

Howard & Evanston
Community Center



Program Showcase Sponsorship Guide

Sheila Reynolds Berner Family Center

7510 North Ashland

June 11, 2026

Table of Contents

How to use this sponsorship packet -----	1
Sponsor tiers -----	2
Letter to prospective sponsors -----	4
Online Links -----	5
Impact ladder -----	6
In-kind Items List -----	7
Elevator Pitches-----	8
Timeline -----	10

HOW TO USE THIS SPONSORSHIP PACKET

Purpose

This packet is designed to equip you to confidently introduce the Howard & Evanston Community Center and invite sponsorship for the June 11, 2026 Program Showcase.

How to Approach a Conversation

Start with the elevator pitch

Use one of the provided pitches as a reference. Choose the version that feels natural to you.

Share the impact

Use the Impact Ladder to connect specific sponsorship levels to tangible outcomes. This helps potential sponsors see exactly what their investment supports.

Leave behind materials

Most people will only need the sponsorship tiers letter (pages 2-3), but you are also welcome to provide the sponsorship letter (page 4), the online links including QR codes (page 5) and impact ladder (page 6).

Make the ask

Clearly invite them to consider:

- A monetary sponsorship at one of the listed levels
- An in-kind contribution aligned with event or program needs

Close with next steps

Let them know you will follow up directly or you can connect them with the HECC Executive Director (kaiserj@metrofamily.org, 312-764-7575) if they have more questions about the showcase, or with the External Affairs Coordinator listed on the second page of the sponsorship form.

Remember that you are not expected to answer every technical question. Your role is to open the door and signal your confidence in the organization. HECC management and the MFS external affairs team can do the final closing steps.

Record the contact

Please record your contact so we avoid duplication of effort. You can either contact Jason with your contact information or record it in this [shared document](#).

PROGRAM SHOWCASE

THURSDAY, JUNE 11, 2026 | 5:30 - 7:30 PM

SHEILA REYNOLDS BERNER FAMILY CENTER
7510 NORTH ASHLAND AVENUE, CHICAGO, IL 60626

HECC SPONSORSHIP INFORMATION

SHOWCASE SPONSOR - \$10,000

- Prominent logo placement during Showcase
- Verbal recognition from podium during program
- Logo placement during audiovisual display

PROGRAM SPONSOR - \$7,500

- Verbal recognition from podium during program
- Logo placement during audiovisual display

ADVOCATE SPONSOR - \$5,000

- Logo placement during audiovisual display

PARTNER SPONSOR - \$2,500

FAMILY SPONSOR - \$1,000

COMMUNITY SPONSOR - \$500

SEE PAGE 2 OF SPONSORSHIP FORM FOR PAYMENT AND CONTACT INFORMATION

VISIT US ONLINE AT: www.metrofamily.org/HECCshowcase

*The Howard & Evanston Community Center is a 501(c)(3) organization. All contributions are tax deductible to the extent allowed by law.
Tax ID: 36-2167940.*

PROGRAM SHOWCASE

THURSDAY, JUNE 11, 2026 | 5:30 - 7:30 PM

SHEILA REYNOLDS BERNER FAMILY CENTER
7510 NORTH ASHLAND AVENUE, CHICAGO, IL 60626

DONATION INFORMATION

INDIVIDUAL CORPORATION

NAME _____

TITLE _____ COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

CONTACT PHONE _____ FAX _____

EMAIL _____

DONOR LISTING (PLEASE SPECIFY HOW YOU/YOUR COMPANY WOULD LIKE TO BE LISTED)

PAYMENT INFORMATION

MY CHECK IS ENCLOSED. AMOUNT: \$ _____
(Please make payable to Howard & Evanston Community Center)

I/WE PLEDGE TO BECOME A HECC PROGRAM SHOWCASE SPONSOR. PLEASE SEND AN INVOICE.

VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXPIRATION DATE ____ / ____ / ____

DONOR SIGNATURE _____

PLEASE SUBMIT LOGO ARTWORK BY WEDNESDAY, APRIL 22, 2026.

FOR QUESTIONS OR MORE INFORMATION:

Please contact Julietta Shaw, External Affairs Coordinator

Email: ShawJ@metrofamily.org

Phone: 773-882-9848

Howard & Evanston Community Center is a 501(c)(3) organization.
All contributions are tax deductible to the extent allowed by law.
Tax ID: 36-2167940.

Mail completed forms to:

Metropolitan Family Services HECC

Attn: Julietta Shaw

101 N. Wacker, 17th Floor

Chicago, IL 60606

COMPLETE YOUR SPONSORSHIP ONLINE:

www.metrofamily.org/HECCshowcase

Dear Community Supporter,

On behalf of the Howard & Evanston Community Center, we invite you to partner with us as a sponsor of our 2026 Program Showcase scheduled for June 11, 2026.

Howard & Evanston Community Center, a community-based center of Metropolitan Family Services, is part of one of the region's largest and most established human services organizations. Locally, our human services improve the lives of over 13,000 individuals across Rogers Park, Evanston, and surrounding communities.

The 2026 Program Showcase will bring together business leaders, civic partners, volunteers, and supporters to see firsthand the impact of this work. Guests will hear directly from participants whose lives have been changed, meet the staff and educators delivering these services every day, and learn how strategic community partnerships expand access to opportunity.

Sponsorship is more than event recognition. It is a direct investment in:

- Early learning classrooms preparing children for kindergarten and long-term academic success
- Adult learners earning credentials and securing employment to support their families
- Families accessing food, counseling, and stabilization services during times of crisis
- Individuals returning home from incarceration reconnecting to work and community

Sponsorship opportunities range from \$500 to \$10,000 and include visibility before, during, and after the event, recognition among community leaders, and meaningful engagement with stakeholders committed to strengthening empowering our neighbors. Most importantly, sponsorship signals your leadership and commitment to building a stronger community.

We invite you to:

- Become a sponsor of the 2026 Program Showcase
- Share this opportunity within your network
- Join us in June as our guest and experience the impact firsthand

We would welcome a conversation about how this partnership aligns with your organization's priorities and community investment goals.

Thank you for your consideration and for your commitment to our community.

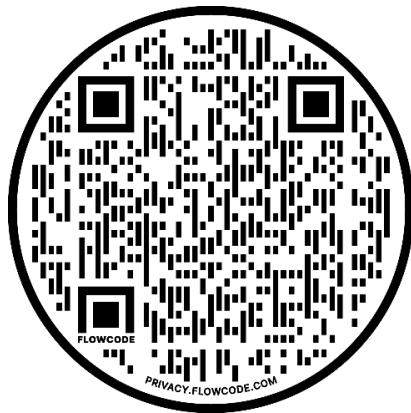
Sincerely,

Isaac Freilich Jones, Community Board President

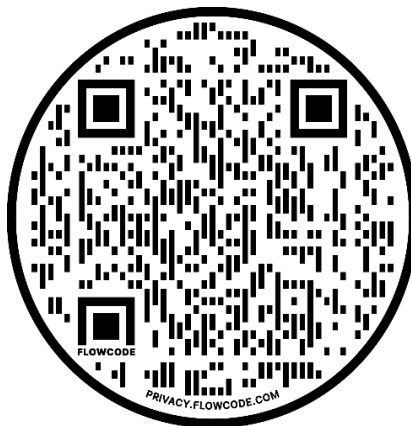
Jason Kaiser, Executive Director

families **m**powered to learn. to earn. to heal. to thrive.

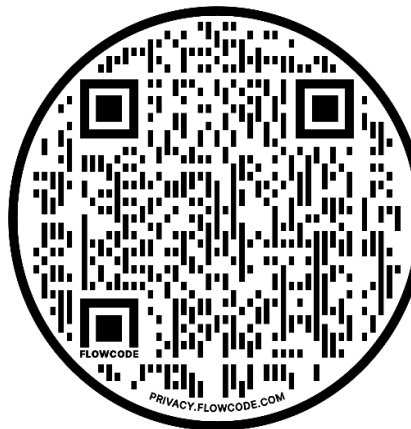
Online Program Showcase Links



[Howard & Evanston Community Center Program Showcase - Metropolitan Family Services](#)



[Donate to HECC Showcase 2026](#)



[HECC Showcase 2026 Tickets](#)

Impact Ladder

An impact ladder is a framework that clarifies how an organization's activities are expected to lead to short-, medium-, and long-term outcomes, making assumptions and causal links explicit. It supports fundraising by helping donors and funders see how investments translate into measurable results, credible outcomes, and long-term impact.

\$500

- Housing furnishings from our partner, The Chicago Furniture Bank, for a domestic violence survivor who must relocate to a new, unfurnished apartment to escape an abusive environment
- Classroom educational materials for one Head Start class
- One hands-on robotics, digital art, music production, or game design workshop for 12 youth participants.

\$1,000

- A full year of adult education services for one English language learner for an adult pursuing their high school degree
- One permanent HECC Clubhouse workstation with computer, creative software, and peripherals for year-round youth use

\$2,500

- Relocation expenses including security deposit and the first month of rent for a family experiencing domestic violence
- Replaces an aging commercial grade kitchen appliance or one food pantry refrigerator
- Supports a year of ACT and SAT preparation for 15 high school students at the HECC Clubhouse, strengthening college readiness and confidence

\$5,000

- Commercial Driver's License training and certification for one person returning from incarceration
- Community Health Worker training tuition for one adult learner
- Supports a full project cycle for a cohort of youth to design, build, and showcase an original STEM or multi-media project.

\$10,000

- One full month of preschool instruction for 10 Head Start children
- Facility improvements to our cold storage rooms to increase food pantry capacity
- Sponsors a one-year college scholarship for one HECC Clubhouse alumna, including financial assistance, mentorship, and college persistence advising.

Possible In-Kind Sponsorship Opportunities:

Event catering or refreshments

Printing of event materials

Audio/visual support

Photography or videography

Event decor or rentals

Youth project materials for showcase demonstrations

Elevator Pitches for HECC Community Board Members

Quick Pitch

Metropolitan Family Services serves more than 200,000 people each year through ten community-based centers. One of those is the Howard & Evanston Community Center, where we support 10,000 neighbors in Rogers Park, Evanston, and nearby communities by providing:

- food assistance
- early childhood education
- youth STEM programs
- adult education
- workforce preparation
- and family support services

Through our Program Showcase on Thursday, June 11th, we bring together local businesses and community partners to see this impact up close and invest in services that help families and neighborhoods thrive. We would love to talk with you about becoming a sponsor and making a meaningful local impact.

Long(er) Pitch

Metropolitan Family Services is one of Chicagoland's largest human service organizations, reaching more than 200,000 individuals each year through ten community-based centers. One of those centers is the Howard & Evanston Community Center, which serves 10,000 residents in Rogers Park, Evanston, and surrounding communities.

At our center, families can access a full continuum of care in one place, including emergency food assistance, early childhood education and childcare, youth development and STEM programs, adult education and workforce preparation, reentry support for individuals returning from incarceration, and intervention and prevention services for survivors of domestic violence.

Our Program Showcase brings together local businesses, neighbors, and partners to see this impact firsthand and to invest in services that strengthen families and help our community thrive.

We are looking for sponsors who want to make a direct and meaningful local impact. Your support helps children learn, families stabilize, adults gain skills, and neighbors stay

connected. Sponsors receive recognition at the event and in our communications, and they join a network of people and organizations committed to stronger, healthier communities.

We would love to talk with you about joining us as a sponsor and helping advance opportunities for the families we serve.

Lead with Heart Pitch

When a family walks through our doors, they are often at a moment when everything feels uncertain and overwhelming. A parent may be choosing between groceries and rent. A child may be starting school already behind. An adult may be trying to rebuild life after incarceration or domestic violence.

At the Howard & Evanston Community Center, we do not just offer a service. We offer stability. A parent can access food, enroll a child in early learning, pursue a GED, and receive workforce support all in one place.

The Program Showcase on June 11 is an opportunity for our community to see our services up close. Sponsors are not just supporting an event. They are helping a child walk into kindergarten ready. They are helping a domestic abuse survivor start over safely. They are helping a returning neighbor earn a Commercial Drivers' License and provide for their family.

We are inviting businesses and individuals to invest in that kind of impact right here in Rogers Park and Evanston.

Program Showcase Integrated Timeline

Owner(s)	Task / Milestone	Deadline	Resources Needed
Communications	Save the Date message (internal use)	2/16	Staff email signature inclusion; final date confirmed
Communications	Save the Date eBlast content to Carly	2/16	Final messaging; sponsor recognition list
Communications	Save the Date eBlast sent	3/2	Final approval; clean donor email list Includes sponsor recognition; wide distribution list Decision required: Other communication method (letter, postcard, etc.)
Communications	Invitation content to Carly	4/1	Sponsor list update; program highlights
Communications	Invite draft for approval	4/8	Leadership review
Communications	Invitation eBlast sent	4/16	RSVP link live; sponsor recognition included
Communications	Reminder eBlast sent	6/9	Final RSVP list; parking guidance; Date conflict with June 1 reminder – Date decision needed

Communications	Post-event eBlast with video	6/18	Event highlights video
External Affairs	Program book copy to Kin	4/27	Client success stories; sponsor focus
Communications	Program book to printer	5/29	Printer timeline 7–10 business days; mail date TBD
Communications	Event signage check	5/29	Inventory confirmation; vendor contact
HECC Management	Script draft developed	Mid-May	Draft remarks; honoree details
HECC Management	Final script routed to key parties	6/8	AV team; speakers