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*Poinsettias. Christmas trees. Menorahs. Yule logs. Wreaths.* These bring greenery and warmth into our homes during the cold of winter. But too many of our neighbors will not have a home this holiday season. **We need your help** to address this pressing issue in our community. By becoming a Curbside Chronicle winter campaign sponsor, you help ensure the hope and cheer of the holidays reaches our neighbors in need of a home by providing them with employment opportunities and a pathway back to housing.

**The Homeless Alliance's supportive employment programs provide people who are transitioning out of homelessness with a source of income and opportunities** to develop job skills. These programs also build community and break down socially-isolating beliefs and expectations that often exist between people who have homes and those who don't.

Through our Curbside Chronicle program, we publish an award-winning magazine that employs people transitioning out of homelessness. Each November and December, our vendors have an additional product to sell: packages of gift wrapping paper designed by local artists. **Since its launch in 2015, our Wrap Up Homelessness campaign has become a beloved local holiday tradition.** We anticipate selling 4,000 packages across Oklahoma City this winter. Your sponsorship helps offset the cost of printing and compensation for our artists, guaranteeing all proceeds from the campaign support our efforts as we help our vendors build job skills and secure and maintain housing.

To further expand the Curbside employment program, we began hosting flower sales during major holidays in 2016 and opened our Curbside Flowers storefront in December 2020. One of our most popular campaigns is our holiday wreaths. For the last 2 years we have sold out, selling more than 1,100 wreaths in 2020! **Every wreath is handmade by a vendor in our program.** Your sponsorship helps cover material costs so we can invest all proceeds back into programming and support for our shop employees.

These campaigns are regularly featured on local news outlets and draw excellent engagement on social media. We deeply appreciate our sponsors and celebrate their generosity in a number of ways throughout the campaign. **We have enclosed a list of opportunities and sponsor benefits. Would you please take a look and consider how your business might be able to help?** If you have any questions, or would like to discuss other initiatives, please reach out at [info@thecurbsidechronicle.org](mailto:info@thecurbsidechronicle.org) or 405-415-8425.

Ranya Forgotson  
Director of Curbside Enterprises  
Homeless Alliance

*Together, we can end homelessness.*

## Winter 2021 Sponsorship Form



Thank you for being part of our mission to rally the community to end homelessness in Oklahoma City!

Sponsor Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Please return this form with payment to:

The Homeless Alliance  
1724 NW 4th  
Oklahoma City, OK 73106

Or register and pay online at  
<https://homelessalliance.kindful.com/register/winter>

Please send your logo to [info@thecurbsidechronicle.org](mailto:info@thecurbsidechronicle.org)

For wrapping paper, logo is due Oct. 15

For wreaths, logo is due Oct. 25

*Curbside Chronicle and Curbside Flowers are programs of the Homeless Alliance, a 501(c)3 nonprofit organization, Federal Tax ID# 11-3718005. No tangible goods or services will be provided in exchange for your sponsorship.*



☐ Curbside Chronicle "Wrap up Homelessness" wrapping paper campaign

\$5,000 sponsorship includes:

- Logo on every package of wrapping paper
- Logo on wrapping paper retail website
- Inclusion in social media posts and press release
- Signage at booth events



☐ Curbside Flowers wreath campaign

\$2,500 sponsorship includes

- Logo attached to every wreath
- Logo on wreath pre-order website
- Inclusion in social media posts and press release
- Signage at booth events



## Sponsorship Opportunities

**You can help** provide supportive employment programs for people transitioning out of homelessness. We have sponsorship opportunities throughout the year.  
For information and deadlines, please contact [info@thecurbsidechronicle.org](mailto:info@thecurbsidechronicle.org).

### **Valentine's Day Flowers (Feb)- \$2,500**

- Logo attached to every bouquet
- Logo on floral pre-order website
- Inclusion in social media posts and press release
- Signage at booth events

### **Mother's Day Flowers (May) - \$2,500**

- Logo attached to every bouquet
- Logo on floral pre-order website
- Inclusion in social media posts and press release
- Signage at booth events

### **Father's Day Succulents (June) - \$2,500**

- Logo attached to every planter
- Logo on pre-order website
- Inclusion in social media posts and press release
- Signage at booth events

### **Wrap Up Homelessness (Nov-Dec) - \$5,000**

- Logo on every package of wrapping paper
- Logo on wrapping paper retail website
- Inclusion in social media posts and press release
- Signage at booth events

### **Holiday Wreaths (Nov-Dec) - \$2,500**

- Logo attached to every wreath
- Logo on wreath pre-order website
- Inclusion in social media posts and press release
- Signage at booth events

### **Curbside Annual Sponsorship - \$15,000**

**Includes all of the above, plus advertising in the Curbside Chronicle**

- Half-page ad in 12 issues – valued at \$5,100/year, FREE included with annual sponsorship.
- Half-page ad could be increased to a full-page ad for an additional \$3,060 annually. This would increase the annual partnership to \$18,060 annually.