CORPORATE PARTNERSHIP OPPORTUNITY

2020-2021
PARTNER BENEFITS

- ✔ Social Responsibility
- ✔ Enhance Company Culture Through Volunteerism
- ✔ Increase Brand Awareness

HHOC has outlined a yearly platform for our Corporate Partners that encompasses social responsibility, enhanced company culture, and brand awareness.
PARTNER IMPACT

- Allow us to serve over 4,000 patients and caregivers each year
- Provide meals for guests
- Support HHOC with resources used to spread our mission and raise funds
## 2020-2021 Corporate Partnership Levels

### Partnership Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum ($10,000)</th>
<th>Gold ($7,500)</th>
<th>Silver ($5,000)</th>
<th>Bronze ($2,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Recognition</strong></td>
<td></td>
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<tr>
<td>Opportunity for branded literature and tabling during 14 for 1400 Kickoff Event</td>
<td>✔</td>
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<tr>
<td>Up to (8) seats in a favorable location at 2020 Annual Fall Luncheon</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Company logo listed in programs, invitations, and printed collateral</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company name listed in programs, invitations, and printed collateral</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company mentioned in all digital event promotion</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Company included on event signage at sponsor level</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>Company announced at events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td><strong>Outreach &amp; Advertising</strong></td>
<td></td>
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<tr>
<td>Advertisement in HHOC print, radio, and TV media (if secured and as allowed)</td>
<td>✔</td>
<td></td>
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<tr>
<td>Retractable banner announcing partnership for company (provided by HHOC)</td>
<td>✔</td>
<td></td>
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<tr>
<td>Social media features on Instagram, LinkedIn, and Facebook throughout the year</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company logo listed on HHOC website with Company website hyperlink</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company logo included as a CP in Annual Report (&gt;2,500 impressions)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Company logo included in 'Non-Event' Invitation (&gt;1,800 impressions)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td><strong>Team Building Week at HHOC</strong></td>
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<tr>
<td>Custom HHOC + Company Partnership Video (provided by HHOC)</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Company banner displayed at HHOC entrance and exit (seen by 14k people daily)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>HHOC Pantry Sponsorship Opportunity</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Photo content of employees at the House (provided by HHOC)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>4 designated weeks (1 each quarter) for dedicated Company volunteerism</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>2 designated weeks (1 each quarter) for dedicated Company volunteerism</td>
<td>✔</td>
<td>✔</td>
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</tbody>
</table>
MAILING RECIPIENTS
FY 2019-20

2,571
Annual Report

1,535
Non-Attending Gala

1,115
Luncheon Invitation
We knew no one in Charlotte and we were desperate to be by Michelle’s side during that time. Thankfully, we learned of the Hospitality House. As we understood it, it was a home-like setting near the hospital. We were able to get a room at a very affordable rate. It turned out to be so much more than just a place to sleep. It was welcoming. Warm. Caring...There were friendly faces and conversations. There were other families experiencing their own difficult circumstances. There was community.

AMANDA, PAST GUEST
OTHER IMPRESSIONS
FY 2019-20

- Annual Volunteers: 1,115
- Newsletter Subscribers: 10,000
- Annual Guests: 4,000
- Cars Driving Past HHOC Daily: 14,000
TEAM BUILDING
AT HHOC

❤ YOUR EMPLOYEES + OUR HOUSE

As a Corporate Partner, companies will get the opportunity to take over the house for 1 week each quarter! Gather groups of employees to come in to cook a meal, drop off care bags and be the sole volunteer presence during your dedicated Spirit Weeks.

SHOW IT OFF

HHOC will collect video and photo content of your team during your Team Building Week for you to use in your internal and external communications, as well as for us to use on our personal social media.

❤ HUNGRY FOR MORE?

Platinum and Gold Corporate Partners will also have custom partnership banners hung at the entrance (Kenilworth Avenue) and exit (Scott Avenue) of HHOC, providing an incredible opportunity for brand visibility, and an additional photo opp!
**Annual Fall Luncheon Table Sponsorship**

Corporate Partners interested in more engaging opportunities can also sponsor our Annual Fall Luncheon - this year, turned virtual! Hundreds of attendees will experience the impact of Hospitality House through authentic testimonials from past guests. In addition to this live virtual event, sponsors will also be showcased on our mailed invitation, sent to 1,000 of our supporters. Contact us for more information.

**Starting at $1,500**

**Hospitality House of Charlotte Young Professionals**

Hospitality House Young Professionals is a group of 30 individuals from a range of professions, with a shared affinity for Hospitality House and giving back to the community. HHYP meets twice a month for social and service events. They also work with local organizations to host and promote fundraisers.

**Inquire for custom opportunities**
OUR CORPORATE PARTNERS
PAST & PRESENT

by Fiorenza
Communities

Atrium Health

Sheraton
Charlotte Hotel

Le Méridien
Charlotte

nuveen
A TIAA Company

Katten
Katten Muchin Rosenman LLP

American Airlines

Pinnacle
Financial Partners

LabCorp

TowneBank
For more information

Contact:
Angie Bush
Executive Director
704-376-0060 x 203
cabush@hhocharlotte.org

Hospitality House of Charlotte
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