

# SPONSORSHIP PROPOSAL

*SOUTHEASTERN CONNECTICUT'S  
ANNUAL WALK TO END HOMELESSNESS*



**Presented by:**  
Annah Perch, Development Director  
[annah@nlhhc.org](mailto:annah@nlhhc.org) / 860.501.9900 x 103

**2026**

# ABOUT US

In 2026, the New London Homeless Hospitality Center marks twenty years of service to individuals experiencing homelessness in Southeastern Connecticut. Founded in 2006 in response to the deaths of two men who had no safe place to go, the Center began as a grassroots effort—offering emergency shelter, hospitality, and safety from the elements. The next year, Connecticut College organized the first Walk to End Homelessness, establishing a partnership that has endured for nineteen years.

Today, the Homeless Hospitality Center provides homelessness prevention, outreach, shelter, housing navigation, and supportive services across the region. **Southeastern Connecticut's Annual Walk to End Homelessness** will honor this history while reaffirming a shared commitment to the work ahead—ensuring that dignity, safety, and stable housing remain within reach for our neighbors.

The Annual Walk to End Homelessness offers an opportunity to commemorate twenty years of sustained commitment, partnership, and action. We invite you to join us as a sponsor to mark this milestone and invest in the ongoing work to ensure dignity, safety, and pathways to stable housing for our neighbors.



CONNECTICUT  
COLLEGE



New  
London **Homeless  
Hospitality Center**  
Serving Southeastern Connecticut







# ABOUT THE EVENT

The Walk to End Homelessness engages the Southeastern Connecticut community in a shared effort to address homelessness through partnership, visibility, and financial support. The event mobilizes participants and sponsors to advance practical housing solutions by generating critical resources for the Homeless Hospitality Center, supporting programs that provide stability, dignity, and pathways to housing for individuals and families in our region.



## The Schedule:

**Sunday, April 26, 2026 12:00pm**

Registration, music, community group informational tables and refreshments as approximately 500 participants prepare to take to the streets of downtown New London in the spirit of care.

**1:00 pm**

The Walk kicks off as participants follow a leisurely 1.6 mile, 45 minute walk throughout downtown and along the waterfront. Participants appreciate the camaraderie of people who care about eliminating homelessness in our community, build relationships and takes steps toward a solution.

**2:00 pm**

Return to Parade Plaza for entertainment, refreshments and more.

# SPONSOR PACKAGE

## Presenting Sponsor — \$10,000 EXCLUSIVE

The Presenting Sponsor is recognized as the exclusive lead supporter of the Walk to End Homelessness.

- Event identified as “Walk to End Homelessness presented by [Sponsor Name]”
- Primary name and logo placement on all print, digital, and on-site materials
- Acknowledgment in media as appropriate
- Recognition in pre- and post-event communications
- Opportunity for brief presentation, as appropriate
- Lead team with 20 registrants
- Ability to propose additional recognition opportunities, subject to nonprofit acknowledgment guidelines and board approval
- One Presenting Sponsor available; awarded on a first-come basis.

**CLAIMED  
for 2026**

## Diamond Sponsor - \$7,500

Diamond Sponsors are recognized as leading supporting partners of the Walk to End Homelessness.

- Prominent name and logo placement across event materials and on-site signage
- Acknowledgment in select digital communications
- One organization team with 10 registrants
- Inclusion in post-event recognition
- Opportunity for program acknowledgment, as appropriate
- Tabling Opportunity

## Gold Sponsor - \$5,000

Gold Sponsors are acknowledged as key contributors to the Walk to End Homelessness.

- Name and logo placement on event materials and event website
- One organization team with 10 registrants
- Inclusion in post-event communications
- Tabling opportunity





# SPONSOR PACKAGE

## Silver Sponsor - \$2,500

Silver Sponsors receive recognition for their support of the Walk to End Homelessness.

- Name and logo placement on select event materials
- One organization team with 4 registrants
- Inclusion in post-event acknowledgments
- Team of 5 registrants
- Tabling opportunity



## Bronze Sponsor - \$1,000

Bronze Sponsors are acknowledged for their support of the Walk to End Homelessness.

- Name or logo recognition on select event materials
- Inclusion in post-event acknowledgments
- Team of 2 registrants
- Tabling opportunity



## Partner - \$500

- Logo Recognition
- Tabling opportunity

## Friend - \$250

- Show of support in lieu of sponsorship



# Southeastern Connecticut's Walk to End Homelessness Sponsor Registration

Mail this form with your check or complete registration online at <https://givebutter.com/2026walksponsor>

**My company/organization will sponsor the Walk  
at this level:**

Company

Contact Name

Phone Number

Email

Address

- ☐ a check is enclosed
- ☐ please invoice us
- ☐ payment has been made online at  
<https://givebutter.com/2026walksponsor>
- ☐ We plan to table the event. Please reserve a table.
- ☐ Our walkers names are:

Please email your company's high-resolution logo, as you wish  
it to appear in promotional materials to **walk@nlhhc.org**.



860-501-9900 x103



Office of Development, 730 State Pier Road,  
PO Box 1651, New London, CT 06320

This form may be returned to [walk@nlhhc.org](mailto:walk@nlhhc.org). Please call or email with any  
thoughts or questions you may have.  
Thank you for making the 19th Annual Walk to End Homelessness a success.