



**NOWRUZ**  
*at the*  
**MIDNIGHT MISSION**

## **Sponsorship Opportunities**

Join on **Friday, March 17, 2017** at The Midnight Mission as we celebrate Nowruz, the Iranian New Year. *Nowruz at The Midnight Mission* demonstrates the goodness and talents of the Iranian people. It provides an occasion for people from the Iranian-American community and beyond to come together to provide hope for a *new day* for people experiencing homelessness in Los Angeles.



Nowruz (pronounced No-Rooz) is the Persian word for “New Day”. It is the annual celebration marking the start of spring and the beginning of the new year. Nowruz is a secular holiday for people of all faiths that trace their history back through the centuries to the ancient Mesopotamian civilization and the Persian Empire. It is celebrated on the day of the astronomical vernal equinox, which usually occurs on March 21<sup>st</sup>. The UN’s General Assembly in 2010 recognized this date as the International Day of Nowruz, calling on countries to draw on the holiday’s rich history to promote peace and goodwill. In 2010, the United States Congress passed the Nowruz Resolution recognizing the cultural and historical significance of Nowruz, and expressed appreciation to Iranian-Americans for their contributions to American society.

### **About The Midnight Mission**

The Midnight Mission was founded in 1914. Our purpose is: to offer a bridge to self-sufficiency for homeless people in Los Angeles through counseling, education, training and job readiness; to make available the necessities of life to homeless people: food, shelter, clothing, personal hygiene needs, and medical care; to offer the 12-step approach to recovery; to serve homeless people with empathy and respect, without sermonizing; and to provide for homeless people as an independent social service agency.

# EVENT SPONSORSHIP

Your event sponsorship will enable The Midnight Mission to grow our ability to build a bridge to self-sufficiency for individuals and families experiencing homelessness. Sponsors will be recognized as a strong community partner via our extensive social media platforms before and after the event, highlighting your community citizenship to a wide audience of consumers, businesses, and local and regional governments.

Our work is made possible through the generosity of donors such as yourself, as we do not rely on funding from Federal, state, or local government agencies. Thank you in advance for your consideration and for your compassion for the thousands of men, women and children who daily seek our services.

## *Sponsorship Level & Benefits*

### **\$20,000 TITLE SPONSOR\***

- Sponsor name incorporated into name of the event
- Opportunity for onstage presentation speech
- Name/Logo most prominently displayed on main stage banner
- Name/Logo most prominently displayed on Sponsors banner in meal staging area
- Name/Logo on all electronic and printed event promotional materials
- Recognition in The Midnight Mission's Monthly E-Newsletter, Newsletter and Annual Report (Circulation 15,000)
- Name/Logo featured on Midnight Mission's Nowruz event web page; hyperlink to Sponsor's website
- On-air recognition on KIRN radio
- Opportunity for up to 20 employees or valued customers to serve at The Midnight Mission's Nowruz Event

### **\$10,000 CO-SPONSOR\***

- Name/Logo prominently displayed on main stage banner
- Name/Logo prominently displayed on Sponsor banner in meal staging area
- Name/Logo on all electronic and printed event promotional materials
- Recognition in The Midnight Mission's Monthly E-Newsletter, Newsletter and Annual Report (Circulation 15,000)
- Name/Logo featured on Midnight Mission's Nowruz event web page; hyperlink to Sponsor's website
- On-air recognition on KIRN radio
- Opportunity for up to 15 employees or valued customers to serve at The Midnight Mission's Nowruz Event

## **\$5,000 GIVEAWAY SPONSOR\***

- Name/Logo displayed on Sponsor banner in meal staging area
- Name/Logo on all electronic and printed event promotional materials
- Recognition in The Midnight Mission's Monthly E-Newsletter, Newsletter and Annual Report (Circulation 15,000)
- Name featured on Midnight Mission's Nowruz event web page; hyperlink to Sponsor's website
- Opportunity for up to 10 employees or valued Customers to serve at The Midnight Mission's Nowruz Event

## **\$2,500 TABLE SPONSOR\***

- Name displayed on Sponsor banner in meal staging area
- Recognition in The Midnight Mission's Monthly E-Newsletter and Newsletter (Circulation 15,000)
- Name featured on Midnight Mission's Nowruz event web page
- Opportunity for up to five employees or valued customers to serve at The Midnight Mission's Nowruz Event

## **\$500 INDIVIDUAL SPONSOR**

- Name featured on Midnight Mission's Nowruz event web page
- Opportunity for up to five family members / friends to serve at The Midnight Mission's Nowruz Event

*\*All Sponsorships of \$2,500 or more include:*

- *Social Media recognition following the event, including Facebook and Twitter*
- *Press release of your support of Nowruz at The Midnight Mission*



# NOWRUZ AT THE MIDNIGHT MISSION 2017 SPONSORSHIP COMMITMENT

*Yes...We would like to be a Nowruz at The Midnight Mission Sponsor at the following level:*

- \$20,000 Title Sponsor       \$10,000 Supporting Sponsor       \$5,000 Giveaway Sponsor  
 \$2,500 Table Sponsor       \$500 Individual Sponsor       Other amount: \_\_\_\_\_

## Contact Information

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

*Payment  
Method*

CREDIT CARD



Name as it appears on card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ CRV: \_\_\_\_\_

CHECK      Enclosed is my/our check in the amount of \$ \_\_\_\_\_

Make checks payable to: **"The Midnight Mission"**

Please mail payment to *Nowruz at The Midnight Mission*, 601 S. San Pedro Street, Los Angeles, CA 90014

Or donate online at our secure website: [www.noruzinla.com](http://www.noruzinla.com)

Questions? Please contact Mark Farber at (213) 553-2329 or [mfarber@midnightmission.org](mailto:mfarber@midnightmission.org)

**Thank you for your generous support of The Midnight Mission!**

