition as the official Vigil Kit Sponsor on all printed and digital materials
- Verbal recognition at the flagship Candlelight Vigil in New York City on November 14, 2019
- Logo recognition on
  - Welcome Kits sent to Sleep Out America registered participants
  - All “night of” Sleep Out America experience materials
  - The Sleep Out America website
- A dedicated email from your company or CEO to all Sleep Out America participants announcing the Vigil Kit promotion
- Recognition on Covenant House International and Sleep Out America social media channels
- Inclusion in all Sleep Out America media and press releases
- 10 complimentary Sleep Out America registrations

Sponsor a public Sleep Out location in your community! Provide a safe, legal space where local participants can gather on November 22, 2019, for a night of solidarity, with optional opportunities to sponsor food, beverages, and other supplies or activities. Sponsors of Sleep Out America locations have the opportunity to co-create a benefits package with Covenant House.

Benefits at this level include:
- Inclusion in international event media and press releases, with the opportunity for additional local PR and promotion
- A dedicated email from your company or CEO to all Sleep Out America participants in your state
- Logo recognition in select Sleep Out America social media ads targeted to people in your community (with an anticipated reach of 3.5 million users and 7 million impressions)
- Recognition on Covenant House International and Sleep Out America social media channels
- Logo recognition on the Sleep Out America website

Start a Sleep Out America corporate team! Commit to 20 (or more!)

Benefits at this level include:
- Name and logo recognition on the Sleep Out America website
- 4 complimentary registrations for your team
- Candlelight Vigil Kit

To learn how your company can partner with Covenant House, please contact:
Ashley Crawford, Vice President Corporate Partnerships | acrawford@covenanthouse.org
SleepOutAmerica.org