



Swope Health invites you to be part of our fifth annual Socks and Hops event Saturday, November 9, 2019 at 7 p.m. in the historic City Market in Kansas City, Missouri. This unique event will feature the best locally crafted beers and chef-prepared food while helping us collect a much-needed and often overlooked item for homeless individuals—SOCKS!

During the winter months, we see an increasing number of homeless individuals with frostbite, making it difficult to walk. Protecting feet from the cold with warm, clean socks means the most vulnerable members of our community can stay mobile, ensuring they have access to vital services such as healthcare, food pantries, and counseling.

We had an amazing turnout at last year's Socks and Hops event with thousands of donated socks now being used to keep feet all over Kansas City safe and warm. At last year's Socks and Hops event, we:

- Collected more than 5,000 pairs of socks for our homeless outreach services
- Raised enough money to purchase a pallet of Heater Meals for patients seen on our Mobile Medical Unit (MMU)
- Welcomed six new sponsors who are now actively promoting our mission to their customers

As our only fundraiser for our Healthcare for the Homeless program, your donations are key to helping us serve this population. Please consider joining our sponsorship family at one of the levels on the enclosed document. In-kind donations are also appreciated. Please contact me directly to discuss your ideas.

In closing, I hope we can count on you to support this worthwhile event. For your convenience, I've included a Sponsorship Reservation form in this letter that can also serve as your invoice. Thank you in advance for your kind consideration.

Warmly,

*Michelle Keller*

Michelle Keller  
Vice President, Community Engagement, Development & Outreach

*P.S. Swope Health is turning 50 in 2019! We would love to have your support as we make this important milestone. Please consider giving an extra dose of generosity during this special year.*

## **2019 SOCKS AND HOPS SPONSORSHIP LEVELS**

### Presenting Sponsor (\$10,000; 1 available)

- 12 event tickets
- Reserved seating
- VIP parking
- Recognition as a “Presenting” sponsor in programs and other marketing material (social media, invitations, website, signage)
- Exclusive VIP happy hour prior to the event
- Logo added to Community Partner page on SHS website
- Opportunity to be involved in media spots promoting the event
- “Community Partner of the Year” banner hung in the Swope Health Services main lobby for a year
- Professional group photo taken at the event
- Opportunity to speak from the podium at Socks and Hops
- Option for your employees to join the Socks and Hops planning committee for 2019
- Option to add items to gift bags
- VIP Gift bags for each ticket holder

### Gold Sponsor (\$5,000)

- 10 event tickets
- Reserved seating
- VIP parking
- Recognition as a “Gold” sponsor in programs and other marketing material (social media, invitations, website, signage)
- Exclusive VIP happy hour prior to the event
- Professional group photo taken at Socks and Hops
- Opportunity to speak from the podium at Socks and Hops
- Option for your employees to join the Socks and Hops planning committee for 2019
- Option to add items to VIP gift bags
- VIP Gift bags for each ticket holder



### Silver Sponsor (\$2,500)

- 6 event tickets
- Reserved seating
- VIP parking
- Recognition as a “Silver” sponsor in programs and other marketing material (social media, invites, website, signage)
- Exclusive VIP happy hour prior to the event
- Professional group photo taken at Socks and Hops
- VIP gift bags for each ticket holder

### Bronze Sponsor (\$1,500)

- 4 event tickets
- Reserved seating
- VIP parking
- Recognition as a “Bronze” sponsor in programs and other marketing material (social media, invites, website, signage)
- Exclusive VIP happy hour prior to the event
- VIP Gift bags for each ticket holder

### Heater Meal Sponsorships

We also need sponsors to help us stock our Outreach Pantry with Heater Meals. These fully contained meals are self-heating and can be given to our clients who do not have access to refrigeration or microwaves. If our clients are not hungry, they are able to focus on assessing their healthcare and receiving the care they need. All Heater Meal sponsors are invited to the Brewer’s Mingle.

- \$125 provides 25 meals
- \$375 provides 75 meals
- \$500 provides 100 meals
- Want to provide even more? Simply multiply the number of meals you want to provide by \$5
  - # of meals \_\_\_\_\_ x \$5 = \$ \_\_\_\_\_

**SOCKS AND HOPS SPONSORSHIP RESERVATION FORM**  
**EVENT DATE: SATURDAY, NOVEMBER 9, 2019**

NAME	
NAME OF ORGANIZATION	
ADDRESS	
CITY	
STATE	
PHONE (DAYTIME)	
ALTERNATE PHONE	
EMAIL ADDRESS	
SPONSORSHIP LEVEL	

*Please see the accompanying letter for details on the benefits associated with each level.*

- Presenting Sponsor (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze Sponsor (\$1,500)
- Heater Meals (\$\_\_\_\_\_)

Call 816-599-5666 if you have any questions about sponsorships. Please submit a copy of this form, along with your check made payable to "Swope Health Services," to:

Swope Health Services  
3801 Blue Parkway  
Kansas City, MO 64130  
ATTN: Socks and Hops Sponsorship Appeal

*Thank you for your support!*