

*Ending + Preventing  
Homelessness in  
Greater Boston.*

## HONORING:

STEVEN CROSBY - In Memoriam  
Former Managing Director, PwC

Division of Housing Development -  
Massachusetts DHCD | Accepted by:  
Catherine Racer & Rebecca Frawley Wachtel

Seaport Boston Hotel  
September 19, 2019  
6:00PM - 9:00PM

Special thanks to our 2019 ICYCLE  
Newcomer Award winner:

**Northland**  
INVESTMENT CORPORATION

For Information on Sponsorships + Tickets,  
Contact **Lang Haynes** at [haynes@homestart.org](mailto:haynes@homestart.org)  
(857)415-2140 | [www.homestart.org/gala](http://www.homestart.org/gala)

**GALA CHAIRS:** William Boynton | SVP, Morgan Stanley Wealth Management  
Nancy Ludwig | President, ICON Architecture, Inc.  
John Stadler | Partner, PricewaterhouseCoopers  
Susan Zimmerman | Managing Director, Boston Financial Management

# HomeStart 2019 | Gala Committee

## Committee Chairs

**William Boynton\***  
SVP, Morgan Stanley Wealth Management

**Nancy Ludwig\***  
President, ICON Architecture, Inc.

**John Stadler\***  
Partner, PricewaterhouseCoopers

**Susan Zimmerman\***  
Managing Director, Boston Financial Management

## Honorary Chairs

**Doris Bunte\*\***  
Former MA State Rep. and BHA Administrator

**Matt Desmond\*\***  
Author of "Evicted: Poverty and Profit in the American City"

**Bill McGonagle**  
Administrator, Boston Housing Authority

**Joe J. Corcoran\*\***  
President, Corcoran Jennison Associates

**Richard Holbrook\*\***  
Former Chairman and CEO, Eastern Bank

## Gala Committee

**Marianne Ajemian\***  
Nutter, McClennen, and Fish

**Ali Alavi**  
Alavi + Braza, P.C.

**Ohene Asare\*\***  
AESARA

**Kenan Bigby\***  
Trinity Financial

**Bryce Blair\*\***  
Harborview Associates

**Rachel Boynton**  
Healthstream, Inc.

**Gina Braza**  
Alavi + Braza, P.C.

**James M. Carmody**  
Seaport Hotel & World Trade Center

**Jack Falvey\*\***  
Goodwin Proctor

**Matthew Gottesdiener\***  
Northland Investment Corporation

**Dennis Kelly\*\***  
Boingnet

**Jennifer Kelly**  
Jen Kelly Designs

**Devon Kinhead\*\***  
Micronotes

**Travis Lee**  
TLEE Development LLC

**Mary Mahoney\***  
Tufts Health Plan

**Ernest Mauristhene**  
Northeastern University

**William McDonough**  
John Hancock

**Lisa Morishanti\*\***  
Trinity Management

**Michael Norkus\*\***  
Alliance Consulting Group

**Martin O'Neill\*\***  
Cabot Corporation

**Martin Parquette\*\***  
Morgan Stanley

**Christopher Powell\***  
State Street Corporation

**Steve Pryor\*\***  
Alex Brown

**Leslie Reid**  
Madison Park Development

**TJ Rose**  
Abry Partners

**Peter Rosenberg\*\***  
Ropes & Gray LLP

**Rick Scherer\*\***  
MSA Mortgage

**Christopher Sherman\*\***  
UBS

**William Sobo\***  
former, BlueSnap

**Paul Sonderegger**  
Oracle Corporation

**Kate Trevor\***  
Income Research + Management

**Yamaris Vasquez\***  
Lexus New England

### CHAMPION SPONSOR | \$50,000

- Prominent logo ad at top of gala website with website link
- Single sponsor logo on table cards - 5 tables
- Prominent logo recognition on all event signage
- Opportunity to speak at the event
- Recognition by event speakers from the podium
- Thirty tickets (three reserved tables)
- Inclusion in email/printed newsletters and social media posts

### PLATINUM SPONSOR | \$25,000

- Prominent logo listing on gala website with website link
- Single sponsor logo on table cards - 2 tables
- Prominent logo recognition on all event signage
- Recognition by event speakers from the podium
- Twenty tickets (two reserved tables)
- Inclusion in email/printed newsletters and social media posts

### GOLD SPONSOR | \$10,000

- Logo listing on gala website with website link
- Name recognition on all event signage
- Ten tickets (one reserved table)
- Inclusion in email/printed newsletters and social media posts

### SILVER SPONSOR | \$5,000

- Logo listing on gala website
- Name recognition on all event signage
- Six tickets

### BRONZE SPONSOR | \$2,500

- Name listing on gala website
- Name recognition on all event signage
- Four tickets

INDIVIDUAL TICKETS | \$500      FOUR TICKET PACKAGE | \$1,800

I/We are pleased to support HomeStart at the following level:

- CHAMPION SPONSOR** | \$50,000
- PLATINUM SPONSOR** | \$25,000
- GOLD SPONSOR** | \$10,000
- SILVER SPONSOR** | \$5,000
- BRONZE SPONSOR** | \$2,500

- INDIVIDUAL TICKETS** | \$500 x \_\_\_\_\_
- FOUR TICKET PACKAGE** | \$1,800 x \_\_\_\_\_

#### CONTACT INFORMATION:

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

#### PAYMENT INFORMATION:

- CHECK** | Payable to HomeStart
- VISA**
- MASTERCARD**
- AMEX**

CARD # \_\_\_\_\_

EXP \_\_\_\_\_ CVV \_\_\_\_\_

Please send completed forms and checks to:  
**HomeStart | 105 Chauncy Street, Suite 502 | Boston, MA 02111**

For questions contact: **Lang Haynes | 857-415-2140**

# HomeStart 2019 | Sponsorship Benefit Descriptions

## GALA WEBSITE RECOGNITION

All gala ads will be included on the gala website within two weeks of sponsorship payment, the website will remain live through the end of the calendar year. Champion sponsors will be included in a rotating ad above the scroll and sponsors have the option to include a message with the ad. Champion, Platinum, and Gold sponsors will be listed with their logo and link to their company website. Silver sponsors will be listed with their logo, and Bronze sponsors will be listed by name.

## TABLE CARD RECOGNITION

Each table place setting will include a card highlighting a client story, the work of a HomeStart advocate, or a specific HomeStart program. A variety of cards will be included at each table. The back of each card will include a short 'thank you' message from HomeStart and a single sponsor's logo. Champion sponsors will be included on fifty cards and Platinum sponsors will be included on twenty cards.

## EVENT SIGNAGE

A variety of printed and digital signs will be displayed throughout the event space. Printed signs will include sponsors grouped by category. Champion and Platinum sponsors will be listed alphabetically with a logo; Gold, Silver, and Bronze sponsors will be listed alphabetically by name. Digital signs located in the check-in area, pre-event reception room, and ballroom will regularly scroll through sponsor recognitions. Champion and Platinum sponsors will be included as individual logos, Gold and Silver sponsors will be included as groups by logos, and Silver and Bronze sponsors will be included as groups by names.

## EXTERNAL RECOGNITION

Throughout the year, HomeStart sends email newsletters to 20,000+ constituents, printed materials to 5,000+ households, and posts on social media to an ever-growing list of followers. Champion, Platinum, and Gold sponsors will be recognized via email and social media. Champion and Platinum sponsors will be recognized in a printed mailing.

## STAGE RECOGNITION

Champion and Platinum sponsors will be recognized from the podium during the event. Champion sponsors also have the option of speaking during the event, by introducing the event emcee, honorees, or client video. Champion sponsors interested in being a part of the program should notify the Development Coordinator at the time of sponsorship confirmation.

## GALA TICKETS

Tickets to the gala will be grouped by table(s). Sponsorship tickets must be reserved 15 days prior to the event by individual name (or sponsor placeholder). Non-reserved tickets will be made available for general ticket purchase.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the sponsorship levels listed on the order page, HomeStart offers a variety of other support opportunities, including the sponsorship of: the 2020 Gala Corporate Sponsor Invite, the 2020 General Attendee Save the Date & Invite, Gala Photobooth, Silent Auction items, etc. Please contact Lang Haynes @ 857-415-2140 or haynes@homestart.org for more details.