

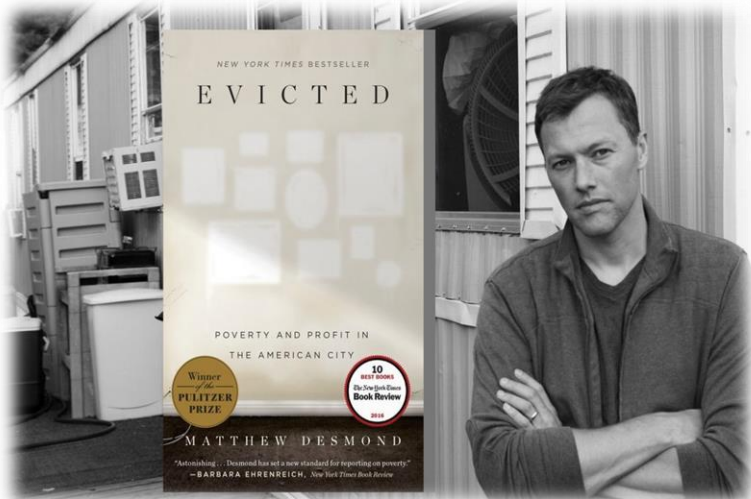
Changing the Conversation

Home Is Where the Heart Is

Two Tower Place, Albany, NY

518-446-9638

www.cfgcr.org



Evicted

Changing the Conversation

with Pulitzer Prize winning author, **Matthew Desmond**

Thursday, November 14, 2019

University at Albany, Page Hall

6:30-7:30 p.m. VIP Reception

7:30-8:30 p.m. Community Conversation and Q&A

Friday, November 15, 2019

Fort Orange Club, Albany

8:00-9:00 a.m. Policy Breakfast

SPONSORSHIP OPPORTUNITIES

COMMUNITY INNOVATOR

\$10,000

- Industry Exclusivity
- First-tier logo recognition on all digital/print collateral
- Inclusion in all press opportunities, including releases
- Four social media mentions (Facebook, Twitter, LinkedIn, Instagram)
- Business Profile in project blogs
- Four passes to the VIP Reception
- Reserved seating for four at the November 14 Community Conversation at Page Hall
- Reserved Parking for one car at the November 14 presentation at Page Hall
- Two passes for the Policy Breakfast on November 15
- Five books for your distribution

COMMUNITY ADVOCATE

\$5,000

- Second-tier logo recognition on all digital/print collateral
- Inclusion in all press opportunities, including releases
- Two social media mentions (Facebook, Twitter, LinkedIn, Instagram)
- Business Profile in project blogs
- Four passes to the VIP Reception on November 14
- Reserved seating for four at the November 14 Community Conversation at Page Hall
- Reserved Parking for one car at the November 14 presentation at Page Hall
- Two books for your distribution

COMMUNITY BUILDER

\$2,500

- Third-tier logo recognition on all digital/print collateral
- Inclusion in all press releases
- One social media mention (Facebook, Twitter, LinkedIn, Instagram)
- Two passes to the VIP Reception on November 14
- Reserved seating for two at the November 14 presentation at Page Hall

COMMUNITY EDUCATOR

\$1,000

- Company listing on all digital/print collateral
- One social media mention (Facebook, Twitter, LinkedIn, Instagram)
- Two passes to the VIP Reception

CHANGING THE CONVERSATION

EVENT SUMMARY

WHAT ARE THE EXPECTED OUTCOMES FROM CHANGING THE CONVERSATION, HOME IS WHERE THE HEART IS?

- Initiate an evocative, inclusive educational experience that transforms perceptions around poverty and the impact of housing on this equation
- Engage policymakers around risk factors to maintain secure housing: wages, city code enforcement, legal rights, and court advocacy
- Demonstrate innovative approaches to change how we address services for those living in inadequate and transitional housing
- Create a more compassionate community for our neighbors
- Strengthen the network of nonprofit providers that supports those at risk of eviction



WHAT WILL SPECIFICALLY OCCUR AROUND CHANGING THE CONVERSATION?

The time leading up to Matthew Desmond's presentation to the region:

- Engagement with a variety of groups for community reads & discussions
 - Utilize our three library systems (Upper Hudson, Mohawk Hudson, Southern Adirondack) to reach 98 public libraries and their patrons
 - Local colleges and high schools for community reads and discussions
 - Faith communities and their community outreach efforts
 - The extensive list of book clubs filled with participants who are curious and compassionate
- Pre-taped Interviews with Matthew Desmond for radio broadcast and newspaper articles



Specifically, for the 2 Days with Matthew Desmond in Albany:

- A Community Presentation with Matthew Desmond at Paige Hall on Thursday, November 14th
- Designated Breakfast & Panel for Legislators with Matthew Desmond on Friday, November 15th
- Engagement and participation for Sponsors
 - Breakfast & Panel with Matthew Desmond for NY Legislators and community advocates
 - VIP Reception for Sponsors and book signing
 - Community-Wide Presentation for 800 people

FOR MORE INFORMATION

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