



August 2025

Dear Potential Sponsor,

Hoops for Homeless is a New Britain Recreation and Community Services event that partners with several non-profit organizations within our city. Our 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 10th-Annual Hoops for Homeless Basketball Tournament, which is scheduled for Saturday, October 18, 2025 in Osgood Park, 460 Osgood Ave in 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 Recreation and Community Services Department, and send to the following address:

City of New Britain, Recreation and Community Services Department
Attn: Mallory Deprey
27 West Main Street
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 860.826.3360

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 Rec & Community Services
Lisa Kaweck, New Britain Public Schools
Jacob Werblow, Central Connecticut State University

Matt Scofield, New Britain Rec & Community Services
Joe Vaverchak, New Britain Public Schools
Kelly Murphy, New Britain Rec & Community Services