

United Way of
Ventura County



UNITED TO END HOMELESSNESS VIRTUAL SYMPOSIUM

Friday, April 9, 2021
9–11 a.m.

Presented by:

BANK OF AMERICA

KEYNOTE SPEAKER DR. MATTHEW DESMOND

Author & Pulitzer Prize Winner

Matthew Desmond is the Maurice P. During Professor of Sociology at Princeton University. After receiving his Ph.D. in 2010 from the University of Wisconsin at Madison, he joined the Harvard Society of Fellows as a Junior Fellow. He is the author of four books, including “Evicted: Poverty and Profit in the American City” (2016), which won the Pulitzer Prize, National Book Critics Circle Award, and Carnegie Medal, and PEN / John Kenneth Galbraith Award for Nonfiction.

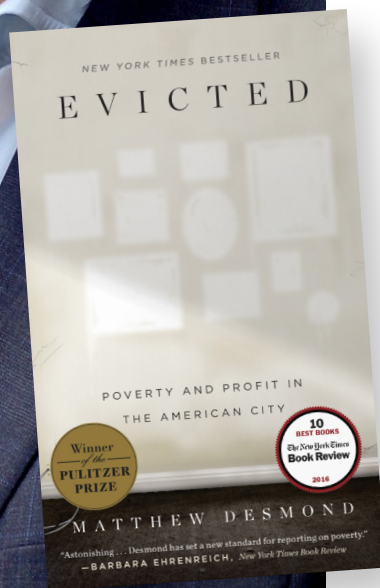
The principal investigator of The Eviction Lab, Desmond’s research focuses on poverty in America, city life, housing insecurity, public policy, racial inequality, and ethnography. He is the recipient of a MacArthur “Genius” Fellowship, the American Bar Association’s Silver Gavel Award, and the William Julius Wilson Early Career Award. A Contributing Writer for the New York Times Magazine, Desmond was listed in 2016 among the Politico 50, as one of “fifty people across the country who are most influencing the national political debate.”

United to End Homelessness Q&A Session

Panelists include:

- Mike Powers, CEO, County of Ventura
- Henry Stern, California State Senator (SD-27)
- Nancy Grygiel, Senior Vice President and Chief Compliance Officer, Amgen
- Emilio Ramirez, Housing Director, City of Oxnard
- Amy Duganne, Director, Homelessness Initiatives, United Way of Ventura County

Moderated by Henry Dubroff, Editor, Pacific Coast Business Times



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Keynote Speaker, Dr. Matthew Desmond

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2021 Sponsorship Opportunities

Presenting Sponsor – \$10,000

- Prominent logo recognition in all event materials
- Verbal recognition during virtual program
- Advertisement and video message in virtual program
- Recognition in pre- and post-event publicity
- Recognition in monthly enewsletter to 15,000 constituents, social media, and website
- 15 autographed copies of Matthew Desmond’s book, *Evicted*

Advocate Sponsor – \$5,000

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- Verbal recognition during virtual program
- Full-screen advertisement in virtual program
- Recognition in pre- and post-event publicity
- Recognition in monthly enewsletter to 15,000 constituents, social media, and website
- 10 autographed copies of Matthew Desmond’s book, *Evicted*

Ambassador Sponsor – \$3,000

- Logo recognition in all event materials
- Verbal recognition during virtual program
- Half-screen advertisement in virtual program
- Recognition in pre- and post-event publicity
- Recognition in monthly enewsletter to 15,000 constituents, social media, and website
- 5 autographed copies of Matthew Desmond’s book, *Evicted*

Champion Sponsor – \$1,000

- Recognition in all event materials
- Verbal recognition during virtual program
- Half-screen advertisement in virtual program
- Recognition in pre- and post-event publicity
- Recognition in monthly enewsletter to 15,000 constituents, social media, and website
- 2 autographed copies of Matthew Desmond’s book, *Evicted*

United to End Homelessness Ventura County

The mission of the United Way of Ventura County is “To Mobilize and Inspire the Caring Power and Resources of our Community.” In keeping with this charge and in response to the shelter crisis in Ventura County, the United Way launched a Homelessness Initiative to include a Landlord Engagement Program (LEP) to increase housing stock and utilize existing housing vouchers and housing subsidies provided by local jurisdictions and community partners in preventing and ending homelessness. Everyone needs a safe place to call home, yet that basic need is increasingly out of reach for many people in Ventura County. Limited affordable housing supply, extremely low vacancy rates, and prohibitive and rising rents, make home access for those with housing barriers exceedingly challenging. Advocating for these individuals and families includes recruiting, cultivating, retaining and growing the number of landlords willing to help prevent and end homelessness.

Staff

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Symposium Staff Contact for Sponsorship Info

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United Way of Ventura County 2021 Sponsorship Commitment Form



United Way of
Ventura County

YES, we would like to sponsor one or more events for United Way of Ventura County.
Please check all that apply below:

United to End Homelessness Virtual Symposium Sponsor Benefits, April 9, 2021

Presenting Sponsor \$10,000 Advocate Sponsor \$5,000 Ambassador Sponsor \$3,000 Champion Sponsor \$1,000

Sponsor Information

Total Sponsorship Investment: _____ Company Name: _____

Contact Person: _____ Address: _____

City: _____ State: _____ Zip Code: _____

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Sponsor logos and artwork must be sent to us no later than March 26, 2021,
in high resolution as either an .eps file or PDF (.eps preferred).

Thank you for your support in helping create a brighter Ventura County!

EMAIL your completed Commitment Form to:

Mitchel Sloan at mitchel.sloan@vcunitedway.org

(Please reference **Symposium 2021** in the subject line)

OR

MAIL your completed Commitment Form to:

UNITED WAY OF VENTURA COUNTY

ATTN: Mitchel Sloan

702 County Square Drive, Suite 100

Ventura, California 93003

(Please reference **Symposium 2021** on memo)

For more information contact:

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