



2024 National Sponsorships



**FOR MORE INFORMATION ABOUT SPONSORSHIPS,
PLEASE REACH OUT TO KRISTEN POTEET.**

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(703) 634.6130

entrywaytalent.org/partner-with-us



2024 NATIONAL SPONSORSHIPS

National sponsorships support all program operations across our network in Atlanta, Central Florida, Central Texas, Denver, Houston, Nashville, National Capital Region, North Carolina, North Texas, Phoenix, and South Carolina.

PLATINUM - \$100,000

- Logo and link on website, quarterly national e-newsletters, and presentations
- Dedicated email to contact list of 5,000 supporters
- Lunch and learn presentation for company employees
- Opportunity for company executive to participate in Entryway video
- Announcement on website
- Custom impact report to include in company's ESG strategy
- Recognition on social media channels
- Recognition in CEO's State of the Org. webinar
- Acknowledgement in annual report

GOLD - \$50,000

- Logo and link on website, quarterly national e-newsletters and presentations
- Lunch and learn presentation for company employees
- Announcement on website
- Custom impact report to include in company's ESG strategy
- Recognition on social media channels
- Recognition in CEO's State of the Org. webinar
- Acknowledgement in annual report

TRAINING SPONSOR - \$35,000

- Recognition as Entryway National Training Sponsor
- Logo on website, quarterly national e-newsletters and presentations
- Announcement on website
- Recognition on social media channels
- Recognition in CEO's State of the Org. webinar
- Acknowledgement in annual report
- Logo on virtual classroom training platform

SILVER - \$25,000

- Logo on website, quarterly national e-newsletters and presentations
- Announcement on website
- Recognition on social media channels
- Recognition in CEO's State of the Org. webinar
- Acknowledgement in annual report

BRONZE - \$10,000

- Logo on website and presentations
- Recognition on social media channels
- Acknowledgement in annual report

VIDEO SPONSOR - \$5,000

- Sponsor an Entryway success story video highlighting a participant or partnership
- Include company logo in video distribution
- Recognition on social media channels
- Acknowledgement in annual report

Opening the Door **FOR TALENT**

Entryway opens doors for individuals and families at risk of and facing situational homelessness to return to economic independence. At Entryway, we leverage the trillion-dollar apartment industry to create a unique solution for individuals who are motivated, ready to work, and looking to step into a much-needed opportunity. Entryway participants receive **career training, life skills, mentorship**, and access to **full-time employment** and **discounted housing opportunities** with our apartment industry partners. We break down barriers for individuals and families so they can step into their true potential. It's a **win-win-win solution** for our participants in need of stability, for our industry partners in need of trained talent, and for healthier communities.



PATHWAY TO ECONOMIC SELF-SUFFICIENCY



REFER APPLICANTS

Individuals and families at risk and housing insecure apply to Entryway.



SCREEN APPLICANTS

Applicants are assessed for program eligibility through background checks, interviews and past work experience.



TRAIN PARTICIPANTS

Entryway upskills with virtual classroom courses and in-person, hands-on classroom trainings taught by apartment industry professionals for careers in groundskeeping, maintenance, and leasing.



HIRE PARTICIPANTS

Trained participants are referred to our network of more than 80 companies in need of on-site talent to manage their apartment communities.



RETURN TO SELF-SUFFICIENCY

Hired Entryway participants receive full-time employment, benefits, and discounted housing opportunities at or near their employment site.

Entryway Impact BY THE NUMBERS FY24



2024 Projected Hired
Entryway Participants

180



2024 Financial Impact

**\$16
MILLION**



2024 Budget

**\$3.1
MILLION**

\$44,176

Per-person increase in income, benefits, housing discount, and services via the Entryway program.

\$36,366

Per-person savings to their community as they transition out of homelessness to self-sufficiency.

\$8,440

Per-person taxes going back into a community.

Total Entryway Financial Impact Per
Person + Savings to Community =

\$88,982

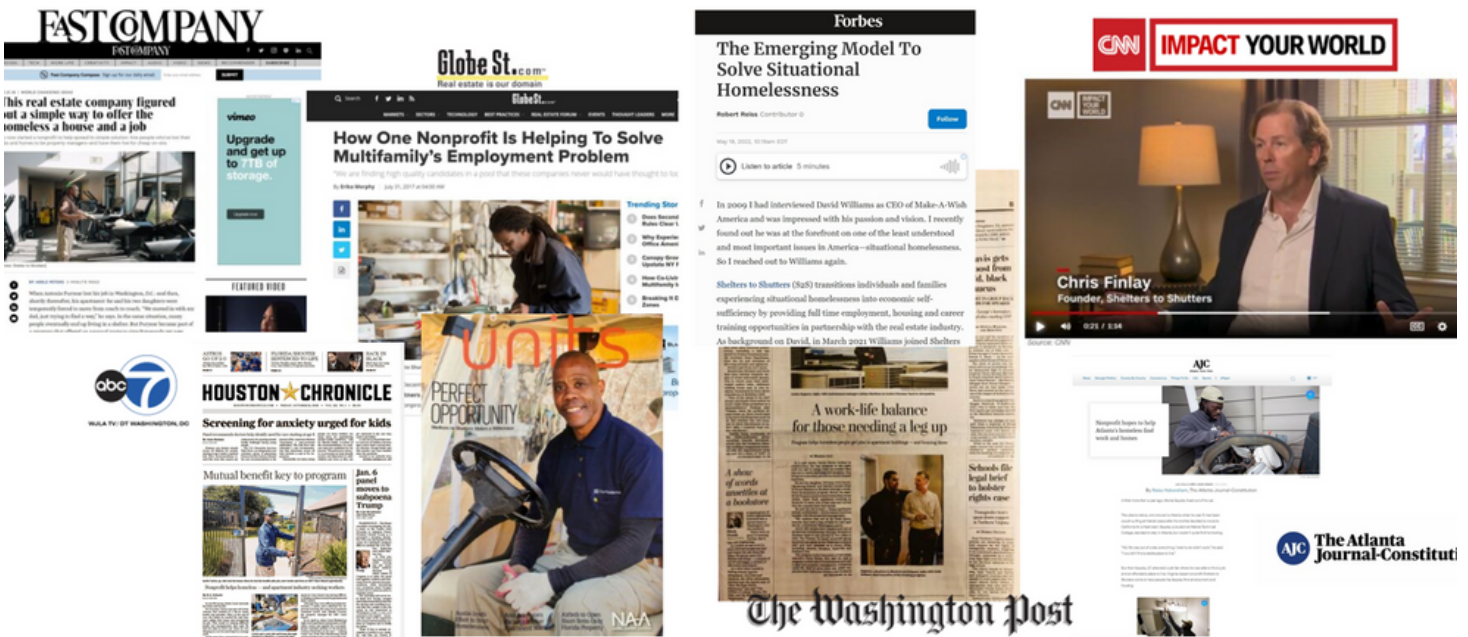
In 2023, 48% of hired Entryway participants had dependents. The numbers above do not include the positive impact of spouses and children who are now part of a family with stability and economic independence.





ENTRYWAY MEDIA

Entryway has been featured as an innovative private sector solution to a growing national social issue in multiple media outlets since its inception.



5K+ EMAIL SUBSCRIBERS

4.6K+ SOCIAL MEDIA

ABC7 News Washington
CBS Colorado
CNN Impact
Fast Company
Forbes.com
GlobeSt.com
Houston Chronicle
Houston Business Journal
NAA Units Magazine
Nashville Business Journal
Multifamily Biz
Multi-Housing News
Multifamily Executive
The Atlanta Journal-Constitution
The Colorado Sun
The Tennessean
The Washington Post



SPONSORSHIP COMMITMENT FORM

Entryway is grateful to have your support. Please complete this form and send it to Kpoteet@entrywaytalent.org or call 703-634-6130 to provide your information over the phone.

Contact

Company

Address

City

State

Zip

Email

Telephone

Sponsor Level Commitment: ☐ Platinum - \$100,000 ☐ Silver - \$25,000
☐ Gold - \$50,000 ☐ Bronze - \$10,000
☐ Training - \$30,000 ☐ Video - \$5,000

Method of Payment:

- ☐ Please invoice me.
- ☐ Pay via check.
- ☐ Pay online with a credit card: <https://entrywaytalent.org/donate>

**Please make checks payable to Entryway and mail to:
Entryway, 1921 Gallows Road, Suite 700, Vienna, VA 22182
Entryway is a 501(c)3 organization. Tax ID #47-1004312**