



## 2016 Sponsorship Opportunity

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Pro BBQ Competition, Music Festival & Car Show

**Raising Funds for Homeless Veterans**

### 2015 Sponsors Included:



# The Opportunity



[American Family Housing](#) (AFH)—a nonprofit organization dedicated to permanently ending the cycle of homelessness—is proud to present its 5<sup>th</sup> annual [Ribs, Pigs and Watermelons - Professional BBQ Competition, Music Festival and Car Show](#), August 5-7 at Huntington State Beach. The culinary extravaganza raises awareness and critical funds to support homeless veterans and families in Orange, San Bernardino and Los Angeles counties, with over fifty professional BBQ teams, filling a quarter mile stretch of the State Beach parking lot alongside the boardwalk. New this year, will be an all-day Reggae Festival on Saturday, August 6<sup>th</sup>, featuring some of California’s best Reggae bands: Pato Banton and the Now Generation, CAL1FA, Special Blend and others. Friday night’s music features Country bands, while Sunday will showcase Classic Rock bands. Funds raised at this year’s event will be utilized to help build American Family Housing’s project, Potter’s Lane—a sustainable housing development for homeless veterans in Midway City, Calif.

## Why does American Family Housing need sponsorships?

With a growing population and a deepening division between classes, Southern California continues to struggle with homelessness due to high living costs, particularly those associated with housing. According to a January 2015 report from the apartment tracking service, RealFacts, Orange County is ranked the 7<sup>th</sup> priciest rental market in the nation, following closely behind New York City, San Francisco, Boston and San Jose.

“There is an acute need for affordable rental housing in Southern California, where rents are high and vacancy rates are low,” says AFH President & CEO Donna Gallup. “Especially in a market like Southern California, homelessness is an issue that can affect anyone – including veterans, hardworking fathers and mothers seeking stability not only for themselves, but also their children and extended family members. We are glad to be providing critical services to these populations in need.”

## Who benefits from this event?

**The Community:** Your sponsorship will directly benefit American Family Housing’s sustainable housing project, Potter’s Lane, which will provide permanent housing for chronically homeless veterans. Your sponsorship also benefits AFH’s education, counseling and supportive services for homeless and low-income adults and families within our community.

**Your Company:** Different sponsorship levels offer different types of marketing efforts and media exposure as well as the recognition of supporting a local charity and helping to eliminate the growing population of homelessness.

# 2016 Sponsorship Benefits

American Family Housing has exposure to an audience of **roughly 51 million** through monthly press releases, media outreach, social media engagement, email marketing and community involvement. In addition, the Ribs, Pigs and Watermelons event is expected to draw **more than 10,000** over the course of its three-day run. By supporting AFH with your fully tax-deductible donation, enjoy this widespread exposure, plus the following benefits:

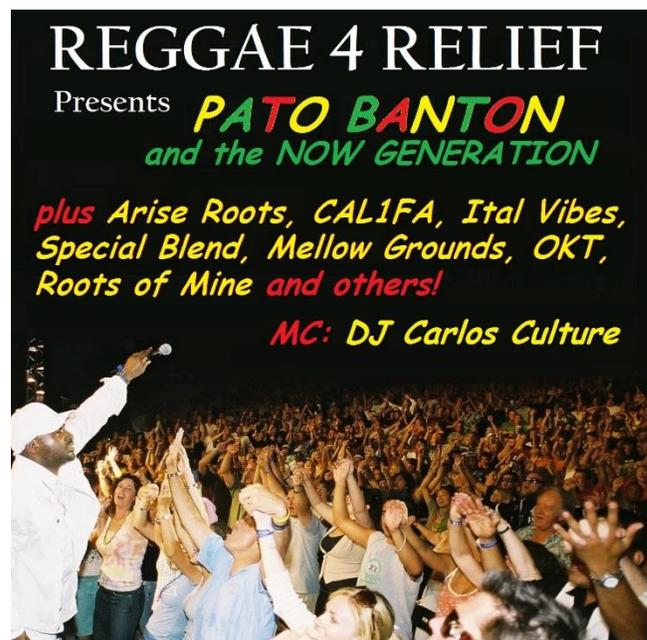


## Title Sponsor \$15,000

- 100 complementary tickets to event
- Booth space with 6 ft. table and two chairs
- Opportunity to present trophies and checks to BBQ contest winners
- Company logo and link on American Family Housing's website (Over 400 visits a daily)
- Logo on banners at festival
- Logo on all promotional materials (100 store front posters, 10,000 event flyers and more)
- Recognition in events news releases
- Listed in American Family Housing newsletter (list of over 4,000)
- Mention on all radio, TV, or blog interviews and submitted materials

## Music Festival Sponsor \$15,000

- Company name and logo prominently displayed on stage
- 100 complementary tickets to event
- Booth space with 6 ft. table and two chairs
- Company logo and link on American Family Housing's website (Over 400 visits a day)
- Logo on all promotional materials (100 store front posters, 10,000 event flyers and more)
- Recognition in events news releases
- Listed in American Family Housing newsletter (list of over 4,000)
- Mention on all radio, TV, or blog interviews or submitted materials



**Major Sponsor \$10,000**

- 50 complementary tickets to event
- Company name and logo prominent as sponsor
- Booth space with 6 ft. table and two chairs
- Opportunity to present trophies and checks to BBQ contest winners
- Company logo and link on American Family Housing's website (Over 400 visits daily)
- Recognition in events news releases
- Listed in American Family Housing newsletter (list of over 4,000)
- Logo on event flyer (10,000 QTY)

**Summer Time Sponsor \$5,000**

- 30 complementary tickets to event
- Opportunity to present trophies and checks to BBQ contest winners
- Company logo and link on American Family Housing website (Over 400 visits a day)
- Recognition in events news releases
- Listed in American Family Housing newsletter (list of over 4,000)

**Kid's Que Sponsor \$2,500**

- 20 complementary tickets to event
- Opportunity to present trophies and checks to BBQ contest winners
- Logo on Kid's Que banner at festival
- Company logo and link on American Family Housing website as Kid's Que Sponsor (Over 400 visits a day)
- Recognition in events news releases as Kid's Que Sponsor
- Listed in American Family Housing newsletter (list of over 4,000)

**Community Sponsor \$1,000**

- 8 complementary tickets to event
- Company logo on website (Over 400 visits a day)
- Recognition in events news releases
- Listed in American Family Housing newsletter (list of over 4,000)

**Festival Banner \$500**

- 4 complementary tickets to event
- 4X6 foot banner placed facing PCH or Beach your choice
- Banner hung from Friday afternoon until Sunday night of event
- Potential to be seen by over 100,000 people
- Design your own banner
- Recognition of AFH website as banner sponsor (Over 400 visits a daily)

***For more information, please contact Steve Harding at 714-897-3321 x 121, email [sharding@afhusa.org](mailto:sharding@afhusa.org) or fill out the below form.***

# About American Family Housing

American Family Housing (AFH) provides a continuum of housing to 1300+ women, men and children each year. AFH's services help vulnerable populations recover from the long-term effects of homelessness, such as veterans, families with a disabled household member, the mentally ill and vulnerable adults with barriers to housing stability.

Rates of child homelessness in the United States reached an all-time high in 2014 with more than 30,000 homeless children in Orange County alone. AFH supports homeless families and adults in their efforts to secure a stable home, to be an active part of their community, and to achieve a self-sustaining way of life.

## **Affordable and Permanent Supportive Housing**



AFH owns 56 properties ranging from condos and single family homes to 26-unit apartment buildings. Without government subsidies, the properties provide a total of 240 units of housing that ensure the provision of safe, affordable housing for adults and families. Of these units, 75 percent are for families and 10 percent are set-aside for veterans. About 40 housing units are considered service enriched permanent supportive housing and are reserved for households with one disabled family member.

AFH provides flexible and responsive services based on each individual's need and ensures long term housing stability, including but not limited to, budgeting, employment services, children's services, counseling-therapeutic, credit, and housing, crisis intervention, and eviction prevention. The primary program goal is to address issues that jeopardize housing stability and that place adults and families at-risk for returning to homelessness.

## **Transitional Housing**

The Transitional Housing Program provides 55 units of housing for an average of 120 unduplicated persons each year. Eligible households have one disabled family member. Services offered include, but are not limited to, mental health counseling, employment services, support groups, life skills training, budgeting, housing education, and intensive case management. Program goals include increasing sustainable household income, mastering budgeting skills and maintaining a savings account that will secure permanent housing, and addressing life issues that led to homelessness.

## **Children's Services**

The Children's Program serves an average of 150 children each week and provides therapeutic and educational services that address the impact of homelessness on children. Most children are traumatized due to extended periods of housing instability and other social and family dysfunctions that results in low self-esteem and inability to concentrate, poor educational outcomes and an array of mental health issues. Through play, structured programs, such as Boy and Girl Scouts, therapeutic fine arts (i.e. drumming), and social activities, children's lives are transformed as their families achieve long-term housing stability. For children whose schooling has lagged due to discontinuity associated with homelessness, live educational tutoring is provided with laptops and webcams in coordination with their school. One-on-one support results in significant improvement in test results in math and reading. Dozens of low-income urban children are also offered the opportunity to go to scout camp at the YMCA every summer at no cost to families through private and community support.



## Veteran Housing

American Family Housing dedicates 10 percent of available housing to chronically homeless veterans. Its new housing development, **Potter's Lane** in Midway City, California, is scheduled for completion October 2016 and will provide housing for courageous veterans who have found themselves in impossible circumstances. For Orange County, this project will be the first of its kind, using upcycled steel shipping containers to create a beautiful, energy efficient and cost effective housing solution. In addition to housing,



the residents here will receive counseling, case management and other supportive services designed to help them get back on their feet and achieve the lives they deserve.

We need the community's help to continue Potter's Lane and similar developments. **Please join us in making these dreams a reality!**





**2016 Sponsorship Form**

- Individual Sponsorship
- Corporate Sponsorship

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Sponsorship Level:**

- Title                       Stage & Audio                       Major                       Summer Time
- Kid's Que                       Community                       Festival Banner

My check payable to "American Family Housing" is enclosed.

I would like to receive emails from American Family Housing.

Please charge my credit card:     Master Card     Visa     American Express

Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Zip Code (if different than above): \_\_\_\_\_

Please return this form to:

**American Family Housing**  
**15161 Jackson St.**  
**Midway City, CA 92655**

Unfortunately, I cannot sponsor but want to support the event. Please contact me to about:

- Making an in-kind donation
- Volunteering

For more information, contact Steve Harding at (714) 897-3221 X 121 or [rpwbbq@afhusa.org](mailto:rpwbbq@afhusa.org).  
 Federal Tax ID # 33-0071782