About Off the Street, On Your Feet: Sleeping Outside Event
Supporting Homeless Families

The Nicholas House Off the Street, On Their Feet: Sleeping Outside Supporting Homeless Families Event supports advocacy efforts on behalf of 5,000+ metro Atlantans experiencing homelessness each night. It brings into focus the impact of poverty on the lives of families in our communities. Nicholas House Off the Street, On Their Feet participants see the problem and are part of the solution. They are lending their voices, networks and resources to help. Individuals participating in the Sleep Out bring attention to issues regarding family homelessness, hunger and the need for affordable housing. For one night, participants experience the uncertainties thousands face daily by sleeping out on the ground. Through the evening’s programming, participants and others learn about the work being done by Nicholas House to address some of our community’s most pressing issues.

Due to COVID-19, this year’s Sleeping Outside Event will look a little different and will take place virtually. We will still be sleeping outside to raise critical funds and awareness for families experiencing homelessness, but we’ll be in our backyards, on our living room floor, in our driveway, on our balconies etc. practicing social distancing while doing it. Our goal is not to replicate the experience or pretend to be homelessness. For one night, we’re stepping outside our comfort zones to send a heartfelt message to homeless families that we care and want to help! All ages are welcome to participate. Adults are asked to register, choose a modest fundraising goal, and ask friends and family to support them as they Sleep Outside. Join other community members on Friday, October 2, 2020 as we ignite our collective power to support struggling families.

What will happen during the event?
• Using Zoom online technology, the virtual event will include live music, videos, games, children’s activities, health and wellness activities, voter registration drive, special testimonials by formerly homeless families, overview of Nicholas House programs, a special candlelight ceremony and more!

When and where will the event take place?
• On October 2, 2020, participants will set up sleeping bags, tents, cardboard and more in their homes, backyard, front yard, driveway etc. Register now at, https://nicholashouse.org/events/off-the-street-on-their-feet/
• Using a mobile device or computer, from 8pm until 9:30 pm participants will tune in to Zoom and participate in an awesome series informative and fun activities. Post, Engage, RSVP, Invite. Participants are encouraged to Facetime, Snapchat or post their experiences and engage others during the event using Facebook, Instagram and Twitter.

The Impact You’ll Make!
When families come to Nicholas House, they are often in crisis or about to lose their housing. We help families avoid homelessness through rental/mortgage assistance and help them to get over a rough time and back to stable footing. We work with families long-term to address more systemic issues. The funds we raise through the Sleeping Outside Event helps us deliver individualized services for vulnerable and homeless families in the areas of family support, food, housing, youth development, employment, access to transportation, healthcare and more. Join us for a meaning experience as we Sleep Outside in support of homeless families.
Off The Street On Your Feet
Sponsorship Levels

Partner In Hope: $5,000
- Exclusivity for company industry - no other Partner In Hope sponsor in your industry will be sought.
- Brief speaking opportunity as a Partner In Hope sponsor during the event.
- Featured in marketing campaign as Partner In Hope sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleeping Outside event.
- Highlighted in news media interviews with radio and television news outlets.
- Listed in all Off the Street, On Their Feet press releases.
- Opportunity to provide up to 5 promotional items in gift bags to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Professional photography provided of event on CD of the Sleeping Outside Event.
- Award and special gift basket presented by Nicholas House.
- Nicholas House exclusive Day of Service for up to 25 volunteer participants.

Motivator: $3,000
- Featured in marketing campaign as Motivator sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleeping Outside event.
- Opportunity to provide up to 2 promotional items in gift bags to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Certificate of Appreciation and special gift basket presented by Nicholas House.
- Nicholas House exclusive Day of Service for up to 15 volunteer participants.

Inspirer: $1,500
- Featured in marketing campaign as Inspirer sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleeping Outside event.
- Opportunity to provide 1 promotional item in gift bags to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 8 volunteer participants.

Interested in sponsorship through in-kind donation?
We are looking for companies to donate new sleeping bags and blankets. Donated items will help to benefit homeless families.

Have a specific sponsorship interest in mind?
We welcome sponsorship ideas and suggestions to help grow interest in the event and benefit homeless families. Please contact Terrisita Terry at tterry@nicholashouse.org or 678 490-6482 regarding sponsorship.
Yes, our company will take a leadership role in helping solve family homelessness by supporting the *Nicholas House Off The Street On Their Feet, Sleeping Outside Event For Homeless Families* in the following way.

Please check below:

- [ ] Partner In Hope Sponsor  $5,000
- [ ] Motivator Sponsor  $3,000
- [ ] Inspirer Sponsor  $1,500

Company Name:  

Address:  

Contact Name:  

Contact Title:  

Contact Phone Number:  
E-Mail:  

**RETURN TO:**
Please return to the attention of Terrisita Terry, Director of Development
Email: tterry@nicholashouse.org  |  FAX: 404-622-0388
Mail: Nicholas House, PO Box 15577, Atlanta, GA 30333

**Thank you for your support!**