

Nationwide Day of  
**SECOND CHANCES**

DECEMBER 10, 2020

Powered by



Dear Business Partner,

As a valued member of the community, you are warmly invited to join dozens of other businesses that have committed to sponsor and participate in our Nationwide Second Chance “virtual hiring event” on Dec. 10, 2020.

This inspiring event will support our nation’s recovery from COVID-19 and restore hope to struggling communities by connecting local businesses with job seekers looking for work—especially those looking for a second chance.

Each year, 650,000 Americans are released from prison, including single moms, fathers, teenagers, veterans, and recovering addicts. With no job prospects or support system, over 65% of these people will lose hope and return to jail. With the added stress of a pandemic and unemployment levels unseen since the Great Depression, this risk will only increase.

We have seen firsthand how work can restore a person’s dignity and lower the risks of addiction, depression, domestic violence, divorce, and more. Our hiring events have already connected more than 28,000 people with job opportunities across 20 states.

At our events, you will see neighbors find work in a setting of compassion, grace, and celebration. Even on a virtual platform, you will see the trajectory of entire lives change for the better as dozens of employers, hundreds of churches, and thousands of volunteers unite to offer hope, guidance, and support to those facing barriers to work.

We also provide workshops and one-on-one job coaching for individuals who need help preparing for the job fair. Our volunteers and coaches do not rest until job seekers find work, and it shows—at each event, one-in-three people are hired on the spot and 60% find work within six weeks of the event.

Please consider participating at the level that is right for your business. With your support, we can give thousands of individuals and families the ultimate Christmas gift: a job, a second chance, and the opportunity to pursue the American Dream.

Best regards,

A handwritten signature in black ink that reads "Tristan Starbird". The signature is stylized and cursive.

Tristan Starbird

Director of Organizational Development

Better Together



# Corporate Sponsorship Opportunities

## Second Chance Champion Sponsorship \$20,000 and up

- Featured employer during our National Fair hosted by Better Together
- Free admission to all other Nationwide Second Chance Hiring Events
- Website Presence
- Email Blasts
- Hiring Event Announcements
- Event Flyers
- Social Media Promotion  
*Facebook, Twitter, Instagram*
- Press Releases
- Post Event Recognition  
*Outgoing Press Releases, Company Newsletter, Thank You Email Blast*

## Gold Sponsorship \$10,000-20,000

- Free admission to all other Nationwide Second Chance Hiring Events
- Email Blasts
- Hiring Event Announcements
- Event Flyers
- Social Media Promotion  
*Facebook, Twitter, Instagram*
- Press Releases
- Post Event Recognition  
*Outgoing Press Releases, Company Newsletter, Thank You Email Blast*

## Silver Sponsorship \$5,000-10,000

- Free admission to all other Nationwide Second Chance Hiring Events
- Email Blasts
- Hiring Event Announcements
- Social Media Promotion  
*Facebook, Twitter, Instagram*
- Post Event Recognition  
*Company Newsletter, Thank You Email Blast*

## Bronze Sponsorship \$500-5,000

- Free admission to all other Nationwide Second Chance Hiring Events
- Social Media Promotion  
*Facebook, Twitter, Instagram*
- Post Event Recognition  
*Thank You Email Blast*

# Nationwide Day of SECOND CHANCES

DECEMBER 10, 2020

