



urban
pathways

lighting the path home since 1975
50
years

Gala 2025

Sponsorship Opportunities

*50 years of lighting
the path home.*

April 30th, 2025

Wednesday, April 30th, 2025

6:00PM - 10:00PM

Cipriani 25 Broadway

25 Broadway

New York, NY 10004

For 50 years, Urban Pathways has been lighting the path home in New York City, helping thousands of individuals transition from homelessness to stability every year. We've developed innovative approaches that combine safe, affordable housing with comprehensive support services, helping the people we serve to access housing, healthcare, mental health treatment, career development, and counseling. Put simply, Urban Pathways gives people the tools they need to build the lives they want to lead.

From the beginning, the organization has been rooted in the housing first approach. We've seen firsthand that when people have a safe place to call home, they can begin setting—and reaching—new goals. Our compassionate staff members meet people where they are and walk alongside them, helping to connect them with resources and their community.

Today, Urban Pathways supports over 2,500 people each year. With each new drop-in center, safe haven, and supportive housing program we've established, we've expanded our impact across the city. This progress was made possible by the unwavering dedication of people like you: supporters, partners, and advocates who believe that homelessness is solvable.

As we arrive at our 50th anniversary, we invite you to our 2025 Gala, commemorating five decades of life-changing work. Alongside hundreds of compassionate supporters and leaders in their industries, your partnership will help Urban Pathways to expand our services, build more housing, and drive policies that end homelessness for good in New York City.

Join us for an evening celebrating all we've achieved together in the last 50 years, as well as powerful conversations about the way forward. Together, we can create a future where everyone has a place to call home.

To become a 2025 Urban Pathways Gala sponsor, please reach out to Boston Jones, Development Manager, at bjones@urbanpathways.org or (212) 736-7385 Ext. 220.

2025

Sponsorship Opportunities

\$50,000

Community Champion Sponsor

- Recognized as Presenting Sponsor on all event materials
- 20 tickets to reception, dinner, and program
- 20 tickets to VIP Reception
- Premier seating for dinner and program
- Prominent logo feature in the event space
- Full-screen digital advertisement during the cocktail reception
- Article featuring partnership in Urban Pathways' monthly newsletter (4,500 subscribers)
- Dedicated post highlighting partnership on Urban Pathways' social media (11,000 followers)
- Logo included on event invitation (if secured by January 15th, 2025)
- Prominent logo placement on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report



\$25,000

Beacon of Hope Sponsor

- Recognition as VIP Reception Sponsor on event materials
- 20 tickets to reception, dinner, and program
- 20 tickets to the VIP Reception
- Premier seating for dinner and program
- Prominent logo feature in the event space
- Full-screen digital advertisement during the cocktail reception
- Inclusion in post highlighting Beacon of Hope Sponsors on Urban Pathways' social media (11,000 followers)
- Logo included on event invitation (if secured by January 15th, 2025)
- Prominent logo placement on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report

\$15,000

Brighter Futures Sponsor



- 10 tickets to reception, dinner, and program
- 10 tickets to the VIP Reception
- Priority seating for dinner and program
- Half-screen digital advertisement during the cocktail reception
- Inclusion in post highlighting Brighter Futures Sponsors on Urban Pathways' social media (11,000 followers)
- Logo included on event invitation (if secured by January 15th, 2025)
- Logo included on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report

Tax-deductible charitable donation amount: \$11,500

- 10 tickets to reception, dinner, and program
- 10 tickets to the VIP Reception
- Priority seating for dinner and program
- Logo included with Opportunity Sponsors displayed during the cocktail reception
- Inclusion in post highlighting Opportunity Sponsors on Urban Pathways' social media (11,000 followers)
- Logo included on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report

\$10,000

Opportunity Sponsor



Tax-deductible charitable donation amount: \$6,500

\$7,500 Empowerment Sponsor

- 8 tickets to reception, dinner, and program
- Logo included with Empowerment Sponsors displayed during the cocktail reception
- Inclusion in post highlighting Empowerment Sponsors on Urban Pathways' social media (11,000 followers)
- Logo included on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report

Tax-deductible charitable donation amount: \$4,700

\$5,000 New Beginnings Sponsor

- 4 tickets to reception, dinner, and program
- Logo included with New Beginnings Sponsors displayed during the cocktail reception
- Logo included on event website, signage, and marketing emails
- Listing in Urban Pathways' Annual Report

Tax-deductible charitable donation amount: \$3,600

\$2,500 Pathways Ticket

- 1 ticket to reception, dinner, and program
- Logo included with Pathways Sponsors displayed during the cocktail reception

Tax-deductible charitable donation amount: \$2,150

\$1,000 Standard Ticket

- 1 ticket to reception, dinner, and program

Tax-deductible charitable donation amount: \$350



2025 Gala

Celebrating 50 years of lighting the path home

To become a 2025 Urban Pathways Gala Sponsor,
please contact Boston Jones at bjones@urbanpathways.org
or (212) 736-7385 Ext.220.



Urban Pathways 2025 Gala

Wednesday, April 30th, 2025 | Cipriani 25 Broadway, New York



Your support helps build pathways home! Every day, thousands of New Yorkers experiencing homelessness rely on the services and housing made possible through your contributions. Whether they're visiting a Drop-In Center for a hot meal and medical care or living in one of our Permanent Supportive Housing facilities, your generosity makes a transformative impact for so many in our community. Thank you for being a champion today and helping to build brighter futures for those experiencing or at-risk for homelessness.

- \$50,000 Community Champion Sponsor**—Recognition as Presenting Sponsor, 20 tickets to VIP reception, two tables of ten, premier seating, prominent logo feature throughout event, full-screen ad during cocktail reception, article and dedicated social media post featuring partnership, logo on event invitation and materials, listing in Urban Pathways' Annual Report
- \$25,000 Beacon of Hope Sponsor**—Recognition as VIP Reception Sponsor, 20 tickets to VIP reception, two tables of ten, premier seating, prominent logo feature throughout event, full-screen ad during cocktail reception, inclusion in social media post featuring Beacon of Hope Sponsors, logo on event invitation and materials, listing in Urban Pathways' Annual Report
- \$15,000 Brighter Futures Sponsor**—10 tickets to VIP reception, one table of ten, priority seating, half-screen ad during cocktail reception, inclusion in social media post featuring Brighter Futures Sponsors, logo on event materials, listing in Urban Pathways' Annual Report
- \$10,000 Opportunity Sponsor**—10 tickets to VIP reception, one table of ten, priority seating, logo included with Opportunity Sponsors during cocktail reception, inclusion in social media post featuring Opportunity Sponsors, logo on event materials, listing in Urban Pathways' Annual Report
- \$7,500 Empowerment Sponsor**—8 tickets to reception, dinner, and program, logo included with Empowerment Sponsors during cocktail reception, inclusion in social media post featuring Empowerment Sponsors, logo on event materials, listing in Urban Pathways' Annual Report
- \$5,000 New Beginnings Sponsor**—4 tickets to reception, dinner, and program, logo included with New Beginnings Sponsors during cocktail reception, logo on event materials, listing in Urban Pathways' Annual Report
- \$2,500 Pathways Ticket**—1 ticket to reception, dinner, and program, logo included with Pathways Sponsors during cocktail reception
- \$1,000 Standard Ticket**—1 ticket to reception, dinner, and program

Company _____

Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Please charge my AMEX/
Discover/MasterCard/
Visa in the amount of \$ _____

Name on card _____

Card number _____

Expiration date _____ CSV _____

Signature _____

Your contribution less \$350 per ticket is tax-deductible (Federal ID: 13-2933675). All proceeds benefit Urban Pathways, a 501 (C)3 not-for-profit organization. Please make checks payable to "Urban Pathways".

Online payments may be made on our Urban Pathways Gala website: urbanpathways.org/gala

Mail payments to **Urban Pathways, Attn: Boston Jones, 575 Eighth Avenue, 16th Floor, New York, NY 10018**

For more information, contact Boston Jones, Development Manager, at **212.736.7385 ext. 220** or bjones@urbanpathways.org

Kindly RSVP by April 2, 2025.