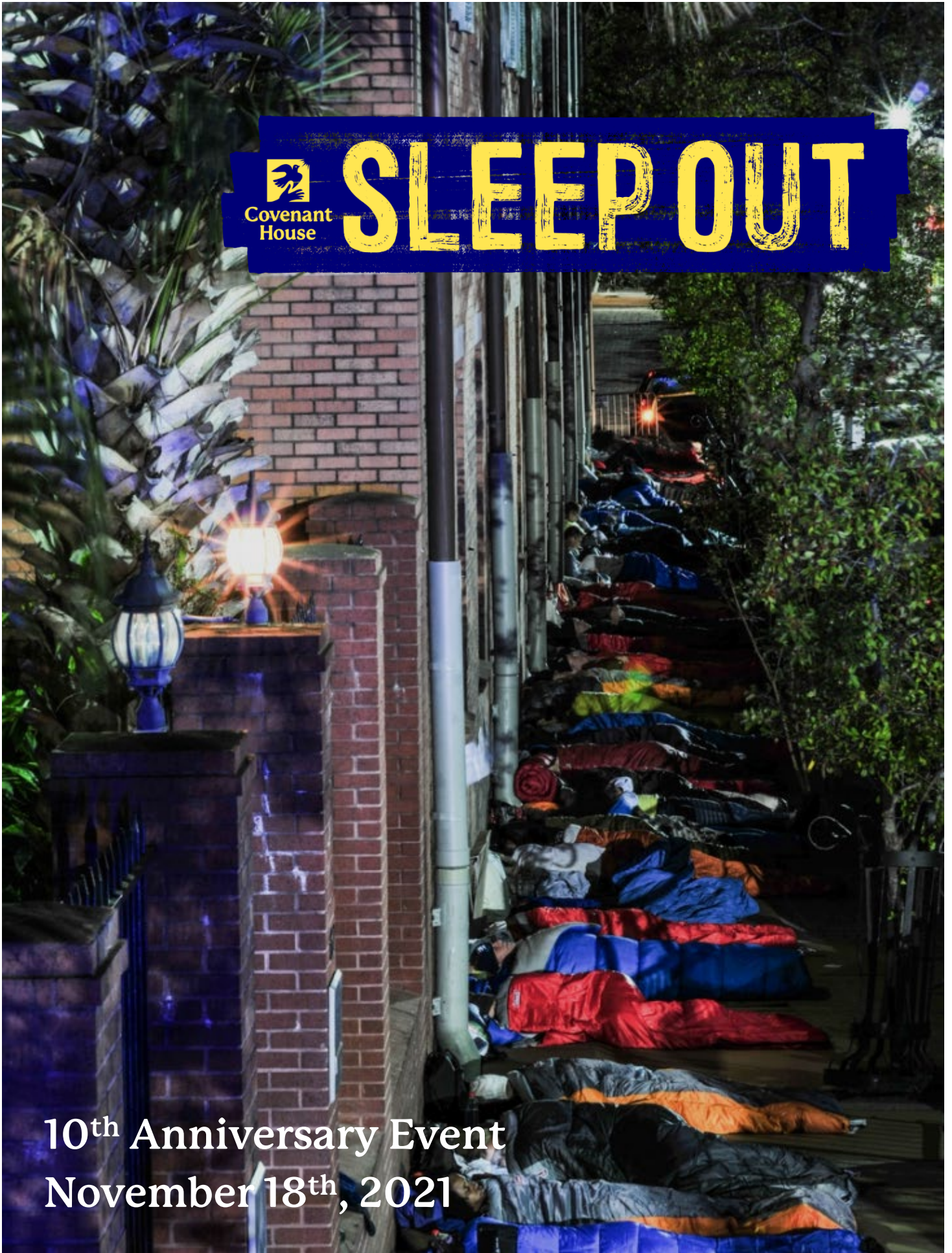




# SLEEP OUT

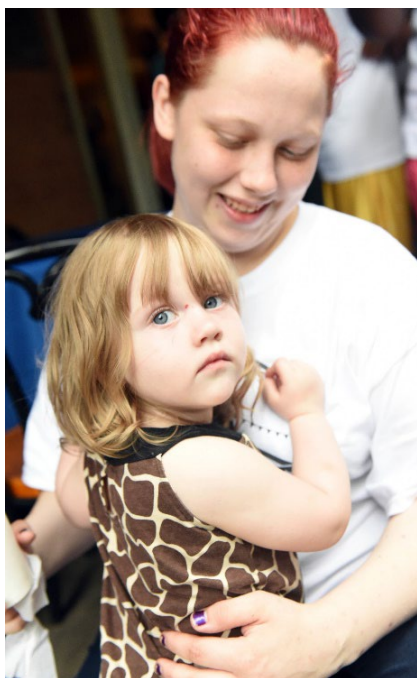
10<sup>th</sup> Anniversary Event  
November 18<sup>th</sup>, 2021



# Sleeping Outside, So Homeless Youth Don't Have To...



Since 1987, Covenant House has provided over 30,000 youth in need with food, clothing, shelter and a host of other professional services. Residents work, save, continue their education, and build the skills and resources needed to move toward self-sufficiency. Working in collaboration with many partnering service providers, our youth benefit from a broad range of medical and behavioral health, employment, and education services, as well as preschool for children of our young mothers. We provide unconditional love, absolute respect, and the support and mentoring that is sorely missing in our kids' lives. The vast majority of the kids we serve come to us homeless, without family support, and are undereducated and unemployed. Some are already parents of young children. We are serving more kids with significant levels of trauma due to their histories of physical and sexual abuse and their constant exposure to violence, both at home and in their neighborhoods. In addition, many of our youth were adolescents during Katrina and its traumatic aftermath—during their critical formative years. As a result, our professional staff estimates that 85% are suffering from profound trauma (including PTSD). We now have three LCSWs providing behavioral health services that include assessments, counseling, and group therapy. Our mission is to serve our youth with absolute respect and unconditional love while providing the tools they need to move out of poverty, and get them on pathways to independence, self-sufficiency, and brighter futures.



## Event Description

On **November 18<sup>th</sup>, 2021**, 200 business and community leaders in New Orleans will join their peers in 13 cities across North America to **Sleep Out** in solidarity with one million youth overcoming homelessness in America. These respected leaders will spend a night on the sidewalk—or “virtually” in their backyards—with nothing but a sleeping bag and a cardboard box, raising funds and awareness and showing them they are not alone.

## How to Donate

Visit <http://neworleans.sleepout.org> - or contact Rich at 504-584-1141 or [rarnold@covenanthouse.org](mailto:rarnold@covenanthouse.org). Your donation is fully tax deductible.

## Pandemic Precautions

The safety of our youth and sleepers is our #1 priority. Those who choose to participate “virtually” will be included in all aspects of our immersive and rewarding program—from their living rooms or backyards. In-person attendees must be vaccinated and wear masks, unless eating or sleeping.



# 2021 Sleep Out Goals:



**RAISE**  
\$600K

**SLEEPERS**  
225

**SPONSORS**  
20

## Sponsorship Benefits:

### SIGNAGE

Logos prominently featured throughout the month of November on banners hung in our courtyard and on individual signs lining Rampart St. campus facade:

<b>\$1,000-\$2,500 level</b> <ul style="list-style-type: none"> <li>Shutter-sized sign</li> </ul>	<b>\$5,000 level</b> <ul style="list-style-type: none"> <li>Window-sized sign</li> </ul>
<b>\$10,000 level</b> <ul style="list-style-type: none"> <li>Door-sized sign</li> </ul>	<b>\$15,000 level</b> <ul style="list-style-type: none"> <li>Entry pillar-sized sign</li> </ul>
<b>\$20,000 "Lead" Sponsorship level</b> <ul style="list-style-type: none"> <li>Gate-sized sign</li> </ul>	

### WWL PACKAGE

Optional in-kind exposure and branding opportunity through WWL-TV, WWL Radio and wwltv.com

### MEDIA

Sponsors highlighted in all event brochures and press releases with logos featured on website and social media. Lead sponsors interviewed by print, TV and radio journalists

### T-SHIRTS

All sleepers, staff and volunteers receive Sleep Out t-shirts prominently displaying sponsors



*"Sleeping Out is our way of saying: we're on your side. You matter to us."*

- Karyn Noles Kearney, 2021 Sleep Out Co-Chair

*"The stories of resilience from these amazing kids stay with you long after Sleep Out is over."*

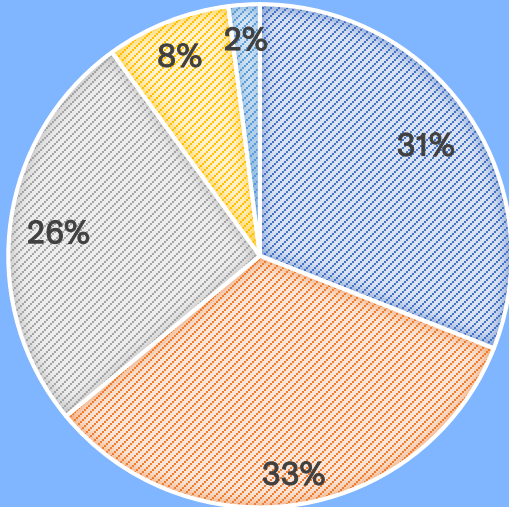
- Christian Rhodes, 2021 Sleep Out Co-Chair



We've been delighted to recognize **Allstate** & **Gulf Coast Bank & Trust** as Lead Sponsors since 2017 (\$20,000 each)

# INCOME

- ▣ Individuals
- ▣ Corps/Founds
- ▣ Government
- ▣ Special Events



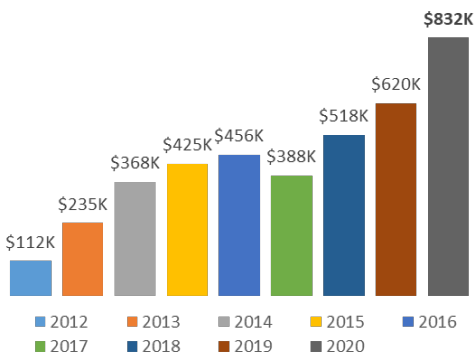
# Delivering Results

## 2020 Key Stats

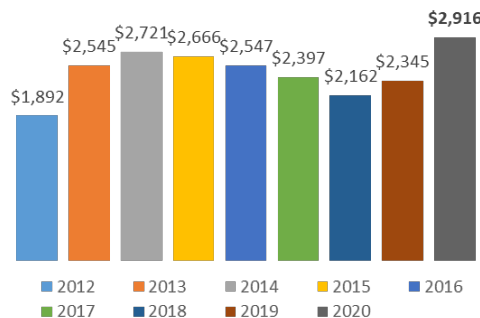
- Record \$830,000 raised to help 200 youth per night
- 200 Sleepers & 19 Sponsors
- Facebook: Entire event live-streamed to thousands
- WWL: 5pm, 6pm & 10pm features; 5AM, 6AM & 7AM live broadcasts
- WDSU: 5AM, 6AM & 7AM live broadcasts, online story
- WVUE: 5AM, 6AM & 7AM live broadcasts, online story
- New Orleans Advocate / NOLA.com: articles & photos, both online and in print

## By the Numbers: 9 Years of Growth

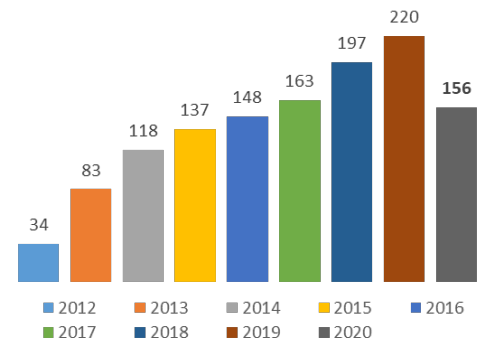
\$ Raised (Gross)



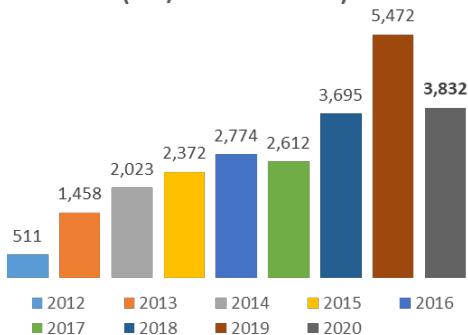
Average Raised per Sleeper (Jim/Event Excluded)



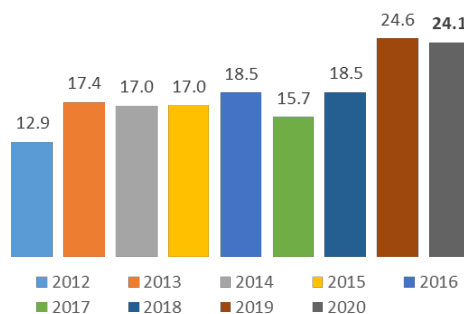
# Fundraising Sleepers



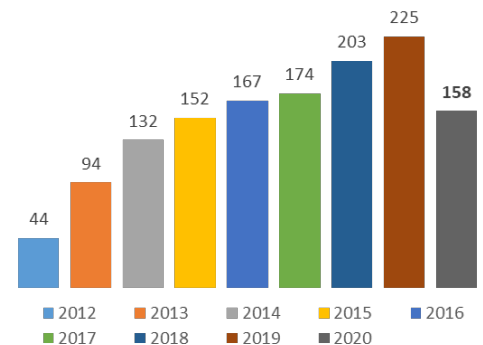
# Gifts (Jim/Event Included)



Average Gifts per Sleeper (Jim/Event Excluded)



# Sleepers (ALL Participants)



# Notable Past “Sleepers”

Hancock Whitney Bank President **Joseph Exnicios**, Mayor **Mitch Landrieu**, Bellwether Technology President **Poco Sloss** & spouse **Liz**, U.S. District Judge **Stanwood Duval** & spouse **Janet**, Sazerac Director **Jeff Goldring** & spouse **Walton**, WWL-TV Pres & GM **Tod Smith**, N.O. Tourism & Marketing CEO **Mark Romig**, chef & restaurateur **Edgar “Dook” Chase IV**, attorney **Philip Claverie** & spouse **Laura**, political consultant **Mary Matalin**, Blue Cross Blue Shield executive **Rod Teamer**, Solomon Group CEO **Gary Solomon, Jr.**, Fleurty Girl founder **Lauren LeBlanc Haydel**, Philanthropist **Phyllis Taylor**, New Orleans Saints punter **Thomas Morstead**, Saints hero & ALS advocate **Steve Gleason**, Sheriff **Marlin Gusman**, Jefferson Parish Coroner **Gerry Cvitanovich**, City Councilpersons **Palmer, Brossett, Giarrusso, Banks, Nguyen, and Williams**.



**ONE PURPOSE. ONE NIGHT.**