

# Sponsorship Opportunities

## A free virtual event for leaders at all levels!

When was the last time you set a goal to be in crisis?

Do you aspire to be homeless in 90 days? Are you looking forward to the day when you can finally retire into poverty after a lifetime of work and subsist exclusively on Social Security?

Of course not. **No one charts a course for crisis.** Yet, most first-time ESOP clients come to us at the average age of 65, with an annual income less than \$17,000, panicked and desperately seeking relief from a housing or financial emergency.

ESOP's HUD Certified Counselors take great pride in helping our clients resolve housing and financial hardships. However, our greatest satisfaction comes when we help a client move from crisis to capable.

Resolving the crisis is always our first order of business – but – our vision is for every client to have economic opportunity, financial stability and a safe place to live.

ESOP helps our clients achieve greater financial independence by combining knowledge, skills, and access to resources, which leads to lasting, sustainable behavioral change. We refer to this as financial capability, and it is a tool of empowerment that is needed now more than ever.

No one seeks a crisis, but we must learn to navigate them as they arise. **From Crisis to Capable**, a free virtual event on Oct. 14 open to all, attendees will have access to Susan Fowler, widely known as one of the foremost experts on motivation and personal empowerment.

Susan is also coauthor of the bestselling *Self Leadership and The One Minute Manager* with Ken Blanchard and the creator and lead developer of The Ken Blanchard Company's® Self Leadership, the best-in-class self-leadership and personal empowerment program.

Susan has worked with clients as diverse as AARP, Dow, Eli Lilly, Google, and the NBA. At **From Crisis to Capable**, Susan will share some very specific tools and strategies to help you, your colleagues, ESOP's clients, and the community understand the power, choices, connections, and commitments required to move from crisis to capable. [Visit our event page for more information.](#)

ESOP invites you to be part of this life-changing conversation as a sponsor. Your contribution will support ESOP's HUD-certified housing stability and financial wellness programs, which we offer to our clients at no cost to them. Get in touch if you have requests about sponsor benefits that are important to you at [MBillnitzer@benrose.org](mailto:MBillnitzer@benrose.org) or (216) 373-1850.

Stay safe and well!



Mike Billnitzer  
Executive Director, Empowering and Strengthening Ohio's People (ESOP)  
Vice President, Benjamin Rose Institute on Aging

[Register Now!](#)

# Sponsorship Levels

*Event proceeds support ESOP's HUD-Approved Housing Counseling and Financial Wellness programs to primarily serve our LMI community members.*

## **Leader - Presenting Sponsor Status ▶ \$25,000**

- Verbal recognition during the event
- Logo displayed prominently throughout the **entire** event
- Logo included on registration page
- Logo on all event digital communications
- Logo displayed on ESOP's and the Benjamin Rose Institute website
- Social media inclusion leading up to the event and 3 additional social media features within one year of the event in collaboration with Benjamin Rose communications team

## **Influencer ▶ \$10,000**

- Logo displayed prominently during key portions of the event
- Verbal recognition during the event
- Logo included on registration page
- Logo on all event digital communications
- Logo displayed on ESOP's and the Benjamin Rose Institute website
- Social media inclusion leading up to the event and 2 additional social media features within one year of the event in collaboration with Benjamin Rose communications team

## **Builder ▶ \$5,000**

- Logo displayed prominently during portions of the event
- Verbal recognition by Susan Fowler during the event
- Logo on all event digital communications
- Logo displayed on ESOP's and the Benjamin Rose Institute website
- Social media inclusion leading up to the event

## **Motivator ▶ \$2,500**

- Logo displayed prominently during portions of the event
- Logo included on all event digital communications
- Logo displayed on ESOP's and the Benjamin Rose Institute website

## **Initiator ▶ \$500**

- Name displayed during the introduction and closing of the event
- Logo displayed on ESOP's and the Benjamin Rose Institute website

**For questions about this event or to secure sponsorship, please contact Valerie Maczak at [vgrim@benrose.org](mailto:vgrim@benrose.org) or (216) 373-2022**