ARE YOU READY TO GO OVER THE EDGE TO FIGHT HOMELESSNESS?

October 2-3, 2020
Hilton Los Angeles/Universal City

TAKING THE LEAP TO FIGHT HOMELESSNESS

URMOverTheEdge.org

SPONSORSHIP OPPORTUNITIES
HOMELESSNESS IS DEVASTATING COMMUNITIES NATIONWIDE, BUT LOS ANGELES FACES THE WORST EPIDEMIC BY FAR.

We now have more than 66,000 men, women, and children experiencing homelessness in Los Angeles County, with the highest concentration residing on Skid Row. In fact, the latest data from LAHSA reports a 46% increase in family homelessness, and URM is the only Skid Row organization that welcomes children & families.

For over 128 years, Union Rescue Mission has provided safe shelter, meals, long-term rehabilitation programs, education, counseling, medical services, and encouragement to assist those escaping the cycle of homelessness forever.

But we can’t do it alone. We need partners like YOU to take a leap with us as we FIGHT HOMELESSNESS.

This is your opportunity to turn compassion into action. We would like to invite you to become a corporate partner. Enclosed you will find a variety of sponsorship opportunities and benefits available right now. We can also work with you to create a customized sponsorship that meets your company’s specific area of interest.

Thank you for your compassion. Together, we can continue to raise awareness and desperately needed funds to help these precious souls.

Blessings,

REV. ANDY BALES
Chief Executive Officer

ON OCTOBER 2-3, 2020
RAPPELERS WILL GO OVER THE EDGE OF THE HILTON LOS ANGELES TO SUPPORT URM

OUR GOAL
$500,000

WE NEED YOUR HELP!
ABOUT THE EVENT

CATCH YOUR BREATH, STEP UP TO THE EDGE, AND RAPPEL ... 24 stories down from the roof of the Hilton/Los Angeles in Universal City on October 2 and 3 as part of Union Rescue Mission’s “Take the Leap” to Fight Homelessness fundraising event. To do this, each participant must raise $1,000 or more by 6:00am on October 2-3, 2020! Raising money is made easy by signing up on our URMOverTheEdge.org website and using the social media tools on the site.

Why do something so crazy? First, because it’ll be one heck of a view from up there. Second, because it’s not actually crazy, it’s completely safe. And third — most importantly — because the crisis of homelessness has reached epidemic proportions so we need to take drastic action now. Help us take action by going “Over the Edge” in support!

And...what a thrilling way to raise money to help those devastated by homelessness in Los Angeles.
2020 SPONSORSHIP OPPORTUNITIES

Super Hero Sponsor | $100,000

- Premier Exhibit Booth
- 8 VIP Rappeling Spots
- VIP Photo
- Opening Remarks (dedicated time)
- Branded FB Post (24K+Fans)
- VIP Reception for 10
- Preferred VIP Parking

- Personal VIP Ambassador & VIP check-in
- Premier Listing on Sponsor Banner
- Premier Listing on Step-and-Repeat
- Logo on Event Flyer
- Logo on Event T-shirt
- Logo on Event website
- Item inclusion in VIP Swag Bag

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2020 SPONSORSHIP OPPORTUNITIES

Fearless Sponsor | $50,000

• Premier Exhibit Booth
• 4 VIP Rappeling Spots
• VIP Photo
• Opening Remarks (dedicated time)
• Branded FB Post (24K+Fans)
• VIP Reception for 10
• Preferred VIP Parking

• Personal VIP Ambassador & VIP check-in
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2020 SPONSORSHIP OPPORTUNITIES

Courageous Sponsor | $25,000

- Exhibit Booth
- 4 Reserved Rappeling Spots
- Branded FB Post (24K+Fans)
- VIP Reception for 6
- VIP Parking
- Premier Listing on Sponsor Banner

- Premier Listing on Step-and-Repeat
- Logo on Event Flyer
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2020 SPONSORSHIP OPPORTUNITIES

Brave Sponsor  |  $10,000
• Exhibit Booth
• 2 Reserved Rappeling Spots
• Branded FB Post (24K+Fans)
• VIP Reception for 4
• Listing on Sponsor Banner
• Listing on Step-and-Repeat
• Logo on Event website
• Logo on Event Flyer
• Logo on Event T-shirt

Bold Sponsor  |  $5,000
• 1 Reserved Rappeling Spot
• VIP Reception for 2
• Logo on Event Flyer
• Logo on Event T-shirt
• Listing on Sponsor Banner
• Listing on Step-and-Repeat
• Logo on Event Website

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TAKE THE LEAP TO FIGHT HOMELESSNESS
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## Sponsorship

### Reach and Impact

<table>
<thead>
<tr>
<th>Monthly Social Media Impressions</th>
<th>131,900</th>
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</thead>
<tbody>
<tr>
<td>Printed Distribution</td>
<td>30,000</td>
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<tr>
<td>Posters, Brochures, &amp; Direct Mail</td>
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<tr>
<td>Opt-in Supporters</td>
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<tr>
<td>Targeted Email Outreach</td>
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<tr>
<td>Media Impressions</td>
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<td>Television, Radio, Online</td>
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<tr>
<td>*KKLA Listener Stats</td>
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</tbody>
</table>

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Union Rescue Mission
The Way Home
There are currently more than 66,433 people devastated by homelessness in LA County – AN INCREASE OF 12.7% FROM 2019.

There has been a 46% increase in families experiencing homelessness at Skid Row.

40% of people experiencing homelessness are women and children.

- Union Rescue Mission is the oldest and largest privately funded rescue mission in the nation.
- Union Rescue Mission is the only mission on Skid Row that NEVER turns away a single woman or family with children.
- Union Rescue Mission is the ONLY mission on Skid Row to launch a heated Sprung structure to provide year-round care for an additional 120 women desperately seeking safety and security.
- In 2021, URM will open the doors to a satellite shelter for 86 families in Carson, CA.

Take the leap with us. HELP US CONTINUE TO TRANSFORM THE LIVES OF THOSE WE SERVE!
If God is calling YOU to partner with Union Rescue Mission, visit us at urm.org.

Alone, the task before us is much too great. But with God’s divine guidance, and good friends like you, the chance for new life is possible for those devastated by homelessness throughout Los Angeles County.

CONTACT:
Alexandra Monsibaez
Union Rescue Mission
213.673.4882
amonsibaez@urm.org

Union Rescue Mission is a 501 (c)(3). Tax ID 95-1709293
You can pay for your sponsorship online at www.urmovertheedge.org!

☐ Yes! I/we would like to support Union Rescue Mission as a sponsor:

☐ SUPER HERO ................................................................. $100,000
☐ FEARLESS ................................................................. $50,000
☐ COURAGEOUS ............................................................. $25,000
☐ BRAVE LOVE ............................................................. $10,000
☐ BOLD LOVE ................................................................. $5,000

(A portion of your sponsorship is tax deductible as allowed by law. Tax ID #95-1709293)

☐ I/we are unable to attend URM’S OVER THE EDGE EVENT. I/we would like to make a donation to support Union Rescue Mission in the amount of $ ___________

(Your generous donation is tax deductible as allowed by law. Tax ID #95-1709293)

☐ Enclosed is my Check/CC for $ ___________________. Make payable to Union Rescue Mission

Charge my: ☐ Visa ☐ Master Card ☐ American Express ☐ Discover

Name on Card:______________________________________________________________

Card# ___________________________________________________________________

Exp Date: _______________ CVV (3 or 4 digit code): _______________

Signature: __________________________________________________________________

Name: _____________________________________________________________________

Company: __________________________________________________________________

Address: ___________________________________________________________________

City: _________________________________ State: _____ Zip_______________________

Phone: ___________________________ Email: __________________________________

Make Checks payable to Union Rescue Mission
MAIL TO:
Union Rescue Mission
Attention: Alexandra Monsibaez
OVER THE EDGE
545 S. San Pedro Street
Los Angeles, CA 90013

Contact: Alexandra Monsibaez
Email: amonsibaez@urm.org or call (213)673-4882

Print ready artwork and logo
for your advertisement is needed for printing by 9/18/2020

Please submit (tiff, jpeg, pdf) by e-mail to:
amonsembaez@urm.org

If print ready artwork and logo are not received by deadline date, artwork will be created by our graphic design team.