



**Under One Roof**  
**April 27, 2021**  
**Live broadcast event on NBC4**  
**7:30 p.m.**

**Under One Roof is Community Shelter Board’s signature fundraiser to spark discussion about critical social problems and shed light on innovative solutions to homelessness – so that everyone has a place to call home. Your sponsorship support will have an immediate impact on keeping people stably housed, provide emergency shelter when needed, and move people back into stable housing quickly.**

In partnership with NBC4, Under One Roof is again going live and virtual this year as we come together to keep our community safe. The live, 30-minute broadcast event on Tuesday, April 27<sup>th</sup>, will highlight the important work being done by Community Shelter Board during the pandemic, feature inspiring stories and celebrity guests, and fundraise critical dollars to address the needs of the homeless community with a text-to-give opportunity from 4:00 p.m. – 8:00 p.m. In our current environment, it is more important than ever that we continue to engage our community to provide help and hope to our vulnerable neighbors experiencing homelessness. By supporting Under One Roof, you will make an immediate impact toward keeping men, women, and children safe during the COVID-19 pandemic while providing them a pathway to stable homes. The event also provides exciting opportunities for sponsor recognition to a wide audience and will feature special daytime news segments, interviews, and promotions on NBC4 culminating in the live broadcast.

The 2020 live broadcast event on NBC4 was a huge success, raising over \$100,000 from 950 viewers and generous community members via a text-to-give platform and a live, virtual call-in phone bank. Thanks to the incredible support of our sponsors and other generous donors in our community, our total raised for the event reached \$453,200. Anchored by veteran journalist Colleen Marshall, the broadcast shared about the immediate work being done by Community Shelter Board at the start of the pandemic with the compelling message, “You can’t stay home if you don’t have a home.” The broadcast featured special celebrity guests, an interview with Columbus Health Commissioner, Dr. Mysheika Roberts, an interview with CSB Executive Director, Michelle Heritage, plus compelling stories from families in our community who were impacted by the pandemic and received assistance from CSB’s homeless and housing programs.



**Watch the 2020 Under One Roof live broadcast on NBC4:**  
<https://nbc4i.co/2Sq6ri1>

**Hear from Aarika, mother of 4, about the pandemic’s impact on her family:**  
<https://www.youtube.com/watch?v=0tji9kVUf2U&feature=youtu.be>

For more information or to sign up as a sponsor, contact Katie Ocasio at [kocasio@csb.org](mailto:kocasio@csb.org) or 614-715-2524.

**Community Shelter Board works to make sure everyone has a place to call home. We are the community’s collective impact organization driving strategy, accountability, collaboration, and resources to achieve the best outcomes for people facing homelessness in Columbus and Franklin County. Our system of care served 14,000 people last year, including over 4,100 children.**



## Under One Roof Sponsorship Benefits

### HEADING HOME SPONSOR - \$25,000

- 🏠 A \$25,000 tax deductible investment in Community Shelter Board
- 🏠 Logo placement in ALL event public relations and advertising initiatives, and event collateral including save the dates<sup>1</sup> and invitations<sup>2</sup>
- 🏠 Recognition in CSB and NBC4 e-blasts and social networking campaigns. This targets 120,000 people in NBC4’s database and 9,000 CSB followers and stakeholders
- 🏠 Logo and link to your company website from CSB’s Under One Roof website
- 🏠 Acknowledgement as Heading Home Sponsor with logo included in NBC4 homepage takeover, promo spots and display ads, on NBC4 Call 4 Ticker which airs from 4-8pm (including over Nightly News), as well as throughout the live broadcast special
- 🏠 Access to the live program for your associates

### FOUNDATION OF EMPOWERMENT SPONSOR - \$5,000

- 🏠 A \$5,000 tax deductible investment in Community Shelter Board
- 🏠 Name recognition on invitation<sup>2</sup>
- 🏠 Recognition in CSB and NBC4 e-blasts and social networking campaigns. This targets 120,000 people in NBC4’s database and 9,000 CSB followers and stakeholders
- 🏠 Name recognition and link to your company website from Community Shelter Board’s Under One Roof website
- 🏠 Name recognition in NBC4’s homepage takeover and during sponsor segment of the live broadcast special

### ROOF OF HOPE SPONSOR - \$10,000

- 🏠 A \$10,000 tax deductible investment in Community Shelter Board
- 🏠 Logo placement in select event public relations and event collateral including invitations<sup>2</sup>
- 🏠 Recognition in CSB and NBC4 e-blasts and social networking campaigns. This targets 120,000 people in NBC4’s database and 9,000 CSB followers and stakeholders
- 🏠 Name recognition and link to your company website from Community Shelter Board’s Under One Roof website
- 🏠 Name recognition in NBC4 homepage takeover, promo spots and display ads, as well as throughout the live broadcast special

### DOOR TO OPPORTUNITY SPONSOR - \$2,500

- 🏠 A \$2,500 tax deductible investment in Community Shelter Board
- 🏠 Recognition in CSB and NBC4 e-blasts and social networking campaigns. This targets 120,000 people in NBC4’s database and 9,000 CSB followers and stakeholders
- 🏠 Name recognition on Community Shelter Board’s Under One Roof event website
- 🏠 Name recognition in NBC4’s homepage takeover and during sponsor segment of the live broadcast special

### KEY SPONSOR - \$1,000

- 🏠 A \$1,000 tax deductible investment in Community Shelter Board
- 🏠 Recognition in CSB and NBC4 e-blasts and social networking campaigns. This targets 120,000 people in NBC4’s database and 9,000 CSB followers and stakeholders
- 🏠 Name recognition on Community Shelter Board’s Under One Roof event website
- 🏠 Name recognition in NBC4’s homepage takeover

#### Community Shelter Board

355 East Campus View Blvd.  
Suite 250  
Columbus, Ohio 43235

614 221 9195 / main  
614 221 9199 / fax  
www.csb.org

Contact: Katie Ocasio, Relationship Officer, [kocasio@csb.org](mailto:kocasio@csb.org)

1. If pledged by February 8, 2021

2. If pledged by March 6, 2021



Tuesday, April 27, 2021  
NBC4 Live broadcast • 7:30 p.m.

## PLEDGE CONFIRMATION

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Recognize this gift on all public relations as

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

\_\_\_\_\_  
Address, City, State, Zip

\_\_\_\_\_  
Office Phone

\_\_\_\_\_  
Email

## INVESTMENT

Please accept this pledge commitment in the amount of \$ \_\_\_\_\_

- Full payment enclosed.  
 Check  
 Credit card: Visa, MasterCard, Discover, American Express—

Name on card \_\_\_\_\_

Address (as listed on account invoice) \_\_\_\_\_

Card number \_\_\_\_\_ Expiration date \_\_\_\_/\_\_\_\_ CVC \_\_\_\_\_

Full payment to be paid by May 29, 2021

Other (Please explain) \_\_\_\_\_

I am authorized to make this pledge on behalf of my corporation.

\_\_\_\_\_  
Initials

\_\_\_\_\_  
Date

PLEASE MAIL, FAX OR EMAIL PLEDGE FORM AND CHECK TO:  
Community Shelter Board  
355 East Campus View Blvd., Suite 250  
Columbus, Ohio 43235

cwhite@csb.org  
614 221 9195 /main  
614 221 9199 / fax  
[www.csb.org](http://www.csb.org)