

The Homeless Alliance of Western New York's
20th Anniversary Celebration
Sponsor Partnership Guide

Dear Friend,

We invite you to join us in supporting the 20th anniversary of the Homeless Alliance of Western New York (HAWNY)! For the past two decades, HAWNY has proudly led, supported, and advocated for a more effective and compassionate homeless service system across our region. As we reflect on our progress and look to the future, we hope you'll consider partnering with us in this transformative work.

HAWNY was originally created in 1992 by the Erie County Legislature to address homelessness in our community. By 2000, we became an independent nonprofit and, in 2005, assumed leadership of the Erie County Continuum of Care (CoC). Known as the NY-508, **HAWNY is now the Continuum of Care Lead for Erie, Niagara, Orleans, Genesee, and Wyoming Counties.** We are also the lead for the Homeless Management Information System (HMIS) for these communities.

Today, the Homeless Alliance of WNY has **over 100 community partners** that collectively **serve 5,000+ individuals** and families experiencing homelessness every year. In 2024, we brought in **\$23.7 million in federal funding** to support housing, services, and systems coordination for people experiencing homelessness in our region. This is a true testament to the deep commitment of our community to support our neighbors in need and end homelessness.

At our 20th anniversary celebration, we will honor exceptional individuals whose dedication has brought hope and stability to those most in need. Sponsoring this event is more than a charitable act — **it's a strategic investment in meaningful, lasting change.** Your support directly funds housing solutions, advocacy programs, and coordinated care services that empower people to rebuild their lives.

We envision a community committed to ending homelessness. Together, we will continue to challenge barriers, advocate for change, and create pathways home.

Sincerely,



Kexin Ma, MUP
Executive Director

Homeless Alliance of Western New York

20th Anniversary Luncheon Sponsorships

We invite you to discover the various ways you can support our Emerald (20th) anniversary celebration while receiving exposure to hundreds of dedicated non-profit workers across dozens of agencies.

Bronze Sponsorship \$500

Bronze Sponsors will:

- Have **signage at an appetizer or dessert table with "Refreshments sponsored by" with company logo during the event**
- **Have their logo in the event programs under the sponsorship section**

Silver Sponsorship \$1,000

Silver sponsors will:

- Have their **logo displayed at event check-in area** via signage at the venue entrance
- Have a half-page advertisement in the event programs
- Have logo featured on event page and social media posts as credited sponsor
- Logo featured in our quarterly newsletter
- Receive Two (2) Event Tickets

Gold Sponsorship \$2,500

Gold sponsors will:

- Have their logo displayed at event check-in area via signage at the venue entrance
- Have a **full-page advertisement** in the event programs
- Have **logo featured on event page and social media posts** as credited sponsor
- Have their **organization logo prominently displayed on the event stage**
- Logo featured in our **quarterly newsletter**
- Receive **one half Table (4 Event Tickets)**

Emerald Sponsorship \$5,000

Emerald sponsors will:

- Have their **logo displayed at event check-in area** via signage at the venue entrance
- Have a full-page advertisement in the event programs
- Have logo featured on event page and social media posts as credited sponsor
- Have their organization logo prominently displayed on the event stage
- Be listed as an organization sponsor for 12 months on the HAWNY website
- **Homepage**
- Logo featured in our **quarterly newsletter**
- Receive **one (1) Table and (8 Event Tickets)**

For more information about becoming a 2025 HAWNY Luncheon sponsor please contact: Tracy Schmidt, Senior CoC Manager schmidt@wnyhomeless.org | (716)853-1101

Sponsor Sign Up Form

Thank you for supporting our event!
Please check your sponsorship level:

 **Bronze Sponsor**

 **Silver Sponsor**

 **Gold Sponsor**

 **Emerald Sponsor**

Contact Information:

Name

Title

Company

Phone

Address

City, State & Zip

Email

Signature

Please return this form and check, or purchase a sponsorship on our website no later than October 31st, 2025

Mail:

Homeless Alliance of WNY
Care of: Tracy Schmidt
625 Delaware Ave Suite 410
Buffalo, NY 14202

Email:

Tracy Schmidt
schmidt@wnyhomeless.org