



Redemption Housing is proud to announce our first annual “Day One Challenge.” This year’s event will be held on September, 30 2017, in Philadelphia, Pennsylvania. I am excited to present to you our numerous sponsorship opportunities for this milestone event—opportunities for you to make a significant local impact in helping to provide safe housing for those who need a home. Embodying the spirits of compassion and community, Redemption Housing is poised to become West Philadelphia’s first provider of housing and support services specifically for men returning from incarceration. Redemption Housing has built collaborative relationships with a variety of community partners to create a wide network of services and supports to best meet our residents’ needs and reduce recidivism in our community.

Redemption Housing Inc., a 501(c)(3) non-profit, is an organization that seeks to address the cycle of recidivism through holistic programming and healthy relationships, bringing healing and restoration to those affected by incarceration. We believe that when they are released returning citizens require support circles to properly break free of crime, addiction, and homelessness. Therefore, funds raised will be used to provide not just housing, but also support services that help each individual achieve their greatest level of self-sufficiency and fulfillment.

This letter of invitation—and accompanying materials—is for business and community leaders who we believe recognize the value of this vital effort. Please join us in our efforts to deliver hope to ALL the residents of our community. The enclosed information provides details regarding the available sponsorships and promotional opportunities surrounding this event. Thank you for your time and consideration for this request. We look forward to discussing this opportunity with you in more detail in the coming weeks!

Sincerely,

A handwritten signature in black ink, appearing to read "Nick Lordi".

Nick Lordi

President/Executive Director

[nick@redemptionhousing.org](mailto:nick@redemptionhousing.org)

(267) 908-6850



**REDEMPTION HOUSING**



## DAY ONE CHALLENGE

### SOUVENIR BOOK ACKNOWLEDGEMENTS

HALF-PAGE - \$100

QUARTER-PAGE - \$50

### PRIZE DONATION

Company will be mentioned  
in the event souvenir book.

### THANK YOU!

Please fill out our sponsorship form and  
contact your Redemption Housing  
representative to confirm participation.  
We will collect your order form and payment,  
or you can mail the sponsorship form and  
payment to

### REDEMPTION HOUSING

PO Box 6326

Philadelphia, PA 19139



REDEMPTION  
HOUSING



PO Box 6326  
Philadelphia, PA 19139



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(267) 908-6850



[redemptionhousing.org](http://redemptionhousing.org)

# DAY ONE CHALLENGE



REDEMPTION  
HOUSING



Each year, as many as 35,000 people return to Philadelphia from incarceration, often struggling with the same question: "What now?" Returning citizens face a lifetime of barriers, but the first few days and weeks are particularly daunting. They are released from prison with questions about where they are going to live, how they might support themselves, and where they might find help. This is why Redemption Housing's first residential program, Barnabas House, is of such great importance. A reentry home in the heart of West Philadelphia, Barnabas House will exist to invite returning citizens back into the community, providing its residents with the support circles they need to properly break free of crime, addiction, and homelessness.



In September 2017, Redemption Housing will be partnering with fellow reentry service providers for the inaugural **DAY ONE CHALLENGE**. This two-hour immersion experience will place community members and activists "in the shoes" of Philadelphia's returning citizens, providing a glimpse of what they have to experience in the days and weeks following their release. Participants of the **DAY ONE CHALLENGE** will work together to locate supports in employment and education, obtain their state IDs, and find a place to sleep until they can "get back on their feet." Upon completion, they will have a greater understanding of the challenges that await returning citizens and a greater appreciation for the variety of supports offered by Philadelphia's reentry service providers.

Redemption Housing expects between 100-125 participants for this event, largely coming from faith communities and neighborhoods throughout West Philadelphia. Upon registration, each participant will be given an event t-shirt, a souvenir book, and a goodie bag. At the conclusion of the event, participants will gather at a Center City location with Redemption Housing's leadership, partnering organizations, and event sponsors for food, drink, and reflection.

## SPONSORSHIP OPPORTUNITIES

Sponsor the **DAY ONE CHALLENGE** today to help educate our community about the daily challenges that face Philadelphia's returning citizens and provide Redemption Housing's residents with the support they need to break out of homelessness.

### HEADLINE PACKAGE - \$1500

- Company logo will be included on all event materials, including registration forms, posters, and the event banners located at the start and end of the event.
- Company logo will receive premier placement on event t-shirts.
- Company will be given a complimentary vendor table at the event's finish line.
- Company will receive complimentary registration for up to 10 participants.
- Company will receive a "Thank You" post on Redemption Housing's social media and website.
- Company will have the option to provide a goodie bag item to event participants.
- Company will receive one full-page "Thank You" in the event souvenir book.

### BANNER PACKAGE - \$1000

- Company logo will receive secondary placement on event t-shirts.
- Company will be given a complimentary vendor table at the event's finish line.
- Company will receive complimentary registration for up to 5 participants.
- Company will receive a "Thank You" post on Redemption Housing's social media and website.
- Company will have the option to provide a goodie bag item to event participants.
- Company will receive one full-page "Thank You" in the event souvenir book.

### GOLD PACKAGE - \$500

- Company logo will be included on event t-shirts and in signage at the event.
- Company will have the option to provide a goodie bag item to event participants.
- Company will receive a "Thank You" post on Redemption Housing's social media and website.
- Company will receive one half-page "Thank You" in the event souvenir book.

### SILVER PACKAGE - \$250

- Company logo will be included in signage at the event.
- Company will have the option to provide a goodie bag item to event participants.
- Company will receive one half-page "Thank You" in the event souvenir book.

# SPONSOR REGISTRATION FORM

## SEPTEMBER 30, 2017 IN PHILADELPHIA, PA



We would like to sponsor **REDEMPTION HOUSING's 2017 DAY ONE CHALLENGE.**

- |   |         |  |                             |
|---|---------|--|-----------------------------|
| <input type="checkbox"/> Headline Package | \$1,500 | <input type="checkbox"/> ½ Page Souvenir Book Ack. | \$100                       |
| <input type="checkbox"/> Banner Package   | \$1,000 | <input type="checkbox"/> ¼ Page Souvenir Book Ack. | \$50                        |
| <input type="checkbox"/> Gold Package     | \$500   | <input type="checkbox"/> In-Kind Donation          | (describe in 'notes' below) |
| <input type="checkbox"/> Silver Package   | \$250   | <input type="checkbox"/> Prize Donation            | (describe in 'notes' below) |

Please note that the copy for the Souvenir Book is **due Tuesday, September 6, 2017**. Complete a Sponsor Registration Form by September 18, 2017 for your complimentary event registrations (Headline and Banner Packages Only).

Contact Name: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Will the company be exhibiting? (Headline and Banner Packages Only) \_\_\_\_\_

Will the company be providing items for the event's gift bag? (Describe) \_\_\_\_\_

Please provide your company's social media information: \_\_\_\_\_

**Please make checks payable to the *Redemption Housing*. Contact Nick at 267-908-6850 if you would prefer to complete your transaction via Credit Card.**

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return completed form and payment to:**

Redemption Housing  
Attn: Day One Challenge Processing  
PO Box 6326  
Philadelphia, PA 19139

**For more information, contact:**

Nick Lordi  
connect@redemptionhousing.org  
(267) 908-6850  
(267) 908 3227 (cell)



**REDEMPTION HOUSING**