

2020 PRESERVE LUNCHEON SPONSORSHIP

The PreSERVE Luncheon – Preserving History, Serving Community is Restoration Housing’s main fundraiser of the year, providing necessary exposure and funding to support our mission. This event takes place at the Market Building’s Charter Hall on Thursday, September 17 from 11:30 a.m. to 1:00 p.m. and brings together our wonderful supporters to enjoy a delicious meal, great conversation, and engaging speakers. Event sponsors receive ample recognition corresponding to their level of support.

Yes! I would like to sponsor Restoration Housing’s 2020 PreSERVE Luncheon at the following level (deadline August 14, 2020):

- | | |
|---|---|
| <input type="checkbox"/> PRESENTING SPONSOR - \$4,000 (1 AVAILABLE) | <input type="checkbox"/> CONTRIBUTING SPONSOR - \$1,000 |
| <input type="checkbox"/> KEYNOTE SPONSOR - \$3,000 (1 AVAILABLE) | <input type="checkbox"/> TABLE SPONSOR - \$650 (NONPROFIT RATE \$450) |
| <input type="checkbox"/> SUPPORTING SPONSOR - \$2,000 (2 AVAILABLE) | |



RESTORATION HOUSING

CONTACT INFORMATION

Contact Name: _____

Business/Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Web Address: _____

METHOD OF PAYMENT:

- Please send invoice. Check (make checks payable to *Restoration Housing*)
- Credit Card #: _____ Exp. Date: _____
Name on Card: _____ Security Code: _____
Billing Address: _____
Signature: _____ Date: _____

MAIL OR EMAIL TO:

Restoration Housing, Attention Maribeth Mills
1116 Main Street SW, Suite B
Roanoke, Virginia 24015
OR maribeth@restorationhousing.org

**Company logo (all sponsorship levels) and advertisement sized accordingly (Presenting, Keynote, and Supporting sponsorship levels only) due August 14. Final guest list due September 4.*

CHECKLIST (OFFICE USE ONLY)

- ____ Completed application form
- ____ Payment received
- ____ Logo provided in .jpeg format
- ____ Advertisement provided in .jpeg format
- ____ Guest list received
- ____ Sponsorship recognition fulfilled
- ____ Donation recorded / Thank you letter mailed

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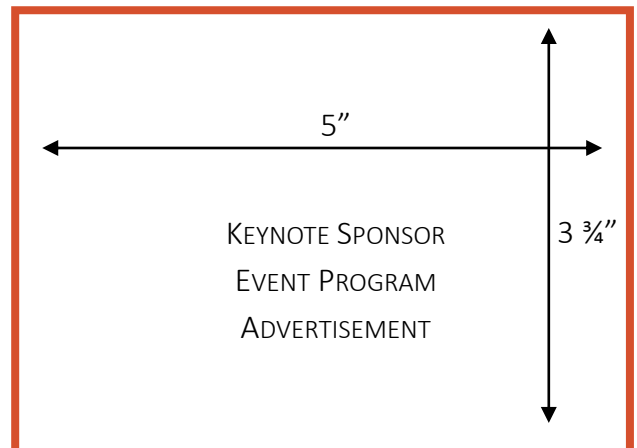
PRESENTING SPONSORSHIP RECOGNITION:

- Logo placement, text recognition, or name mention in all announcements (e.g. media coverage, social media posts, email blasts, online calendar listing) associated with the event.
- Logo placement on mailed (690 addresses) and e-mailed (670 subscribers) event invitations.
- Opportunity to speak at the event.
- Verbal recognition during announcements at the event.
- Individual recognition in Restoration Housing's 'Sponsor Spotlight' feature in e-newsletter and on social media.
- Logo placement on the 'Events' page of Restoration Housing's website with hyperlink to your business webpage.*
- Logo placement (cover + inside) and full page (5" wide x 8" high) advertisement in event program.*
- Logo placement on scrolling slide presentation at the event.*
- Reserved seating for 8 at luncheon with table recognition.**



KEYNOTE SPONSORSHIP RECOGNITION:

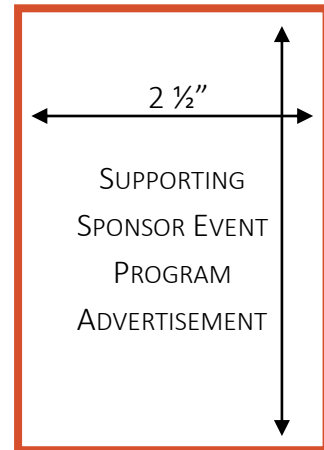
- Opportunity to introduce the keynote speaker at the event.
- Verbal recognition during announcements at the event.
- Individual recognition in Restoration Housing's 'Sponsor Spotlight' feature in e-newsletter and on social media.
- Logo placement on the 'Events' page of Restoration Housing's website with hyperlink to your business webpage.*
- Logo placement (inside) and half page (5" wide x 3 3/4" high) advertisement in event program.*
- Logo placement on scrolling slide presentation at the event.*
- Reserved seating for 8 at luncheon with table recognition.**



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SUPPORTING SPONSORSHIP RECOGNITION:

- Verbal recognition during announcements at the event.
- Group recognition (company name hyperlinked or tagged) in Restoration Housing's e-newsletter and on social media.
- Logo placement on the 'Events' page of Restoration Housing's website with hyperlink to your business webpage.*
- Logo placement (inside) and quarter page (2 ½" wide x 4" high) advertisement in event program.*
- Logo placement on scrolling slide presentation at the event.*
- Reserved seating for 8 at luncheon with table recognition.**



CONTRIBUTING SPONSORSHIP RECOGNITION:

- Group recognition (company name hyperlinked or tagged) in Restoration Housing's e-newsletter and on social media.
- Text recognition on the 'Events' page of Restoration Housing's website with hyperlink to your business webpage.
- Logo placement (inside) in event program.*
- Logo placement on scrolling slide presentation at the event.*
- Reserved seating for 8 at luncheon with table recognition.**

TABLE SPONSORSHIP RECOGNITION:

- Text recognition in event program.*
- Text recognition on scrolling slide presentation at the event.
- Reserved seating for 8 at luncheon with table recognition.**

*Logo size will correspond to sponsorship level.

**Unused seats may be given back to Restoration Housing to resell.

Pre-approved in-kind donations are also welcome with recognition corresponding to the monetary value of the service, material, or product provided (see '2020 In-Kind Donation' form).

SPONSOR GUEST LIST (DUE SEPT. 4, 2020)

Sponsor Name: _____

Guest Name Seat #1: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #2: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #3: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #4: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #5: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #6: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #7: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

Guest Name Seat #8: _____ Vegetarian

Address: _____

Email: _____ Phone: _____

KEYNOTE SPEAKER BIO

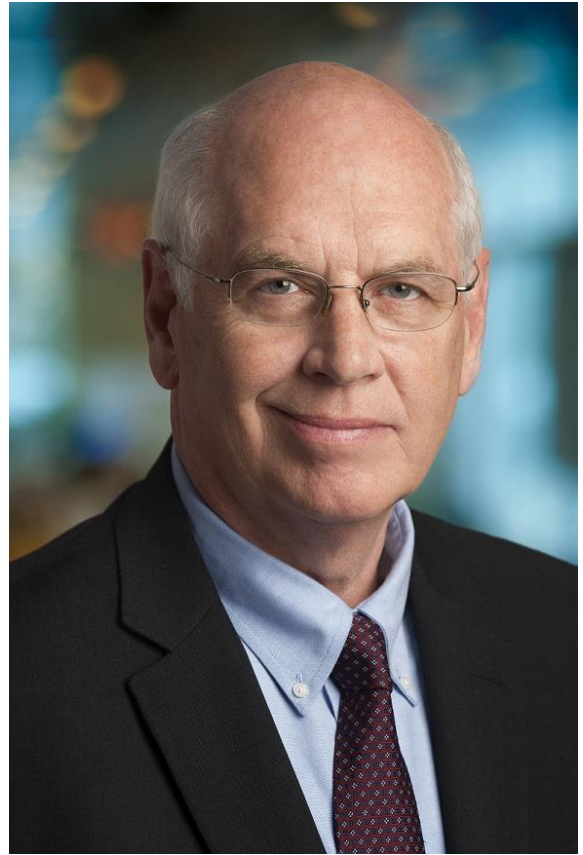
DR. FRED KARNAS

Fred Karnas is a Senior Fellow at the Richmond Memorial Health Foundation (RMHF) where he supports the organization's efforts at the intersection of health and housing. He brings a long history of work in the areas of housing, health, and human services, with a special focus on addressing the needs of homeless persons, older Americans, and persons with disabilities. He joined RMHF from The Kresge Foundation where he served as an adviser to the foundation's six program area teams on issues related to housing. Prior to joining Kresge, Fred was president and CEO of St. Luke's Health Initiatives (now the Vitalyst Health Foundation) based in Phoenix focused on creating healthy communities.

Previously, Fred was appointed by President Obama to the role of senior adviser to U.S. Department of Housing and Urban Development (HUD) Secretary Shaun Donovan, where he served as HUD's liaison to the Department of Health and Human Services and as the department's liaison to the U.S. Interagency Council on Homelessness. He also served in the Clinton Administration as deputy assistant secretary for special needs at HUD, director of the Office of AIDS Housing, and executive director of the Interagency Council on the Homeless (now USICH).

Prior roles include serving in Arizona Gov. Janet Napolitano's cabinet as director of the Arizona Department of Housing and the Arizona Housing Finance Authority. He also co-chaired the Arizona State Interagency and Community Council on Homelessness. Before joining Gov. Napolitano's cabinet, he served as a policy advisory to the governor, staffing the Arizona Council on Medical Education and Research which the governor chaired, and serving as Acting Director of the Governor's Council on Aging.

Fred's nonprofit work has included service as executive director of several housing and human service organizations including the National Coalition for the Homeless, a Washington-based advocacy group. He currently serves on the boards of Funders Together to End Homelessness, Charlottesville Habitat for Humanity, and the Greater Richmond Continuum of Care. Fred holds a bachelor of city planning degree from the University of Virginia School of Architecture, an MSW from Virginia Commonwealth University, and a PhD from the College of Architecture and Urban Studies at Virginia Tech.



Dr. Fred Karnas

*Senior Fellow,
Richmond Memorial Health Foundation*



BACKGROUND & STATISTICS

WHO WE ARE:

Restoration Housing is a 501(c)3 non-profit community-based developer with a focus on historic preservation of architectural resources for the social benefit of low-income communities.

WHAT RESTORATION HOUSING DOES:

Restoration Housing's main objective is to help low to moderate income, hardworking adults provide safe, secure, comfortable homes for themselves and their children through the redevelopment of existing buildings within Roanoke's Historic Districts. This not only benefits the family in question, but supports healthy, sustainable neighborhoods by reducing blight and vacancy which increases property values and deters vandalism and crime. Restoration Housing also undertakes community impact projects which provide affordable rental options for nonprofit organizations seeking to expand services in low to moderate income neighborhoods as well as providing consulting services to mission-minded developers, nonprofits, and government entities.

HOW OUR MODEL WORKS:

Restoration Housing's development projects work on a unique model combining historic tax credits, in-house schematic drafting, tax credit syndication, and construction management. Through this model, we are able to support preservation, provide affordable rental options, and strengthen families and communities. Ultimately, our developments are intended to enhance both timeless buildings and sustainable neighborhoods.

Each development project offers affordable rents based on the needs of the surrounding neighborhood, whether they be workforce (slightly below Market Rate) or low-income (60% of the Area Median Income). Accomplishments to date include:

- Renovation of 530 Day Avenue providing housing to two-limited income families.
- Renovation of 1018 Patterson Avenue providing housing for two low-income families.
- Renovation of Villa Heights, providing affordable rental space for nonprofits serving limited income families.
- Construction commenced in Fall 2019 on 326 Dale Avenue and will provide four Permanent Supportive Housing units to previously homeless individuals.

OUR PARTNERS:

We are proud to partner with the following organizations from the Roanoke Valley. They each share our mission to invest in our community by providing affordable housing opportunities to families in need. Together, we are better able to serve the community and create healthy, sustainable neighborhoods.

- Family Promise of Greater Roanoke
- Council of Community Services
- Virginia Housing and Development Authority
- Roanoke Valley Preservation Foundation
- Roanoke Redevelopment and Housing Authority
- ARCH Services