



Challenge for Charity

Sponsorship Packet

A fundraising event to support the:



About the Event

Build Your City (BYC) is celebrating its inaugural fundraiser Challenge for Charity on October 30, 2022, at Westside Park in Atlanta, GA. Our goal is to raise \$50k, to help provide first responders & public safety officers assistance in securing high-quality, affordable housing and empower them in their journey to homeownership. Principles and Team Members from Cityscape and Bellwood will team up to compete in a series of competitive field games.

All proceeds provided by partner organizations and corporations will be directed to the Atlanta Fire Rescue Foundation and the Atlanta Police Foundation to support affordable housing for first responders and other areas that these organizations deem necessary.



Outcomes



Connectivity

Challenge for Charity will bring together leaders from the community, the public, and private sector throughout metro Atlanta to provide support for first responders.



Awareness

Atlanta's population is increasing, but new housing construction has focused on higher-cost demand. Metro Atlanta is in the midst of an affordable housing crisis, which includes our first responders & public safety officers that keep our communities safe.



Support

We are honored to pay tribute to the many first responders, fire fighters and police who service our communities. We look forward to supporting them and their legacies through raising funds towards an affordable housing program.

About the Participants

Cityscape

At Cityscape, we believe new home development should lift communities up. We use conscious practices and capital to ensure every community we develop, and every home we build in town increases the standard of living, not the cost of living.

By putting community first, Cityscape is able to offer desirable, market-rate affordable homes just minutes from Atlanta's transportation network, social hot spots, and culture. Homes that are created to meet the needs and lifestyles of tomorrow's homeowners. We work tirelessly to provide affordable housing to the first responders of Atlanta.

Learn more about Cityscape at www.cityscapehousing.com



Bellwood Homes

Spanning the historic Atlanta neighborhoods of Grove Park, Almond Park and Carey Park, the vision of Bellwood Homes is born out of some of the city's most storied communities. These tree-lined streets crisscrossing Atlanta's burgeoning Westside are a testament not only to the history they have witnessed but to the possibilities of the future. Bellwood Homes is committed to reweaving the fabric of the community in these iconic Atlanta neighborhoods – rejuvenating the physical and reinvigorating the spirit.

Learn more about Bellwood Homes at www.bellwoodhomesatl.com



BYC, INC.

BYC is a 501 (C)(3) organization with specialized designed program to impact community development in urban areas. BYC works with key government leadership, researchers, developers, and consultants to establish its banner initiative of Build Your "Cityscape." We use extensive research and strategic planning to provide innovative approaches that effectively develop key economic engines and programs that empower our youth, grow neighborhoods, build business, create jobs, and advance equality.

Our community-based research explicitly recognizes and seeks to support the expansion of social structures and social progress. Thus, working together with partners and supporters to improve the overall quality of life for underserved communities.

Learn more about BYC at bycimpact.org



Why Sponsor

The BYC inaugural fundraiser Challenge for Charity will bring together community leaders, municipal leaders, decision-makers, media, and influencers throughout Metro Atlanta and surrounding areas with the goal of not only fundraising but developing community partnerships to strengthen the support of our protectors and safeguard.

The time is now for an increased focus on community safety. Through your support, we can make a difference not only in the lives of first responders but in the community at large.

Benefit the Departments

All proceeds will be directed to the Atlanta Fire Rescue Foundation and the Atlanta Police Foundation. CityScape will work with each department to develop a Down Payment Assistance (DPA) program as an option that makes it easier for our first responders and police officers to become homebuyers. Proceeds will be collected and provided as funds needed for a down payment. Both government and public agencies provide these programs, often in the forms of grants.



Sponsor Benefits

Social Responsibility & Community Involvement

One of the greatest benefits of a community involvement or corporate social responsibility (CSR) is that it allows your organization to engage your team on a variety of different levels, which ultimately drives overall engagement in your company.

Increased Visibility & Brand Awareness

Using our platform to market your company is one of the most cost-effective ways to increase your brand's visibility. Our reach throughout Atlanta and throughout the SouthEastern Region shows your current and potential consumers who you are, that you are active and engaged with your community and that you are someone they can trust. Ultimately increasing sales!

Networking Opportunities

By sponsoring Challenge for Charity, you become part of a larger collective of business, community and municipal leaders supporting each other, our local economy, our First Responders and safety officers. Hearing what other people are doing at their companies can also inspire you to bring new techniques or skills to your job. Whether you work for a small business or a large corporation, your fresh ideas can help you stand out and succeed in your current role.

Employee Wellness & Engagement

The pandemic has shown us just how important is it to stay healthy. By supporting the Challenge for Charity event, your company will be highlighted for creating a sincere interest of your team's involvement in living a healthy life—at home and at work. Workplace wellness programs are only as effective as the proportion of employees who are truly engaged in such activities.

If ideas come to mind as you review the enclosed material, please feel free to contact us to discuss ways we can customize a package to take advantage of the exposure opportunities we have to offer.

Sponsorship Levels



Title Sponsor \$10,000

Company logo displayed on all signage and printed material

Company logo included in all marketing pre and post-event

1st Choice media coverage both print, radio and social channels

Company representative to serve as Master of Opening Ceremonies

Company name mentioned by announcers throughout all activities

Company logo and web link on event website

Company logo included in all event-related materials wearables and merchandise

Two Company tent stations during event

Partnering Sponsor \$5,000

Company logo displayed on all signage and printed material

Company logo included in all marketing pre and post-event

2nd Choice media coverage both print, radio and social channels

Company representative to offer 3 min remarks during Opening Ceremonies

Company name mentioned by announcers throughout all activities

Company logo and web link on event website

Company logo included on all event-related materials, wearables and merchandise

One company tent station during event

Sponsorship Levels

Support Sponsor - \$2,500



- Company logo displayed on all signage and printed material
- Company logo included in all marketing post-event
- Identified media coverage
- Company name mentioned by announcers throughout all activities
- Company logo and web link on event website
- Company logo included on identified event-related materials, wearables and merchandise
- Shared tent station during event

Activity Sponsor – \$1,000

- Company logo displayed on identified signage and printed material
- Company logo included in all marketing post-event
- Company name mentioned by announcers during one identified activity
- Company logo and web link on event website
- Company logo included on identified event-related materials, wearables and merchandise
- Shared tent station during event



General Support Sponsor - \$500



- Company logo displayed on identified signage and printed material
- Company name mentioned by announcers during one identified activity
- Company logo and web link on event website
- Company logo included on identified event-related materials, wearables and merchandise

Challenge for Charity \$50K Sponsorship Form



Team Name

<input type="checkbox"/>	Title Sponsor	\$10,000.00
<input type="checkbox"/>	Partnering Sponsor	\$5,000.00
<input type="checkbox"/>	Support Sponsor	\$2,500.00
<input type="checkbox"/>	Activity Sponsor	\$1,000.00
<input type="checkbox"/>	General Support Sponsor	\$500.00

Contact Information :

First Name : Last Name :

Address :

Post Code : Phone No : E-Mail :

Corporate Sponsorship Information :

Business Organization Name : Website / E-Mail :

Position Business : Phone Number :

Full Address : City / Province :

Payment Process Details go Below

Yes No

Signature Of Author



Challenge for Charity

Support Today!!

A fundraising event to support the:

