



United Way
Peterborough & District

FIND YOUR SOCIAL PURPOSE



PETERBOROUGH PERFORMS 2.0

MUSICIANS UNITED TO END HOMELESSNESS

March 20, 2022





TOGETHER WE CAN KEEP OUR COMMUNITIES STRONG

WHO WE ARE

We love where we live. It is this local love that fuels our efforts to tackle even the toughest social issues, finding solutions to the complex challenges that make life difficult for our communities' most vulnerable people.

Our Vision

Strong, empowered communities without barriers, in which everyone can thrive.

Our Mission

To improve lives, build community and ignite action.

Our Values

United Way Peterborough & District is guided by a strong commitment to community, urgent social needs and measurable impact.

A strong, supported, resilient community benefits all of us. Every day, United Way Peterborough & District has a profound impact on our community by ensuring an essential network of programs and services work together to achieve lasting, positive change. No other organization has the same depth, reach and history of making such a profound difference in the lives of others. When you partner with United Way, social purpose meets community impact to improve lives locally.

Local issue: homelessness

In Canada 35,000 Canadians are homeless on any given night. Key factors contributing to homelessness in the City and County of Peterborough are family breakdown, unsafe housing conditions, coping with addictions and being unable to pay rent.

Your United Way responds:

2200 households at imminent risk of homelessness were stabilized, avoiding eviction

6310 nights of shelter were provided for people in need of a safe place to stay

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PROJECT DESCRIPTION

With the world ready, this live show featuring local musicians will be held at Showplace Theatre with a secondary event space, the Nexicom Theatre, allowing for enhanced distancing protocols. The event will include a virtual silent auction.

PROJECT HISTORY

The inaugural Peterborough Performs: Musicians Against Homelessness event was held on Thursday, March 5, 2020, at the Showplace Performance Centre, featuring 15 local music acts performing on two stages simultaneously over the course of four hours.

THE #UNIGNORABLE ISSUE OF HOMELESSNESS

During the coldest month this past February, 247 people were experiencing homelessness in Peterborough City and County. Of those, 107 people had been chronically homeless for six months or more in the last year.

SOCIAL FOCUS OF EVENT

Peterborough performs 2.0 will bring the community together and raise awareness to the need that some of our most vulnerable citizens are facing, highlighting homelessness as a local #UNIGNORABLE issue.

COMMUNITY BENEFIT

United Way funding supports a network of agencies that provide vital programs to thousands of people in the region – single parents, abused women, families, young children and teenagers, the elderly, the physically challenged, the homeless. These programs support local residents, helping them when they need it the most. Funds raised at this event will be directed to our housing and homelessness initiatives.

COVID-19 PROTOCOLS

We will continue to work to keep all our guests safe by following all provincial and national guidelines.



BENEFITS TO BECOMING A SPONSOR

- Associate your brand with a spirit of community, generosity and teamwork – Your logo will appear on promotional and event materials including programs, table cards and presentations
- Alignment of your goals for corporate social responsibility with specific aspects of United Way's work within the community
- Be part of a network – By supporting and attending United Way Peterborough & District events, you will get the chance to be part of something bigger. A chance to meet new people, potential employees or community leaders
- Engage over 200 active annual workplace campaigns locally that unite and engage thousands of community-minded individuals
- Recognition on the United Way Peterborough & District social media channels, website and during specific events

PARTNER WITH ONE OF THE WORLD'S MOST VALUABLE BRANDS

United Way is the only non-profit to make Forbes' Most Valuable Brands list, valuing United Way's brand at \$14.3 billion worldwide.

United Way is ranked #1 in the "The Philanthropy 400" in the Chronicle of Philanthropy as the most successful charity.



The community supports we fund are designed to help people experiencing poverty develop plans and prepare for a better future —

**to move from
poverty to possibility**

When you partner with United Way, social purpose meets community impact to improve lives locally.

We will continue to put your dollars to work in the community where, and when, they are needed most. We commit to:

- Partner with local government and our network of agencies
- Provide ongoing flexible and new emergency funding
- Act as a trusted partner in administering federal funding
- Work on the frontlines
- Leverage research and policy insights

ARTIST SPONSOR BENEFITS

Public appetite for this event is at an all-time high and we expect to garner significant engagement from the media, our stakeholders and the general public. Benefits to supporting this event as an artist sponsor include:

PROMOTION

- Company logo printed on event materials including poster
- Invitation to Press Conference
- Promotion on United Way's social media portals. Facebook (1,600 likes), Twitter (4,000 followers)
- Prominent mention in all Press Releases and promotional materials Company
- Recognition on United Way Peterborough & District website

EVENT RECOGNITION

- Opportunity to introduce Artist/Act at event Verbal
- recognition during event
- Company recognition in print materials including programme Four (4)
- Event tickets with reserved seating



ARTIST SPONSOR PETERBOROUGH PERFORMS 2.0

\$2500 6 available

The Arts industry has been impacted dramatically over the past 18 months. As an Artist Sponsor, you will be honoured for making certain our local artists and musicians are compensated for their contribution to the event.

LOCAL LOVE SPONSOR BENEFITS

Public appetite for this event is at an all-time high and we expect to garner significant engagement from the media, our stakeholders and the general public. Benefits to supporting this event as a local love sponsor include:

PROMOTION

- Recognition across United Way's social media platforms (7,130+ followers)
- Company Recognition on United Way Peterborough & District website
- Promotion on event auction site for running for 2 weeks prior to event

EVENT RECOGNITION

- Company logo included in slideshow at event
- Verbal recognition during event
- Company recognition in print materials including programme Two (2)
- Event tickets with reserved seating



LOCAL LOVE SPONSOR PETERBOROUGH PERFORMS 2.0

\$500 8 available

As a Local Love Sponsor, you will be celebrated at the event and through our online auction for working to contribute to housing and homelessness initiatives.

SPONSOR BENEFITS OVERVIEW

Sponsors are valued at every level of support. The following summarizes benefits to each level of sponsorship:

Benefits	Title Sponsor \$10,000 (exclusive)	Artist Sponsor \$2,500 (6 available)	Local Love Sponsor \$500 (8 available)
Presenting Title (Example: Company X presents Peterborough Performs)	✓		
Company Name on Tickets	✓		
Company logo on event poster	✓	✓	✓
Opportunity to speak at Press Conference	✓		
Invitation to Press Conference	✓	✓	
Prominent mention in all Press Releases and promotional materials	✓		
Opportunity to speak on the Morning Show on Chex Global	✓		
Opportunity to speak at event.	✓		
Individual Company recognition on Social Media to our over 7,000 followers	✓		
Group recognition on Social Media to our over 5,000 followers	✓	✓	✓
Company Recognition on our website	✓	✓	✓
Company logo on event materials (example: event program)	✓	✓	✓
Verbal recognition during event	✓	✓	✓
Reserved Seating	8 seats	4 seats	2 seats

UNITED TO END HOMELESSNESS: AUCTION ITEM SPONSOR BENEFITS

Beginning Thursday, March 10, an online auction will be held extending the reach of the event beyond ticket holders. The auction will close on March 20th, at the event and has generated an outpour of excitement in previous years, and we are thrilled to bring it back!

PROMOTION & RECOGNITION

- Donated item and your company mentioned on social media leading up to event, including exposure to 7000+ followers across Instagram, Twitter and Facebook
- Donated item displayed with company signage at event for final bidding opportunity by attendees



Not sure what to donate? You can choose to underwrite the cost of an item and the Peterborough Performs 2.0 team will select and promote an item as your donation that highlights local love, supporting our local businesses!

For more information or, to reserve your sponsorship please contact:

Sara Moutenay

Development & Communications Officer
United Way Peterborough & District
E: smoutenay@uwpeterborough.ca
Cell: 705-313-0651

AUCTION ITEM SPONSOR IN KIND DONATION

As an Auction Item Sponsor, you will be celebrated and given extensive exposure through our social media promotion and online auction for working to contribute to end homelessness.

VIRTUAL AUCTION TITLE SPONSOR \$5000 1 available

As the Title Sponsor of the online auction, the 2 week virtual event will include your name and logo in all branding as well as on each item page, giving extensive exposure through our social media promotion and online auction for working to contribute to end homelessness.