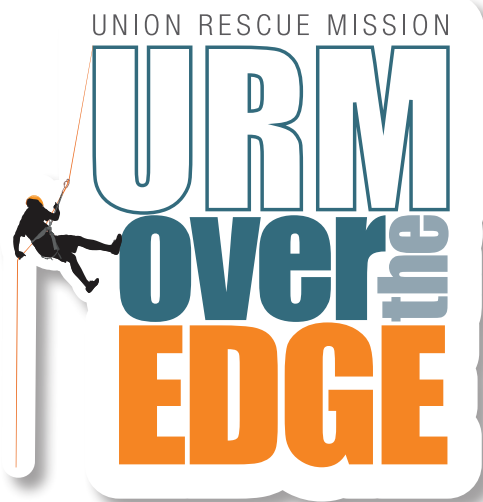




ARE YOU READY TO GO OVER THE EDGE TO FIGHT HOMELESSNESS?



October 2-3, 2020

Hilton Los Angeles/Universal City

**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

URMOverTheEdge.org

SPONSORSHIP OPPORTUNITIES

This is YOUR opportunity to turn your compassion into action!

HOMELESSNESS IS DEVASTATING COMMUNITIES NATIONWIDE, BUT LOS ANGELES FACES THE WORST EPIDEMIC BY FAR.

We now have more than 66,000 men, women, and children experiencing homelessness in Los Angeles County, with the highest concentration residing on Skid Row. In fact, the latest data from LAHSA reports a 46% increase in family homelessness, and URM is the only Skid Row organization that welcomes children & families.

For over 128 years, Union Rescue Mission has provided safe shelter, meals, long-term rehabilitation programs, education, counseling, medical services, and encouragement to assist those escaping the cycle of homelessness forever.

But we can't do it alone. We need partners like YOU to take a leap with us as we FIGHT HOMELESSNESS.

This is your opportunity to turn compassion into action. We would like to invite you to become a corporate partner. Enclosed you will find a variety of sponsorship opportunities and benefits available right now. We can also work with you to create a customized sponsorship that meets your company's specific area of interest.

Thank you for your compassion. Together, we can continue to raise awareness and desperately needed funds to help these precious souls.

Blessings,

REV. ANDY BALES
Chief Executive Officer



**ON OCTOBER 2-3, 2020
RAPPELERS WILL GO OVER THE
EDGE OF THE HILTON LOS ANGELES
TO SUPPORT URM**

.....

OUR GOAL
\$500,000

.....

WE NEED YOUR HELP!



ABOUT THE EVENT

CATCH YOUR BREATH, STEP UP TO THE EDGE, AND RAPPEL ... 24 stories down from the roof of the Hilton/Los Angeles in Universal City on October 2 and 3 as part of Union Rescue Mission's **"Take the Leap" to Fight Homelessness** fundraising event. To do this, each participant must raise \$1,000 or more by 6:00am on October 2-3, 2020! Raising money is made easy by signing up on our **URMOverTheEdge.org** website and using the social media tools on the site.

Why do something so crazy? First, because it'll be one heck of a view from up there. Second, because it's not actually crazy, it's completely safe. And third — most importantly — because the crisis of homelessness has reached epidemic proportions so we need to take drastic action now. Help us take action by going "Over the Edge" in support!

And...what a thrilling way to raise money to help those devastated by homelessness in Los Angeles.



October 2-3, 2020
Hilton Los Angeles/Universal City
**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

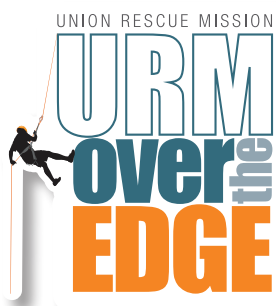
URMOverTheEdge.org



2020 SPONSORSHIP OPPORTUNITIES

Super Hero Sponsor | \$100,000

- Premier Exhibit Booth
- 8 VIP Rappelling Spots
- VIP Photo
- Opening Remarks (dedicated time)
- Branded FB Post (24K+Fans)
- VIP Reception for 10
- Preferred VIP Parking
- Personal VIP Ambassador & VIP check-in
- Premier Listing on Sponsor Banner
- Premier Listing on Step-and-Repeat
- Logo on Event Flyer
- Logo on Event T-shirt
- Logo on Event website
- Item inclusion in VIP Swag Bag



October 2-3, 2020

Hilton Los Angeles/Universal City

**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

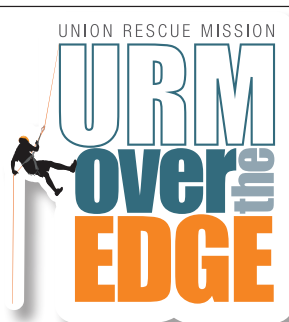
URMOverTheEdge.org



2020 SPONSORSHIP OPPORTUNITIES

Fearless Sponsor | \$50,000

- Premier Exhibit Booth
- 4 VIP Rappelling Spots
- VIP Photo
- Opening Remarks (dedicated time)
- Branded FB Post (24K+Fans)
- VIP Reception for 10
- Preferred VIP Parking
- Personal VIP Ambassador & VIP check-in
- Premier Listing on Sponsor Banner
- Premier Listing on Step-and-Repeat
- Logo on Event Flyer
- Logo on Event T-shirt
- Logo on Event website
- Item inclusion in VIP Swag Bag



October 2-3, 2020

Hilton Los Angeles/Universal City

**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

URMOverTheEdge.org



2020 SPONSORSHIP OPPORTUNITIES

Courageous Sponsor | \$25,000

- Exhibit Booth
- 4 Reserved Rappelling Spots
- Branded FB Post (24K+Fans)
- VIP Reception for 6
- VIP Parking
- Premier Listing on Sponsor Banner
- Premier Listing on Step-and-Repeat
- Logo on Event Flyer
- Logo on Event T-shirt
- Logo on Event website
- Item inclusion in VIP Swag Bag



UNION RESCUE MISSION
URM
Over the
EDGE

October 2-3, 2020
Hilton Los Angeles/Universal City

**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

URMOverTheEdge.org



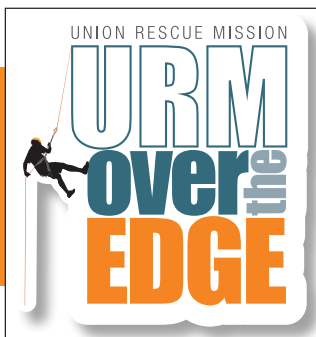
2020 SPONSORSHIP OPPORTUNITIES

Brave Sponsor | \$10,000

- Exhibit Booth
- 2 Reserved Rappelling Spots
- Branded FB Post (24K+Fans)
- VIP Reception for 4
- Listing on Sponsor Banner
- Listing on Step-and-Repeat
- Logo on Event website
- Logo on Event Flyer
- Logo on Event T-shirt

Bold Sponsor | \$5,000

- 1 Reserved Rappelling Spot
- VIP Reception for 2
- Logo on Event Flyer
- Logo on Event T-shirt
- Listing on Sponsor Banner
- Listing on Step-and-Repeat
- Logo on Event Website



October 2-3, 2020

Hilton Los Angeles/Universal City

**TAKE THE LEAP TO
FIGHT HOMELESSNESS**

URMOverTheEdge.org

SPONSORSHIP REACH AND IMPACT

131,900

MONTHLY

SOCIAL MEDIA IMPRESSIONS



30,000

PRINTED DISTRIBUTION

Posters, Brochures, &
Direct Mail



69,960+

OPT-IN SUPPORTERS

Targeted Email Outreach



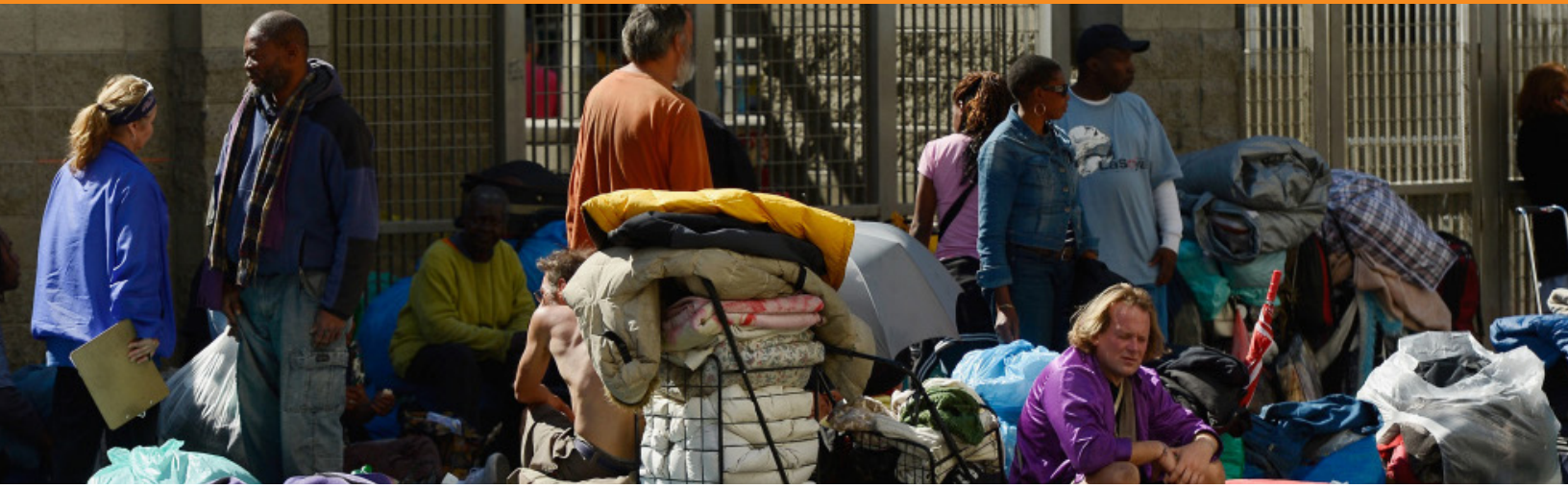
313,000*

MEDIA IMPRESSIONS

Television, Radio, Online

*KKLA Listener Stats





HOMELESSNESS IN LOS ANGELES STATS

There are currently more than **66,433** people devastated by homelessness in LA County – AN INCREASE OF 12.7% FROM 2019

There has been a **46% increase** in families experiencing homelessness at Skid Row

40% of people experiencing homelessness are women and children

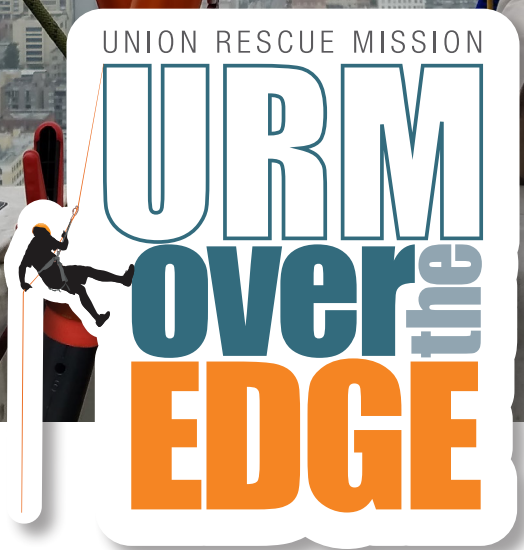
FACTS



UNION RESCUE MISSION®

- Union Rescue Mission is the oldest and largest privately funded rescue mission in the nation.
- Union Rescue Mission is the only mission on Skid Row that NEVER turns away a single woman or family with children.
- Union Rescue Mission is the **ONLY** mission on Skid Row to launch a heated Sprung structure to provide year-round care for an additional 120 women desperately seeking safety and security.
- In 2021, URM will open the doors to a satellite shelter for 86 families in Carson, CA.

**Take the leap with us. HELP US CONTINUE TO
TRANSFORM THE LIVES OF THOSE WE SERVE!**



URMOverTheEdge.org

If God is calling YOU to partner with Union Rescue Mission, visit us at urm.org.

Alone, the task before us is much too great. But with God's divine guidance, and good friends like you, the chance for new life is possible for those devastated by homelessness throughout Los Angeles County.

CONTACT:

Alexandra Monsibaez
Union Rescue Mission
213.673.4882
amonsibaez@urm.org

Union Rescue Mission is a 501 (c)(3). Tax ID 95-1709293



October 2-3, 2020
 Hilton Los Angeles/Universal City
**TAKE THE LEAP TO
 FIGHT HOMELESSNESS**

**Sign up to TAKE THE LEAP visit:
 URMOverTheEdge.org**

You can pay for your sponsorship online at www.urmoverttheedge.org!

Yes! I/we would like to support Union Rescue Mission as a sponsor:

- SUPER HERO** \$100,000
- FEARLESS** \$50,000
- COURAGEOUS** \$25,000
- BRAVE LOVE** \$10,000
- BOLD LOVE** \$5,000

(A portion of your sponsorship is tax deductible as allowed by law. Tax ID #95-1709293)

I/we are unable to attend URM'S OVER THE EDGE EVENT. I/we would like to make a donation to support Union Rescue Mission in the amount of \$_____
 (Your generous donation is tax deductible as allowed by law. Tax ID #95-1709293)

Enclosed is my Check/CC for \$_____. Make payable to Union Rescue Mission
 Charge my: Visa Master Card American Express Discover

Name on Card: _____

Card# _____

Exp Date: _____ CVV (3 or 4 digit code): _____

Signature: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Email: _____

Make Checks payable to **Union Rescue Mission**

MAIL TO:

Union Rescue Mission
Attention: Alexandra Monsibaez
OVER THE EDGE
 545 S. San Pedro Street
 Los Angeles, CA 90013

Contact: Alexandra Monsibaez
 Email: amonsibaez@urm.org or call (213)673-4882

Print ready artwork and logo
 for your advertisement is needed for
 printing by 9/18/2020

Please submit (tiff, jpeg, pdf) by e-mail to:
amonsibaez@urm.org

If print ready artwork and logo are not
 received by deadline date, artwork will be
 created by our graphic design team.

