



LOTUS CAMPAIGN'S 2025 KEY PARTY

Unlocking stable housing for neighbors

Join Us!

For more information on
sponsoring, please contact:
info@lotuscampaign.org
(704) 324-3330

Charlotte

Tuesday, October 28
6:00pm

The Ruth by Beau Monde
2122 Thrift Road
Suite C
Charlotte, NC 28208

Raleigh

Thursday, October 30
6:00pm

Whitaker & Atlantic
1053 East Whitaker Mill Road,
Suite 111
Raleigh, NC 27604



Dear Friends,

You can unlock doors

Lotus Campaign's mission is to unlock doors for those in need of safe, stable housing. The Key Party is an annual celebration of our unique approach to solving homelessness and the lives we've changed together for the last seven years.

Join other thought leaders

This event reflects the innovative and collaborative nature of Lotus Campaign. Hundreds of local thought leaders with political, real estate, media, banking, and philanthropic backgrounds will attend, as will some of our residents.

We are looking for sponsors

Last year, we raised nearly \$90K in our two program cities of Raleigh and Charlotte. This was the catalyst that allowed us to house 600 people at the end of 2024. Now, we're nearing 700 and importantly, educating others in cities nationwide about our systematic approach to end homelessness. In support of this work, we are looking for companies to sponsor our 2025 events in Raleigh & Charlotte.

Will you take a seat at the table?

Businesses small and large that join us as sponsors believe homelessness is solvable, and they are committed to making it a reality. Will you take a seat on behalf of your community?

Sincerely,

Beth Silverman
Executive Director, Lotus Campaign

Sponsorship Opportunities

| INVESTMENT & BENEFITS | PRESENTING \$25,000 + | PLATINUM KEY \$10,000 | GOLD KEY \$5,000 | SILVER KEY \$2,500 | BRONZE KEY \$1,000 | COPPER KEY \$500 |
|---|--------------------------|-----------------------------|------------------------|--------------------------|--------------------------|------------------------|
| Tickets available for company employees | ● Unlimited | ● 10 tickets | ● 8 tickets | ● 6 tickets | ● 4 tickets | ● 2 tickets |
| Tickets to VIP reception with Gregg Colburn | ● | ● | | | | |
| Logo on our event page and program | ● | ● | ● | ● | ● | ● |
| Five posts dedicated to your company between now and date of the event | ● | ● | | | | |
| Opportunity for representative to give short remarks about company at the event | ● | | | | | |
| Company ad in our event program | ● Full-page | ● Half-page | ● Quarter-page | | | |
| Recognition in all emails prior to the event | ● | | | | | |
| Special feature Q&A about the company posted on our website | ● | | | | | |
| Special Lotus Campaign swag package sent to your place of business | ● | ● | | | | |
| Lunch & learn session: homelessness in your community and Lotus's approach | ● | | | | | |
| Opportunity to put company swag into guest swag bags at the event | ● | ● | | | | |

"Working with Lotus Campaign has been a smart business decision. Their model acts almost like an insurance policy—providing financial backing and support if issues arise. We're able to offer housing to people who need a second chance without taking on unnecessary risk. It's meaningful work that still makes financial sense."

GEORGE YORK
CEO, York Properties

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(704) 324-3330
a 501(c)(3)

**LOTUS
CAMPAIGN**



Event Highlights

Past attendees

300

Funds raised

\$85K

Past sponsors

Joanne & Mark Andrews
Craig Herb & Anna Neal Blanchard
Barbara & Twig Branch
Jordan Jones
Kimberlie & David Meeker
Phyllis Rideout
Michelle & Phil Wall
Thornton & Holly Withers
4Others Foundation
Action Plus Ideas
Ascent Housing
Blue Heel Development
DLA Piper LLP
First Form

Fortis Property Management
Fulton Peak
Ginkgo Residential
Give Impact
Interior Elements
Maverick Builders
Morningstar Law Group
Park National Bank
Santee Road Ventures
TME Investments
Uwharrie Bank
Wells Fargo
Woodward & Woodward
York Properties

Organization Highlights

Success rate

96%

- Recipient: Fast Company's World-Changing Ideas Award
- 40 game-changing partners
- 700 people housed
- 2 cities launched