GO OVER THE EDGE
TO END HOMELESSNESS.

THIRD ANNUAL
DOWNTOWN DROPOUT
SEPTEMBER 21 + 22, 2019

Downtown Streets Team builds Teams that provide dignity, hope, purpose and a path to recover from homelessness.

Your contribution will help motivate people to change their lives and take an active role in moving themselves out of homelessness.

www.streetsteam.org
DOWNTOWN DROP DOWN
2019 Sponsorship Opportunities

JOIN SAN JOSE MAYOR SAM LICCARDO
AND DOZENS OF ELECTED OFFICIALS AND COMMUNITY LEADERS
AS THEY GO OVER THE EDGE TO END HOMELESSNESS.

DOWNTOWN DROP DOWN
Is an urban adventure fundraiser hosted by Adobe September 21 and 22, 2019, that challenges you to take your support to new heights for Downtown Streets Team, a nonprofit dedicated to ending homelessness and restoring hope through the dignity of work. Join us in fundraising $300,000 so we can continue to rebuild the lives of people who are experiencing homelessness. This exciting event provides the unique opportunity for individuals or groups to raise funds in exchange to rappel from the top of the Adobe Headquarters building in downtown San Jose! No climbing or rappelling experience necessary, just enough courage to go over the edge.

BECOME A SPONSOR TODAY
Contact Logan McDonnell, Director of Development
Phone: (408) 334 - 4757 | Email: Logan@StreetsTeam.org
ABOUT DOWNTOWN STREETS TEAM
OVER 1,800 SUCCESS STORIES ACROSS THE BAY AREA

“WHAT’S THE WORST PART OF BEING HOMELESS?”
Team Members responded that it wasn’t lack of shelter, food, or security...
The overwhelming response was: “feeling unacknowledged as human beings”.

HOW IT WORKS
Downtown Streets Team is a peer-run work experience program dedicated to changing the conversation on homelessness through the dignity of work. Team Members develop soft skills while volunteering on community-centric work experience teams, earning a basic needs stipend and beginning the transition out of homelessness.

A SOLUTION THAT’S WORKING
- Over 1,800 success stories across the Bay Area
- 93% of participants report improved self-esteem
- 82% now have health insurance
- 68% report fewer interactions with the police
- Removing an average 6.25 tons of debris and 1200 needles from public spaces in SF each month.
- Our employed Team Members have earned more than $2.5 million in taxable income by re-entering the workforce.

DOWNTOWN DROP DOWN
2019 SPONSORSHIP LEVELS:

- HOST BUILDING SPONSOR (SOLD)
- MICHAEL DAVIS SPONSOR $50,000
- GRADUATE SPONSOR $25,000
- SUPERVISOR SPONSOR $15,000
- MANAGER SPONSOR $10,000
- LEAD SPONSOR $5,000
- TEAM MEMBER RAPPELER $2,000
- MEDIA SPONSOR IN-KIND

www.StreetsTeam.org
HOST BUILDING SPONSOR
ADOBE

TOP BILLING

- 10 Commemorative Event T-shirts with your logo
- 2 Rappel slots*
- Provide building for rappeling, event space and refreshments
- Public recognition pre/post and during event
- Featured in press releases
- Professional photo with Downtown Streets Team
- Logo prominently displayed on signage, promotional materials and online
- Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution

DOWNTOWN SAN JOSE
Adobe World Headquarters, East Tower
345 Park Avenue, San Jose CA 95110

Rappel Distance: 16 Stories

SOLD
BLACK SHIRT SPONSOR
$50,000

WHAT IT MEANS TO BE A BLACK SHIRT

There's only been one BLACK SHIRT in Downtown Streets Team history. Michael Davis touched many lives with his story of change from, as he once put it, "a sick puppy" to an upstanding leader and admired man. Michael has passed on now and his shirt color has been retired, but his legacy lives on through all the leaders of Downtown Streets Team.

TOP BILLING

• 10 Black Commemorative Event T-shirts with your logo
• 10 Rappel slots*
• Cultural Competency Seminar hosted by Downtown Streets Team
• Professional photo with Downtown Streets Team
• Public recognition pre/post and during event Featured in press releases
• Logo prominently displayed on signage, promotional materials and online
• Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution
GRADUATE SPONSOR

$25,000

WHAT IT MEANS TO BE A GRADUATE / GRAY SHIRT

Rodney, Holly and Denise are all Graduates of Downtown Streets Team. They secured employment and permanent housing after experiencing homelessness for many years. Leaving DST, they received their GRAY GRADUATE SHIRT.

Beyond this, Holly remains sober and has been promoted at her job. Rodney and Denise married and are enjoying their newest grandchild. All three Graduates are shining examples of how our model helps people achieve personal goals.

PROMINENT BILLING

• 4 Gray Commemorative Event T-shirts with your logo
• 4 Rappel slots*
• Cultural Competency Seminar hosted by Downtown Streets Team
• Professional photo with Downtown Streets Team
• Public recognition pre/post and during event
• Featured in press releases
• Logo prominently displayed on signage, promotional materials and online
• Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution
SUPERVISOR SPONSOR

$15,000

WHAT IT MEANS TO BE A SUPERVISOR / PURPLE SHIRT

“Before I became homeless for four years, I was a family-oriented person and due to drugs and alcohol, I became disoriented. Now, I’m responsible to myself and others. Streets Team has given me the mind set to want more from my life,” said Nelson.

Nelson was promoted to our highest work level, a PURPLE SHIRT, and manages one entire city Team. He’s come a long way, and as you can see by the smile on his face, he’s ecstatic about his progress.

PROMINENT BILLING

- 3 Purple Commemorative Event T-shirts with your logo
- 3 Rappel slots*
- Professional photo with Downtown Streets Team
- Public recognition pre/post and during event, including press releases
- Logo displayed on signage, promotional materials and online
- Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution
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DOWNTOWN DROP DOWN
2019 Sponsorship Opportunities

$10,000

WHAT IT MEANS TO BE A MANAGER / BLUE SHIRT

After moving across the country to help her brother with his kids, Lisa found herself homeless after a family tragedy. While staying at a shelter, Lisa was introduced to DST by Samantha, now a DST Graduate (pictured in plaid). Lisa joined our team and within a month was promoted to a BLUE SHIRT, and runs her own Team, taking on more responsibilities.

Lisa hopes to fundraise for Downtown Streets Team. As a lesbian who wants to create safe places for people who are homeless, she hopes to one day open an LGBTQ shelter in San Francisco.

PROMINENT BILLING

• 2 Blue Commemorative Event T-shirts with your logo
• 2 Rappel slots*
• Professional photo with Downtown Streets Team
• Public recognition pre/post and during event, including press releases
• Logo displayed on signage, promotional materials and online
• Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution
WHAT IT MEANS TO BE A LEAD / GREEN SHIRT

LOGO FEATURE

- 1 Green Commemorative Event T-shirts with your logo
- 1 Rappel slot*
- Professional photo with Downtown Streets Team
- Public recognition pre/post and during event, including press releases
- Logo prominently displayed on signage, promotional materials and online
- Opportunity for media interview on event day

*Rappel time slot priority selection based on level of contribution

Jodi recently celebrated three milestones: her 52nd birthday, 2.5 years sober and three years housed, none of which she thought she could reach.

The loss of her father in 2002 on Valentine's Day, followed 8 years later by her mother's death, led to a negative downward spiral. Jodi drank away her pain while living on the streets. "When I learned about Downtown Streets Team, I was still struggling with alcohol, but they didn't give up on me! They gave me my self-esteem and self-worth back so I could get sober," said Jodi. As a GREEN SHIRT, Jodi runs a small Team and pays it forward by helping others who are also struggling with loss and addiction.
2018 Sponsorship Opportunities

TEAM MEMBER RAPPPELER

• 1 Yellow Commemorative Event T-shirt
• 1 Rappel slot*
• Professional photo with Downtown Streets Team

*Rappel time slot priority selection based on level of contribution

INDIVIDUAL RAPPPELER

• 1 Yellow Commemorative Event T-shirt
• 1 Rappel slot*
• Professional photo with Downtown Streets Team

WHAT IT MEANS TO BE A TEAM MEMBER / YELLOW SHIRT

When someone joins one of our Bay Area Teams, they receive a YELLOW SHIRT, symbolizing positive change, a second chance and the opportunity for stability. Upon accepting the shirt, each person is making a choice to get back to work and self-sufficient living.

Homelessness is an experience, not an identity. When a person wears their yellow shirt, they feel like they are once again a part of the community. With support, they are no longer living in “survival mode” and can focus on reaching goals like housing and employment. Their hope, dignity and identity as a human being are restored.
HAS YOUR BOSS EVER PUSHED YOU OVER THE EDGE?

Well now it’s time to return the favor!

Gather your coworkers and collectively raise $2,000 to send your boss (or any other “beloved” employee) rappelling over 236 feet down!

But beware! If your Boss matches the team’s contribution they can choose to send someone else Over the Edge instead!

A “Boss” can be anyone: CEO, department manager, club president, friend, spouse, or other honored person for any reason! Downtown Drop Down’s Toss Your Boss is a creative activity to build team camaraderie and have fun while doing it! Each company that signs up to Toss the Boss must raise a minimum of $2000.

TOO CHICKEN...
TO STEP OVER THE EDGE?

No big deal! You are in very good company.

As an individual, you can still support Downtown Streets Team by donating $100 or more to your favorite rappeller, gaining your entry into the Chicken Coop. During the day of the event, names will be drawn from the Chicken Coop entry list for cool prizes! The more you donate, the better your chances of winning!

Interested in Chicken Coop Sponsorship?

This is the perfect opportunity for your company to gain public recognition during event, including having your logo displayed in the chicken coop / raffle area and in our newsletter. Please contact Logan McDonnell to find out more.

See you on the ground!
MEDIA OPPORTUNITIES

MEDIA HOST (limited to 1)
IN-KIND CONTRIBUTION

PROMOTIONAL BENEFITS
• 2 Rappel spots designated to media people on media day, Saturday September 21, 2019
• 2 Commemorative Event T-shirts with your logo
• Public recognition pre/post and during event
• Press release and media outreach mentions
• Name and logo displayed on signage, promotional materials and website

ROLE OF THE MEDIA HOST
• Announce Rappelers all day September 22, 2018, as they scale down Adobe Headquarters
• Livestream the event
• DJ music for rappelers
• Promote Downtown Drop Down across digital media
• Promotional spots on radio and podcasts
• Commitment of media coverage before, during and after the event
• Promote event across social media networks
• Placement of our event e-banner on your company website
• Interview sponsors, event staff, event host and rappelers

SOCIAL MEDIA TOOLS
• Follow @DowntownStreets on Twitter and @StreetsTeam on Instagram (if applicable)
• Leverage the event hashtags: #DowntownDropDown and #GoOverTheEdge
• Share about the event across social media channels

MEDIA SPONSOR
IN-KIND CONTRIBUTION

PROMOTIONAL BENEFITS
• 1 Rappel spot on our exclusive media day, Saturday September 21, 2019
• 1 Commemorative Event T-shirt with your logo
• Public recognition pre/post and during event
• Press release and media outreach mentions
• Name and logo displayed on signage, promotional materials and website

ROLE OF THE MEDIA SPONSOR
• Promote Downtown Drop Down across digital media and print outlets
• Promotional spots across applicable medium, including television, radio and podcasts
• Commitment of media coverage before, during and after the event
• Promote event across social media networks
• Placement of our event e-banner on your company website
• Interview sponsors, event staff, event host and rappelers

SOCIAL MEDIA TOOLS
• Follow @DowntownStreets on Twitter and @StreetsTeam on Instagram (if applicable)
• Leverage the event hashtags: #DowntownDropDown and #GoOverTheEdge
• Share about the event across social media channels

ALL MEDIA INQUIRIES:
Please contact Hannah Snyder, Development and Marketing Associate
Phone: (408) 438 - 2180 | Email: Hannah@StreetsTeam.org