



Dear Friends,

We invite you to join us for a very special experience on November 21, 2021 at Hotel Albuquerque for the Pennies for the Homeless: 21st High Tea and Fashion Show, featuring two designers. This year, the event will honor the late Joseph Saavedra, co-founder of the 501 (C) (3) charity, whose life's work is evident in the mission of the organization, which is to help connect our unhoused neighbors to resources in our community.

This year is a unique celebration of the life and mission of Joseph Saavedra, who fought hard to better the lives of those in the community. The event continues to raise funds to help improve the quality of lives for the homeless around us and through community outreach and funding programs that provide food, shelter and healthcare and hope for a better future.

Pennies for the Homeless is the brainchild of the late businessman Joseph Saavedra and the late District Court Judge, Diane dal Santo, who together started a Community Penny Drive with APS students collecting loose change to help the homeless. Pennies for the Homeless continues to educate the community about homelessness while raising money for local shelters, meal sites, day care centers and other homeless services with the message that *every penny counts!*

Homelessness is not seasonal, and millions of adults and children suffer on a daily basis, especially during this horrific pandemic. The annual event has raised an estimated half-million dollars for the Albuquerque Public Schools Title I homeless project and dozens of other local homeless service providers. **We need your help to help continue the legacy of Joseph Saavedra and Pennies for the homeless – become a sponsor, today!**

It is our sincere hope that you will partner with us by giving thoughtful consideration to being a sponsor of this event.

We look forward to seeing you in November!

Sincerely,

Board of Directors

Pennies for the Homeless

Sponsorship Benefits

Pennies for the Homeless presents an excellent opportunity to create a highly visible alignment with the community, creativity and innovation. An investment in Pennies for the Homeless is an investment in the community, for the community.

Through this elegant event highlighting the many successes of fashion design, the event will draw a significant crowd as well as extensive exposure within the arts and cultural sectors.

We are looking for companies and individuals to partner with us as Platinum, Gold, Silver, Bronze. There are unlimited opportunities for involvement and we will work with you to customize a package to meet your specific needs and goals.

Benefits at a Glance

- ♦ 600+ annual attendees - access to a valuable demographic of progressive business leaders, creative place makers and cultural innovators
- ♦ Reaching an estimated audience of over 500,000 through various advertisements
- ♦ Thousands of monthly visitors to the Pennies for the Homeless website
- ♦ An estimated audience of over 5,000 reached weekly through social media outlets



Sponsorship Opportunities

\$10,000 | Platinum Sponsor

- Two VIP tables (20 guests)
- Premium company logo exposure on all event materials, including signage, website, social media, promotional communications, and recognition in event program
- On-screen recognition
- Corporate logo on back of program

\$5,000 | Gold Sponsor

- One VIP tables (10 guests)
- Premium company logo exposure on all event materials, including signage, website, social media, promotional communications, and recognition in event program
- On-screen recognition



\$2,500 | Silver Sponsor

- 5 Guest Tickets
- Premium company logo exposure on all event materials, including signage, website, social media, promotional communications, and recognition in event program

\$1,000 | Bronze Sponsor

- 3 Guest Tickets
- Premium company logo exposure on all event materials, including signage, website, social media, promotional communications, and recognition in event program



HIGH TEA & FASHION EXTRAVAGANZA

\$1,000 BRONZE \$2,500 SILVER \$5,000 GOLD \$10,000 PLATINUM

Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____

Check (Enclosed—Payable to Pennies for the Homeless)

VISA MASTERCARD DISCOVER AMEX

Please Invoice Me

Card Number: _____ Exp. Date: _____

Name as it appears on card: _____ Security Code: _____

Billing Zip Code: _____

Signature: _____

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