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## Give up your bed for one night so youth facing homelessness can sleep safely at Covenant House.

The Covenant House Sleep Out invites participants (aka Sleepers) to spend a night sleeping outside, **either at a Covenant House or a location of your choosing**, raise awareness about the youth homelessness crisis, and raise critical funds to help Covenant House provide 24/7 shelter, sanctuary, and support. Sleep Out is not about pretending to be homeless. Corporate partners, community and business leaders, families, and individuals around the world Sleep Out to show their solidarity with those who are — and to amplify the message that everyone deserves a safe place to sleep.

### Sleep Out Signature Partners

*\*Companies who have led Global Sleep Out teams for 5+ years engaging hundreds of employees and raising \$1M+ for Covenant House*





## Where do Sleep Outs take place and what happens at the event?

Sleep Outs take place at 19 of Covenant House's affiliate sites across the U.S., Canada, and Mexico, as well as any location where a company decides to host a Sleep Out with their staff. Throughout the night, Sleepers learn about the plight of youth homelessness, participate in a candlelight vigil, hear directly from Covenant House front-line leaders, alumni and youth, and share in deep conversation with teammates.

Companies can host Sleep Out events anywhere, as long as the location is safe and legal. You pick the day, the place, and the people. We provide the planning tools, activity ideas, and event support to create a meaningful engagement experience for your team.



- Anaheim, CA
- Anchorage, AK
- Atlanta, GA
- Atlantic City, NJ
- Boston, MA
- Chicago, IL
- Detroit, MI
- Ft. Lauderdale, FL
- Houston, TX
- Los Angeles, CA
- Mexico City, MX
- New Orleans, LA
- New York, NY
- Newark, NJ
- Philadelphia, PA
- Research Triangle Park, NC
- San Jose, CA
- St. Louis, MO
- Toronto, ON
- Vancouver, BC
- Washington, D.C.



## 2022 Locations

Don't see your city?  
 Start your own at:  
[sleepout.org/event/create](https://sleepout.org/event/create)

# How can my company get involved in Sleep Out?

Companies can participate in Sleep Out in two ways:

1. Product integration and sponsorships.
2. Creating a corporate Sleep Out team, an incredibly meaningful employee engagement opportunity.



## Global Sponsorship Opportunities

### Exclusive Snack Sponsor: \$50,000

**Sponsor receives:** Logo recognition throughout Sleep Out communications, assets, website, and events. Posts on social media and verbal mention during Sleep Out events.

### Exclusive Sleep Sponsor: \$50,000

**Sponsor receives:** Logo recognition throughout Sleep Out communications, assets, website, and events. Posts on social media and verbal mention during Sleep Out events.

### Welcome Series Sponsor: \$15,000

**About:** Every Sleeper receives a Welcome Kit email immediately upon registration. For many, this is their first introduction to Sleep Out and a valuable tool they use to plan a meaningful night.

**Sponsor receives:** premier logo placement on email kits sent to thousands of Sleepers, with the option to include custom branded content. Companies participating as a corporate team may designate sponsorship on to a team page.

### Swag Store Sponsor: \$10,000

**About:** The Swag Store gives Sleepers the chance to wear their Sleep Out pride on their sleeve, quite literally. Many Sleepers visit the Swag Store to purchase items and show their support for Sleep Out year round.

**Sponsor receives:** logo recognition on the website and Commerce portal for three months, promoted in numerous emails to Sleepers, and posts on social media.

### Overnight Promise Partner: \$35,000

**About:** On Sleep Out night, participants are active on social media: documenting their experience at every step and pushing out last-minute fundraising appeals. Overnight Promise Partners pledge to match funds raised during Sleep Out, inspiring Sleepers during their act of solidarity and boosting fundraising potential.

**Sponsor can:** can elect to support Sleepers globally or in local markets. Partners are recognized in 2-3 emails to Sleepers, paid ads and/or social media posts, and at in-person events.

### Candlelight Vigil Keeper\*: \$25,000

**About:** Candlelight vigils are a moment of silence for youth who lost their lives on the streets and a beacon of hope for youth to come.

**Sponsor can:** choose to support their local vigil, which includes online and in-person recognition as well as potential speaking opportunities, provide or promote a product for Sleepers to use during the candlelight vigils across North America.

*\* Candlelight vigils are not held at all Sleep Out locations*

### Advocacy Allies: \$5,000

**About:** Sleepers join interactive groups or rooms hosted by experts on the front-lines of the youth homelessness crisis where they have thoughtful conversations and create meaningful connections based on education and advocacy around youth homelessness.

**Sponsor can:** select or co-create the topic of conversation (approved by Covenant House) in interactive groups or rooms, aligning your brand with a theme that's important to you. In addition to the high visibility and mission-connected recognition in the room, Advocacy Allies are recognized on the website and during the event.

*\*Companies participating as a corporate team may designate any sponsorship onto a team page.*



## Corporate Team Fundraising

Corporate Sleep Out teams are a way to have your brand represented at Sleep Out, create meaningful connections between employees, and foster team building through purpose.

All corporate Sleep Out teams receive logo recognition on a custom fundraising page. Team members can fundraise individually or together, and the more your team raises, the more recognition your company earns!

Companies with teams participating in 2+ cities qualify as 'National' or 'Global' teams, earning a custom company landing page and leaderboard as well as additional recognition opportunities.

### Team Reaches Goal

*\*Goal is based on number of team members and individual goal requirements*

- Logo recognition on event leaderboard
- Recognition during in-person Sleep Out program
- Custom team sign

### Team Raises \$25,000-49,999

- Co-branded social media graphic
- Social media recognition on local Covenant House channel
- Logo recognition on Covenant House International website for one year
- Custom employee engagement experience (virtual or in-person)

### Team Raises \$50,000-99,999

- Custom shareable presentation showcasing company's impact (post-event)
- Social media recognition on Covenant House International channels
- Inclusion in global press releases
- Branded, reserved space in overnight area or company Sleepers (where available)

### Team Raises \$100,000+

- Co-branded swag item (10 piece min.)\*
- Custom thank-you video (post-event)\*
- Dedicated email featuring your company to all Sleepers (4,000+ globally)
- Logo recognition on e-stationery used to message Sleepers and donors\*

*\*National and global teams may count their collective fundraising totals to earn these benefits.*

