January 2023

Dear Potential Sponsor,

Hoops for Homeless is an all-volunteer organization representing several non-profit organizations in the City of New Britain.  Its mission is to raise awareness and funds for homeless youth and families in New Britain with its primary fundraiser being a three-on-three basketball tournament every April.  This year will be the 9th Annual Hoops for Homeless Basketball Tournament, which is scheduled for Saturday, April 29, 2023 on Main Street in downtown New Britain.

Currently we are seeking support for this year’s Hoops for Homeless Basketball Tournament and would like to invite your business to participate in this worthwhile cause.  Every year the tournament grows in both spectators and in the amount of registered teams, and we expect this year’s to be even bigger.  Over the last eight years, we have raised over $70,000 which has been given towards scholarships for college bound New Britain graduates identified as being homeless, as well as programs and services that directly support children and families who are homeless in our community.

Your tax deductible donation will go a long way toward helping end homelessness in New Britain and supporting a community event that creates many lasting memories for New Britain families of all incomes in our community.  I have attached a list of sponsorship levels and the benefits that your business will receive in return for your support.  If your company would like to offer its support, please make checks payable to our fiduciary: City of New Britain’s Community Service, and send to the following address:

City of New Britain, Community Services

Attn: Mallory Deprey

27 West Main Street

Room 301

New Britain, CT 06051

If you have any questions regarding Hoops for Homeless or any of the sponsorship packages, please call Sponsorship Coordinator Matt Scofield at 860-826-3358.

Thank you for your consideration; we look forward to working with your business on this community event.

Sponsorship:   Hoops- $10,000                       Slam Dunk- $5,000

Three-pointer- $2,500           Free Throw- $1,000

Off the Rim- $500                       Sponsor a Youth Team in Need- $50

Sincerely,

The Hoops for Homeless Executive Board:

 Mallory Deprey, New Britain Community Services Matt Scofield, New Britain Parks and Recreation

Lisa Kawecki, New Britain Public Schools Joe Vaverchak, New Britain Public Schools

Mayra Rodriguez, New Britain Public Schools Meaghan Gorman, CMHA

Jerrell Hargraves, City of New Britain  Nicole Bosco, Downtown District New Britain

Jacob Werblow, Central Connecticut State University Beth Merenstein, Central Connecticut State University