

The Homeless Alliance of Western New York's
Annual Brunch
Sponsor Partnership Guide



Homeless Alliance of WNY is a 501(c) 3 non profit organization, Federal Tax ID # 20-2308732

Dear Friend,

We invite you to join us in supporting the 21st Annual Homeless Alliance of Western New York (HAWNY) Bruncheon! 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.

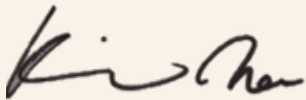
HAWNY was originally created in 1992 by the Erie County Legislature to address homelessness in our community. By 2000, we became an independent non profit and in 2005, assumed leadership of the Erie County Continuum of Care (CoC). Known as the NY-508, HAWNY is now the Continuum of Care Lead for Erie, 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 8,000+ 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 bruncheon, 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

Bruncheon Sponsorships

We invite you to discover the various ways you can support our Annual Bruncheon while receiving exposure to hundreds of dedicated non profit workers across dozens of agencies.

Bronze Sponsorship \$500

- + Displayed logo at venue entrance
 - + Featured logo in event program
- (Logo: PNG file, 1.5" w x 1.8" h; due 11/15/26)*

Silver Sponsorship \$1,000

- + Displayed logo at venue entrance
 - + Featured logo online and in quarterly newsletter
 - + Half-page advertisement in event program
 - + Receive two event tickets
- (Logo: PNG file, 1.5" w x 1.8" h; Ad: PNG or PDF, 5" w x 3.875" h; due 11/15/26)*

Gold Sponsorship \$2,500

- + Displayed logo at venue entrance
 - + Featured logo online and in quarterly newsletter
 - + Prominently displayed logo on event stage
 - + Full-page advertisement in event program
 - + Receive a half table (5 tickets) at this event
- (Logo: PNG file, 1.5" w x 1.8" h; Ad: PNG or PDF, 5" w x 8" h; due 11/15/26)*

Platinum Sponsorship \$5,000

- + Displayed logo at venue entrance
 - + Featured logo online and in quarterly newsletter
 - + Prominently displayed logo on event stage
 - + Full-page advertisement in event program
 - + Organization listed on HAWNY homepage for 12 months
 - + Receive a full table (10 tickets) at this event
- (Logo: PNG file, 1.5" w x 1.8" h; Ad: PNG or PDF, 5" w x 8" h; due 11/15/26)*

For more information about sponsoring our 2026 Bruncheon, please contact:
Tracy Schmidt | schmidt@wnyhomeless.org | (716) 923-4477



Sponsorship Purchase Form

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

-  **Bronze Sponsor \$500**
-  **Silver Sponsor \$1,000**
-  **Gold Sponsor \$2,500**
-  **Platinum Sponsor \$5,000**

Contact Information:

Name _____
Title _____
Company _____
Phone _____
Address _____
City, State & Zip _____
Email _____
Signature _____

Sponsorship packages can be paid by check, invoice, or through our website. Checks can be made out to Homeless Alliance of WNY and be sent to the address below. Invoices will be emailed to the contact you list above.

Sponsorships can be purchased no later than October 31st, 2026.

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

Email:
Tracy Schmidt
schmidt@wnyhomeless.org

