

PETERBOROUGH PERFORMS

MUSICIANS UNITED TO END HOMELESSNESS

Thursday, March 2, 2023

PROJECT DESCRIPTION

This incredible live show will once again bring together approximately 17 local musical acts together at Showplace Performance Centre and the Nexicom Theatre. The event will also feature the culmination of a two week virtual auction allowing an opportunity for all guests to see all of the items up close and in person and get their final bids in!

PROJECT HISTORY

In its first 2 years Peterborough Performs has raised almost \$50,000 to support homelessness issues in Peterborough City and County.

THE #UNIGNORABLE ISSUE OF HOMELESSNESS

On August 17th, 2022 the annual Point in Time Count, which provides a snapshot within a specific time period, connected with 176 people experiencing homelessness of which, 71% were experiencing chronic homelessness, which is 6 or more months homeless within the last year.

SOCIAL FOCUS OF EVENT

Peterborough Performs will once again 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.



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

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.

UNITED TO END HOMELESSNESS: AUCTION ITEM SPONSOR BENEFITS

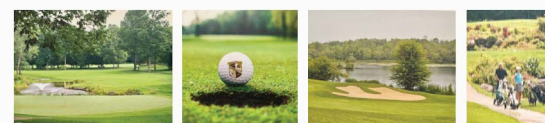
Beginning Thursday, February 16th, an online auction will be held extending the reach of the event beyond ticket holders. The auction will close on March 2nd, at the event which always generates an air of competition and excitement! We are thrilled to bring it back!

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 auction sponsorship please contact:

Mabby Mwanangonze
Donor Engagement Officer
United Way Peterborough & District
E: mmwanangonze@uwpeterborough.ca
P: 705-742-8839 ext. 32

VIRTUAL 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.

UNITED WAY PETERBOROUGH & DISTRICT

**LOCAL
LOVE**
VIRTUAL AUCTION



United Way
Peterborough & District

**PETERBOROUGH PERFORMS – MUSICIANS UNITED TO END HOMELESSNESS
SPONSORSHIP AND AUCTION ITEM REGISTRATION FORM**

☐ **\$500 Local Love Sponsor**

☐ **Auction Item Sponsor**

NAME: _____

BUSINESS NAME: _____

CONTACT: EMAIL: _____ PHONE NUMBER: _____

PREFERRED METHOD OF CONTACT:

☐ Email

☐ Phone

NAME OF DONATED ITEM: _____

DESCRIPTION OF ITEM: _____

RETAIL VALUE: \$ _____

Please email your company logo to: smountenay@uwpeterborough.ca

SIGNATURE: _____ DATE: _____

Thank you for your donation!