

2026

Sponsorship Planning & Budgeting

GUIDEBOOK



Plan Ahead.

Partner with Purpose.



Why Entryway?

Every day, thousands of people face housing instability, while countless apartment communities struggle to fill positions that keep their properties running. Entryway bridges that gap by connecting individuals and families at risk of homelessness with opportunities for full-time employment, stable housing, and career training in the multifamily industry.



By aligning your company with Entryway, you're not just sponsoring an event — you're changing lives, strengthening communities, and investing in the industry's future workforce.

What Entryway Does:

- Employment: We partner with multifamily owners and operators to connect participants with full-time, career-path employment opportunities in maintenance, leasing, and operations.
- Housing: Hired participants receive deeply discounted housing, in a fully furnished unit, giving them a safe and stable place to live while rebuilding their lives.
- Support: We provide job readiness training, coaching, and wrap-around services designed to reduce barriers and strengthen participants' ability to achieve long-term stability.

Entryway's proven model creates a win-win solution: participants regain independence, and industry partners gain loyal, skilled employees who are invested in their communities.

From Uncertainty to Opportunity:

Jamaine

LEASING PROFESSIONAL, ORLANDO



Jamaine's story is one of determination, reinvention, and the power of a second chance.

For years, Jamaine and her children lived stably through a long-term housing assistance program. But as the end of that program approached, she knew she would soon face unaffordable market rent with no clear path forward. Despite building a strong career in banking, she longed to return to the multifamily industry, where she had briefly worked as a "floater" in 2019 and discovered how much she enjoyed helping people find housing.

Her turning point came when she received a flyer from a partner nonprofit about Entryway CFL's in-person Leasing Training. After months of exhausting job searching with no progress, she felt a spark of hope and applied.

In August 2024, Jamaine completed Entryway's comprehensive in-person training, led by NAAEI Faculty trainers and multifamily experts. Shortly after, she interviewed with Asset Living for a tax-credit leasing role, and she was hired.

Today, Jamaine is thriving in her career and embracing every opportunity to grow:

"Thanks to Entryway, I've gained stable employment in property management. I'm learning something new every day."

She loves the sense of purpose her new career brings:

"I enjoy guiding individuals through one of the most important transitions in their lives—finding stable housing. I love the fast pace, the incentives, and the accomplishment of closing a lease. And nothing beats seeing a happy resident move in."

In December 2024, Jamaine celebrated her one-year employment anniversary with Asset Living and officially graduated from the Entryway program.

Jamaine's journey is a powerful example of what workforce development can achieve—through Entryway's training, opportunity, and industry partners like Asset Living, she rebuilt stability for her family, discovered a career she loves, and now looks toward a future filled with growth and possibility.

2026 Budget Planning

Many multifamily operators and supplier partners plan their annual budgets well in advance. To ensure your company can participate in upcoming Entryway opportunities, we encourage you to plan ahead for your 2026 sponsorship and partnership involvement.

April 2, 2026

**4th Annual TopGolf
Invitational**

\$750-\$10,000



August 20, 2026

**4th Annual Entryway
to Excellence**

\$750-\$10,000



Quarterly, 2026

**Multifamily Training
Sessions**

\$800-\$6,500



Commit to all three 2026 sponsorship opportunities and pay by March 31 to receive a 10% early-bird discount, or commit to any two by the same date to receive a 5% discount.

Partnering with Entryway demonstrates your company's commitment to creating pathways out of homelessness and strengthening the multifamily community.

Together, we can make a measurable impact — one hire, one home, and one life at a time.

TopGolf Invitational

Orlando

April 2, 2026



TOPGOLF

Join Central Florida's multifamily community for an unforgettable afternoon of networking, friendly competition, and impact at Entryway CFL's 4th Annual Topgolf Invitational in Orlando. This event brings together property owners, management teams, and industry partners for team-building play, a silent auction, and meaningful conversations — all while supporting Entryway's mission to end situational homelessness through employment and housing. With premium branding opportunities, sponsor activations, and direct access to key decision-makers, this is where business leaders connect for a cause that truly matters.

Presenting Sponsor

\$10,000

- Logo/name as Presenting Sponsor on all signage, event materials, and bay.
- Two bays (6 players per bay), includes food & non-alcoholic beverages for 12.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- 1st Priority bay location selection.
- Logo on Entryway National Pre-Event Post (all channels).
- Ability to provide/include bags with promotional materials.
- Logo & Call Out recognition in Entryway National Event Recap (all channels).
- Logo on Entryway CFL website as Market Sponsor for 12 months.
- Opportunity to address the crowd.
- Branded table at check-in to promote company and meet all guests.
- Name recognition on all collateral TopGolf Invitational Presented by (Your Company)

Diamond Sponsor

\$7,500

- Logo/name as Diamond Sponsor on all signage, event materials, and bay.
- Two bays (6 players per bay), includes food & non-alcoholic beverages for 12.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- 2nd Priority bay location selection.
- Logo on Entryway National Pre-Event Post (all channels).
- Ability to provide/include bags with promotional materials.
- Logo recognition in Entryway National Event Recap (all channels).
- Logo on Entryway CFL website as Market Sponsor for 6 months.
- Opportunity to address the crowd.

Platinum Sponsor

\$5,000

- Logo/name as Platinum Sponsor on all signage, event materials, and bay.
- One bay (6 players per bay), includes food & non-alcoholic beverages for 6.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- 3rd Priority bay location selection.
- Logo on Entryway National Pre-Event Post (all channels).
- Ability to provide/include bags with promotional materials.

Gold Sponsor

\$3,000

- Logo/name as Gold Sponsor on all signage, event materials, and bay.
- One bay (6 players per bay), includes food & non-alcoholic beverages for 6.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- 4th Priority bay location selection.
- Logo on Entryway National Pre-Event Post (all channels).

Bay Sponsor

\$1,500

- Logo/name as Bay Sponsor on all signage, event materials, and bay.
- One bay (6 players per bay), includes food & non-alcoholic beverages for 6.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- Assigned bay location selection.

Supporting Sponsor

\$750

- Gameplay for 2.
- Food & non-alcoholic beverages for 2.
- Logo included in all local press releases, pre/post social media promotions, and event recap.
- Assigned bay location selection.

Entryway to Excellence

A Night of Celebration

Tampa

August 20, 2026



Entryway to Excellence is our signature annual fundraising event, bringing together multifamily leaders, community partners, and supporters for an inspiring evening dedicated to celebrating the transformational success of Entryway participants. Guests experience powerful impact stories, meaningful networking, and a shared commitment to creating pathways out of situational homelessness. Sponsors play a vital role in making this possible—fueling critical support for training, employment opportunities, and housing stability across Central Florida, while strengthening industry connection and aligning their brand with a movement advancing economic mobility and lasting change.

Excellence Sponsor

\$10,000

- Logo/name as Excellence Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 12 attendees.
- Recognition in Entryway's Annual Report.
- Logo on Entryway National Pre-Event Post (all channels).
- Logo & Call Out recognition in Entryway National Event Recap (all channels).
- Logo on Entryway CFL website as Market Sponsor for 12 months.
- Opportunity to address the crowd.
- Branded table at check-in to promote company and meet all guests.
- Name recognition on all collateral Entryway to Excellence Presented by (Your Company)

Dignity Sponsor

\$7,500

- Logo/name as Dignity Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 10 attendees.
- Recognition in Entryway's Annual Report.
- Logo on Entryway National Pre-Event Post (all channels).
- Logo recognition in Entryway National Event Recap (all channels).
- Logo on Entryway CFL website as Market Sponsor for 6 months.
- Opportunity to address the crowd.

Opportunity Sponsor

\$5,000

- Logo/name as Opportunity Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 7 attendees.
- Recognition in Entryway's Annual Report.
- Logo on Entryway National Pre-Event Post (all channels).
- Logo recognition in Entryway National Event Recap (all channels).

Stability Sponsor

\$3,000

- Logo/name as Stability Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 5 attendees.
- Recognition in Entryway's Annual Report.
- Logo on Entryway National Pre-Event Post (all channels).

Empowerment Sponsor

\$1,500

- Logo/name as Empowerment Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 3 attendees.
- Recognition in Entryway's Annual Report.

Hope Sponsor

\$750

- Logo/name as Hope Sponsor on all signage, event materials, and local social media.
- Food and beer/wine for 2 attendees.

Industry Training

Quarterly, 2026



Entryway CFL facilitates multifamily industry training—available virtually, in person, and in hybrid formats—through collaborative partnerships with certified industry professionals. Designed for entry-level pathways in maintenance, leasing, and groundskeeping, training covers both technical and soft skills, resume development, interview preparation, and access to credentials such as OSHA-10 and EPA 608 Universal for maintenance tracks. These sessions help participants build the skills, confidence, and industry connections needed to begin stable careers in multifamily housing.

Graduation Pathway Sponsor

\$5,000

Helps take a participant all the way to graduation, including career training, a personal laptop, job placement services, and 1:1 support for a full year.

Career Launch Sponsor

\$1,000

Provides a participant with access to Entryway's full career training curriculum, a personal laptop, and ongoing job placement support to help them secure stable employment in the multifamily industry.

Skills Advancement Sponsor

\$500

Funds a year of customized career training and industry certifications, helping participants accelerate their hiring potential and professional growth.

Training Lunch Sponsor

\$300

Supports lunch for participants during an in-person training session and includes an opportunity to address the group and highlight your company's services.

Training Breakfast Sponsor

\$250

Provides breakfast for an in-person training and includes an opportunity to speak to participants and share information about your company or properties.

Training Transportation Sponsor

\$100

Helps ensure a participant can access training, interviews, or hiring events by removing transportation barriers.

Event Dates & Deadlines

2026

See below for deadlines for 2026 sponsorships. Commit by March 31 to take advantage of early-bird pricing: receive 10% off by sponsoring all three, or 5% off when sponsoring any two opportunities.

Payment in full is required to secure early-bird discounts, and all sponsorship payments must be received prior to each event.

April 2, 2026

4th Annual
TopGolf Invitational

Sponsorships close
March 20th

Teams close
March 24th

August 20, 2026

4th Annual
Entryway to Excellence

Sponsorships close
August 12th

Guest count due
August 14th

Quarterly, 2026

Multifamily
Industry Training

Sponsorships close
Quarterly

Training offered
Year-Round

Ready to commit?

Reach out to Jessica Corton at jcorton@entrywaytalent.org



2026

Sponsorship Commitment Form

Complete this form to secure your sponsorship.

Early-bird pricing ends March 31, 2026!

Sponsor Information:

Company Name: _____

Contact Name & Title: _____

Email Address: _____

Sponsor Information:

<input type="checkbox"/> TopGolf Invitational	Sponsorship Level: _____
<input type="checkbox"/> Entryway to Excellence	Sponsorship Level: _____
<input type="checkbox"/> Industry Training	Sponsorship Level: _____

Total Sponsorship Amount: \$_____

Multi-Event Discount:

I am committing to multiple sponsorships by March 31 with payment in full to receive early-bird discounts (10% off all 3 events or 5% off any 2 events).

Payment:

Sponsorships will be invoiced at time of commitment. Payment must be received prior to the event.

Signature: _____

Date: _____

Thank You

2025 Sponsors



RANGE WATER



SINATRA & COMPANY

WILLOW BRIDGE

RESPROP

ALLEGIANT-CARTER

VALET LIVING

OAZA LANDSCAPE SERVICES

SWITCH ELECTRIC

PROGREEN SERVICES, LLC

ESSENTIAL STAFFING SOLUTIONS

THE JUNK GENERALS

DBK CONSTRUCTION GROUP

LIGHT ORLANDO

I4 WASTE VALET

FERGUSON

WHITESTONE CONSTRUCTION GRP

ARTISENT FLOORS

REAL FLOORS

RESOURCE PAVEMENT GRP

HOUSE OF FLOORS

MIDDLEBURG COMMUNITIES

MASSEY SERVICES

ABLE CONSTRUCTION GRP

COMMTOW LLC

FLORIDA CONSTRUCTION DESIGN GRP