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.

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. Join other community members on Friday, October 15, 2021 as we ignite our collective power to support struggling families.

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

**When and where will the event take place?**
On Friday, October 15, 2021, participants will set up sleeping bags, tents, cardboard and more in their homes, backyard, front yard, driveway etc. Using a mobile device or computer, from 8pm until 9:30 pm participants will tune in and participate in an awesome series informative and fun activities. Post and Engage. Participants are encouraged to Facetime, Snapchat or post their experiences and engage others during the event using Facebook, Instagram and Twitter.

Registration $25 per household. Register now at [https://nicholashouse.org/2021-sleeping-outside](https://nicholashouse.org/2021-sleeping-outside)
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 Sleep Out 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 promotional gifts to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Professional photography provided of event on CD of the Sleep Out Event.
- Award and special gift basket presented by Nicholas House Board Member during event.
- 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 Sleep Out event.
- Opportunity to provide promotional gifts to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Professional photography provided of event on CD.
- Certificate of Appreciation and special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 20 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 Sleep Out event.
- Opportunity to provide promotional gifts to guests and participants.
- Recognition in Nicholas House’s Annual Report and e-Newsletter.
- Professional photography provided of event on CD.
- Special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 15 volunteer participants.
About Off the Street, On Their Feet: Sleep Out Supporting Homeless Families

The Nicholas House Off the Street, On Their Feet: Sleep Out Supporting Homeless Families event is about so much more than spending one no-frills night sleeping on cardboard. It 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 Sleeping Outside Event bring attention to issues regarding family homelessness and hunger. For one night, participants experience the uncertainties thousands face daily by sleeping out on the ground. Through the evening’s programming, participants learn about the work being done by Nicholas House to address some of our community’s most pressing issues.

The Off the Street, On Their Feet Sleeping Outside Event Supporting Homeless Families event on Friday, October 15, 2021 will raise awareness and funds to end family homelessness, and in doing so, proves that loving Atlanta-area communities can work together to build a stronger society. It takes our entire community working together to help end family homelessness. The Off the Street, On Their Feet event is an opportunity to show support for our communities’ vulnerable homeless families who are put at serious risk night after night.

Why Become a Sleeping Outside Event Sponsor?

Align your business with a high-profile, well-supported charity. Position your business as a supporter of community issues to your internal, external and community audiences. Make your business known to Atlanta communities’ constituent base of over 50,000+ households. Nicholas House offers corporate partners an opportunity to support homeless families towards self-sufficient lives. Our staff will work with your company to develop a partnership that meets your corporate social responsibility objectives and business goals. Our most successful partnerships are collaborative and integrated across a company’s human resources, philanthropy, public relations and communications strategies.

The Impact of Your Sleeping Outside Sponsorship

By becoming a sponsor of Off the Street, On Their Feet: Sleep Out Supporting Homeless Families, you will help Nicholas House to support more people on a journey towards moving away from homelessness forever: from getting off the streets, to living in a new home, to learning new skills and securing employment. Sponsorship will help vulnerable families to live independently and will ensure that Nicholas House can continue its life-changing and, in some cases, life-saving work.