

Gingerbread Street Sponsorship Opportunities



About Gingerbread Street

Join us on Gingerbread Street

Help us to build a complete community and give someone a home this Christmas.

This Christmas, homelessness charity Oasis Community Housing is inviting local businesses to use their skills and innovation to construct a gingerbread building that will become part of 'Gingerbread Street'.

This new and exciting event, part of Oasis Community Housing's Giving a Home Christmas Appeal, will see all buildings placed alongside each other to form Gingerbread Street.

Solving homelessness is more than just providing a roof overhead. It's about helping people to find a community, a safe place where they can belong and build a brighter future. That's what Gingerbread Street is all about.

Businesses are invited to purchase a plot of land upon which to build their gingerbread structure. With the aim to create a complete gingerbread community that both meets the basic needs of all residents and, provides a safe place for people to live, work and play. A community which tackles homelessness, addresses social isolation and promotes healthy and sustainable living - a place where everyone thrives.

The competition will be judged by an expert panel at an exclusive judging event taking place on Tuesday 3 December at The Biscuit Factory, Newcastle upon Tyne, before the completed Gingerbread Street will be available for public viewing until 24 December 2024.



Why sponsor Gingerbread Street?

Thousands of people face a difficult Christmas and year ahead as they worry about finding a safe place to call home.

The cost of living crisis and housing crisis mean homelessness is at an all time high. More than 317,000 households are facing homelessness with 3,898 people sleeping rough across England each night.

Oasis Community Housing tackles the immediate needs and root causes of homelessness, delivering critical support that so many people rely on every day. We help people cope and thrive in the face of adversity, compounded by the difficult socio-economic times we're living through. Today our teams are working harder than ever to give people a home; to find onward long-term accommodation and security for the future.

All proceeds raised from Gingerbread Street will go towards Oasis Community Housing's Giving a Home Appeal, supporting men, women and young families out of homelessness at Christmas and throughout the year.



"Life is a constant battle for people living on the streets - always having to be on high alert. They don't have anywhere they can rest or feel safe, and this all takes its toll. We know that for some people it won't be a quick fix, but we try all we can through different avenues to get people where they need to be."

Graham Carter, Outreach Worker



"What makes Oasis Community Housing different is that they don't bring up my past all the time, like other services do; I've been sober for a long time now and I've learnt from everything that's happened. I've even managed to budget and buy all the baby stuff myself."

Kerry, Mother and Baby Project Resident

(name changed for anonymity)

By becoming a sponsor you will:

- ★ Double your impact via The Big Give Christmas Challenge
- ★ Promote your company to a wide range of individuals, organisations and businesses
- ★ Create PR and marketing opportunities
- ★ Give recognition of your company's commitment to the local community
- ★ Create links to other companies taking part in Gingerbread Street and supporting Oasis Community Housing



Deliver real Social Value

Your investment in Giving a Home will enable us to create a substantial impact for the people we support and the communities we work in. **For every £1 you invest in Oasis Community Housing we are able to return £5 of Social Value.** A breakdown of the social impact of your sponsorship is available upon request.

Double your donation

We are taking part in the UK's biggest matched funding programme, giving you an exciting opportunity to double the impact of your support.

If you commit to sponsor Gingerbread Street by 30 August, we will be able to use your pledge to match donations received during the Big Give Christmas Challenge week taking place later this year (3 - 10 December).

Your involvement will encourage more people to give and provides an extra opportunity to show how your business, in partnership with Oasis Community Housing, is bringing hope to more people affected by homelessness.



Sponsorship Packages

Headline Sponsor

Taken by Lovell Partnerships

- The event title 'Gingerbread Street' sponsored by 'Your Company Name' in all advertisements and marketing materials (online media, printed literature, social media etc.)
- Company logo on all event literature, including online material and throughout presentations at the event
- 2 competition entries (large, medium or small plot options)
- Company links and information sent out to businesses taking part in Gingerbread Street
- 2 company banners displayed at the event
- Opportunity for company representative to join the judging panel, announce winners and speak at the judging event on 3 December
- Pre and post event press releases with photograph distributed to local press, featured as an Oasis Community Housing website news story and in supporter newsletter
- Website links and mentions throughout social media campaigns
- Advert on PowerPoint presentation at judging event
- Contribution towards your Shared Value Award which recognises the successes achieved by each corporate partnership
- 10 Tickets to both the Giving a Home Launch event (15 October @ The Alchemist) and Gingerbread Street Judging Event (3 December @ The Biscuit Factory).

Social Value Impact - £40,000

Associate Sponsors

£2,500

- Company logo on all event literature, including online material and throughout presentations at the event
- 1 competition entry (large, medium or small plot options)
- Website link sent out to businesses taking part in Gingerbread Street
- 1 company banner displayed at the event
- Opportunity for company representative to join the judging panel
- Mention in event press releases and news stories
- Website links and mentions throughout social media campaigns
- Contribution towards your Shared Value Award which recognises the successes achieved by each corporate partnership
- 6 Tickets to both the Giving a Home Launch event (15 October @ The Alchemist) and Gingerbread Street Judging Event (3 December @ The Biscuit Factory).

Social Value Impact - £25,000



What next...

To discuss how your business can make a difference, contact our Corporate Relationships Manager, Hazel Ditchburn on 07869 283728 or hazel.ditchburn@oasiscommunityhousing.org.

We are flexible and can work with you to design a bespoke package to meet your company requirements.



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www.givingahome.org.uk/gingerbreadstreet

