



January 25, 2024

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President and Chief Executive Officer

Christa Hines

Dear Neighbor,

Through 2023, Hudson River Housing has served more than 5,000 low-income and homeless individuals seeking shelter, food, and other critical support with the help of our ongoing sponsors. Whether this is your first time hearing about our organization or you have been a longtime supporter, Hudson River Housing invites you to become a 2024 Annual Sponsor as we work together in strengthening our home community. For over 40 years, Hudson River Housing has brought and expanded a unique and diverse portfolio of programming to provide pathways out of homelessness, develop and preserve affordable housing, and create opportunities for both people and places to thrive.

As one of the largest providers of homeless and low-income support services and the largest nonprofit developer of affordable housing in Dutchess County, we depend on our annual sponsors to fulfill our mission to serve with compassion and develop with a vision. With your generous support, you and your representing entity will be prominently featured as a champion of our work in the Mid-Hudson Region. Annual Sponsors of Hudson River Housing receive generous ongoing benefits and marketing promotion throughout the year, which is detailed in the enclosed package. We are more than happy to customize marketing opportunities and will gladly discuss your goals and preferences accordingly. Sponsorship payments can also be made in installments, making it easier to pledge your vital support today.

To confirm your Annual Sponsorship, simply complete and return the enclosed form or feel free to reach out to Samantha Sloane at (845) 454-5176 x 112 or email ssloane@hudsonriverhousing.org with any questions.

Sincerely,

Christa Hines, President and Chief Executive Officer

*Housing with compassion...
Development with vision*



Packages

Annual Sponsors receive prominent, yearlong recognition that connects your business to the good work of improving lives and communities in the Hudson Valley. Your support provides the flexibility to meet emerging and urgent needs, as well as innovate to stay on the cutting edge of our field.

\$15,000+ Sunstone Sponsor

- ⇒ Monthly cross marketing opportunities on Hudson River Housing social media channels promoting your business constituting over 8,500 followers
- ⇒ 6 x sponsored Facebook and Instagram posts promoting your business and contribution's impact on HRH's services
- ⇒ Your logo prominently featured on the Hudson River Housing website and in the e-newsletter, sent monthly to over 8,500 followers and 5,000 contacts
- ⇒ Prominent recognition in our Annual Impact Report
- ⇒ Recognition at Hudson River Housing's annual Wind Chill Dinner including: digital ad, speaking opportunity, acknowledgement from the podium, banner display, and outreach table.
- ⇒ 3 x Complimentary Tickets to Hudson River Housing's Wind Chill Dinner
- ⇒ Luncheon with our President & CEO, Christa Hines
- ⇒ Hudson River Housing Merchandise Gift

\$10,000+ Keystone Sponsor

- ⇒ Quarterly cross marketing opportunities on Hudson River Housing social media channels promoting your business constituting over 8,500 followers
- ⇒ 4 x sponsored Facebook and Instagram posts promoting your business and contribution's impact on HRH's services
- ⇒ Your logo prominently featured on the Hudson River Housing website and in the e-newsletter, sent monthly to over 8,500 followers and 5,000 contacts
- ⇒ Recognition in our Annual Impact Report
- ⇒ Recognition at Hudson River Housing's annual Wind Chill Dinner including: digital ad, acknowledgement from the podium, banner display, and outreach table.
- ⇒ 2 x Complimentary Tickets to Hudson River Housing's Wind Chill Dinner
- ⇒ Hudson River Housing Merchandise Gift

\$5,000+ Cornerstone Sponsor

- ⇒ Semi-annual cross marketing opportunities on Hudson River Housing social media channels promoting your business constituting over 8,500 followers
- ⇒ 2 x sponsored Facebook post promoting your business and contribution's impact on HRH's services
- ⇒ Your logo prominently featured on the Hudson River Housing website and in the e-newsletter, sent monthly to over 8,500 followers and 5,000 contacts
- ⇒ Recognition at Hudson River Housing's annual Wind Chill Dinner including: digital ad and acknowledgement from the podium.
- ⇒ 1 x Complimentary VIP Ticket to Hudson River Housing's Wind Chill Dinner
- ⇒ Hudson River Housing Merchandise Gift

A La Carte Sponsorship Opportunities

A La Carte sponsors select individual programs to support, and receive year-long recognition on signage at the program site.

Employment Assistance Training Services (EATS)

EATS provides compassionate, specialized services that tap into key industries in our Hudson Valley region and help homeless participants build a foundation for future employment. Teams of trainees learn hard and soft job skills, build confidence, and foster creative expression through direct participation in three social enterprises: Heroes Making Heroes (culinary), Main Street Stewardship (landscaping/community beautification), and HRH Made (creative arts).

Poughkeepsie Underwear Factory & Poughkeepsie Open Kitchen

Be a champion of innovation, entrepreneurship, and creativity as we build community wealth in Poughkeepsie. Your support funds our shared-use commercial kitchen and coffeehouse, programs creating opportunity and fostering community in downtown Poughkeepsie.

NeighborWorks HomeOwnership Center of Dutchess County

Your support funds educational workshops and counseling that create educated and confident homebuyers and assist homeowners in preserving their investment. Help preserve the Hudson Valley as a place where the dream of homeownership is alive for all.

VetZero Programming

We are proud to call the national VetZero initiative our own in 2020. With support from a network across the county, we are promoting housing stability and community among veteran families, by providing affordable housing, case management, emergency transportation services, referrals, and employment assistance for all Dutchess County veterans.

River Haven and Youth Service Programming

Our Youth Service programming provides homeless and runaway youth and young adults with emergency shelter, crisis intervention, transitional and permanent supportive housing, and superior care management support that strengthens life skills and offers an accepting environment in which to plan a brighter future.

Community Building & Engagement

Our Community Building & Engagement programs work to strengthen and preserve strong and vibrant neighborhoods and empower local leaders with the skills and resources to make a positive impact in their community. Our work spans across the Hudson Valley and focuses on dynamic strategies that celebrate local assets, transforming scarcity into abundance.

Homeless Housing & Services

Our Resident Services team works directly with individuals experiencing homelessness and housing insecurity to create pathways to self-sufficiency through emergency, transitional and permanent housing, outreach, as well as care management and supportive services to individuals and families.



EMERGENCY & AFFORDABLE HOUSING



HOMEBUYER EDUCATION & ASSISTANCE



SPECIALIZED SUPPORTIVE SERVICES



2024 Annual Sponsorship Form

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Lorna Thompson
Norma Vizcarondo
Thomas Zurhellen

Sponsorship Opportunities:

___ \$15,000+ Sunstone Sponsorship

___ \$10,000+ Keystone Sponsorship

___ \$5,000+ Cornerstone Sponsorship

A La Carte Sponsorship Opportunities:

(Each A La Carte Sponsorship is \$1,000)

___ Employment Assistance Training Services (EATS)

___ Poughkeepsie Underwear Factory & Poughkeepsie Open Kitchen

___ NeighborWorks HomeOwnership Center of Dutchess County

___ VetZero Programming

___ River Haven & Youth Service Programming

___ Community Building & Engagement

___ Homeless Housing & Residential Services

President and Chief Executive Officer
Christa Hines

Contact Name: _____

Business Name: _____

Address: _____

Telephone: _____

Email: _____

Notes: _____

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Development with vision*

