

SPONSORSHIP & TICKET OPPORTUNITIES

ROCK THE FEAST



Hard Rock Hotel, November 13, 2025



FACT SHEET

Care for the Homeless fights homelessness by delivering high-quality and client-centered health care, human services, and shelter to homeless individuals and families, and by advocating for policies to ameliorate, prevent, and end homelessness.

40 Years CFH has been on the front lines helping NYC's homeless

22 Locations throughout all five boroughs, plus five shelter

350,000 Estimated number of people without a home in NYC

114,719 People sleeping in NYC shelters on any given night

39,394 School-aged children sleeping in NYC shelters on any given night

437 DAYS Average length of stay for a family in the NYC shelter system

750 DAYS Average length of stay in a shelter for an adult

70% People in shelters are homeless families

198 Number of individuals CFH placed in permanent housing in 2024

41,000+ Patients helped at our health care centers in 2024

FOR MORE INFORMATION

Tracey Alexander, Event Lead

Chief Development and Communications Officer
Care For the Homeless

talexander@careforthehomeless.org

(212) 366-4459, ext. 339

501(c)3 ID:13-3666996

www.careforthehomeless.org

Paul Walker, Event Chair

Senior Vice President • CBRE, Inc
Paul.Walker@cbre.com

(212) 984-7117



FOUNDING PRESENTING SPONSOR

ROCK THE FEAST

AMOUNT: \$25,000

- Exclusive Founding Presenting Sponsor with red carpet branding and company logo placement on all event materials, including invitations, event and organization website and event signage
- Private VIP Lounge area for guests
- Dedicated social media messaging pre- and post-event recognizing sponsorship
- Recognition in organization press releases as exclusive Founding Presenting Sponsor
- Invitation to exclusive donor engagement events
- 20 guest tickets

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ENTERTAINMENT SPONSOR

ROCK THE FEAST

AMOUNT: \$15,000

- Exclusive Entertainment Center Stage Sponsor with red carpet recognition
- Exclusive VIP Lounge area for guests
- Company logo placement on all event materials, including sponsorship signage, invitations and website
- Social media messaging pre- and post-event recognizing sponsorship
- Invitation to exclusive donor engagement events
- 15 guest tickets

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SPOTLIGHT SPONSOR

ROCK THE FEAST

AMOUNT: \$10,000

- Choice of exclusive branded sponsorship opportunity: Spirit Sponsor, Cocktail Napkin Sponsor, Tasting Sponsor, or Coat Check Sponsor
- Company logo placement on invitations, website and event signage
- Social media pre- and post-event recognizing sponsorship
- Invitation to exclusive donor engagement events
- 10 guest tickets

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T-SHIRT SPONSOR

ROCK THE FEAST

AMOUNT: \$10,000

- ROCK THE FEAST Event T-Shirt for all attendees with your company logo
- Company logo placement on invitations, website and event signage
- Social media recognition prior to and after event
- Invitation to exclusive donor engagement events
- 10 guest tickets
- *Sample t-shirt, not representative of final design*

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HOPE BUILDER

ROCK THE FEAST

AMOUNT: \$5,000

- Company name and logo featured on website and event signage
- New York-inspired basket
- 6 guest tickets

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COMMUNITY ADVOCATE

ROCK THE FEAST

AMOUNT: \$2,500

- Company name featured on event website and signage
- 3 guest tickets

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TICKETS

ROCK THE FEAST



FRIEND TICKET (BEFORE OCT 1): \$250/TICKET

FRIEND TICKET (AFTER OCT 1): \$300/TICKET

FOR EVENT INFORMATION OR QUESTIONS

**TRACEY ALEXANDER
CHIEF DEVELOPMENT AND COMMUNICATIONS OFFICER**

**CARE FOR THE HOMELESS
TALEXANDER@CAREFORTHEHOMELESS.ORG**

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