



11TH ANNUAL CARITAS OF AUSTIN

Words of Hope

PRESENTED BY

AUSTIN SUBARU



SUBARU

FEATURED SPEAKER EMMITT SMITH

HARVEY PENICK AWARD HONOREES LYNN AND TOM MEREDITH

THURSDAY, SEPTEMBER 20, 2018 | JW MARRIOTT

Featured Speaker



EMMITT SMITH

A respected entrepreneur, a sought-after speaker, bestselling author and one of the most valuable personal brands in the sports-entertainment field -- these are just a few of the ways to describe Emmitt Smith.

Smith first rose to prominence via an illustrious football career, which included three Super Bowl championships as a member of the Dallas Cowboys and the honor of being the only player to have won a Super Bowl MVP, NFL MVP and NFL Rushing Crown in the same season.

Currently President & CEO of Emmitt Smith Enterprises, Inc., Smith leads a team of talented individuals who oversee the company's many ventures. As well known for his character and integrity as he is for his athletic ability, Smith continues to give back to the community and support higher education and underserved youth via Pat & Emmitt Smith Charities.

He also authored the 2011 book, *Game On: Find Your Purpose -- Pursue Your Dreams*, which chronicles his story from humble beginnings growing up in Pensacola, Florida to his rise in the business world. Smith's personal and professional stories are sure to inspire any audience!

WORDS OF HOPE DINNER

Words of Hope is Caritas of Austin's largest fundraising event featuring an author or prominent individual whose story reflects the mission and work of the organization. Former Words of Hope speakers include Leigh Anne Tuohy, inspiration for *The Blind Side* novel and film, Marcus Luttrell, U.S. Navy SEAL and author of *Lone Survivor*, and Bobby Bones, prominent radio personality. All proceeds from this event support Caritas' work and mission.

Thursday, September 20, 2018
JW MARRIOTT ★ AUSTIN, TEXAS

EVENT CO-CHAIRS

Tomi & Pete Winstead

EVENT COMMITTEE

Melissa Ayala ★ Harriett Choffel ★ Nique Mayo ★ Katherine Ring ★ DeAnna Rogers

Harvey Penick Award



LYNN AND TOM MEREDITH

Lynn and Tom Meredith have been active members of the Austin community since making the city home to their family in 1992. The couple have been married for 46 years, have four children and have been extensively involved in philanthropic programs within Austin, as well as, at the state and national level.

Lynn and Tom founded the MFI Foundation in 1998. Since its inception, the foundation has supported Austin non-profits focused on health, education, arts, and human services.

MFI FOUNDATION & PHILANTHROPIC WORKS

As President of their family-run foundation, Lynn's focus has been to invest in organizations that change lives while meeting the critical needs of the community. She has served on the boards and chaired capital committees of the Austin Children's Museum (The Thinkery); Lady Bird Johnson Wildflower Center; Blanton Museum of Art's (UT) Museum Council; KUT; St. Gabriel's Catholic School; and St. Stephen's Episcopal School. She is also the co-founder of the first chapter of the National Charity League, Austin, a mother-daughter philanthropic organization. In addition, Lynn is passionate about The Women's Fund of Central Texas and the Dell Children's Women's Trust Fund.

Tom has served as a trustee of the Montana chapter of The Nature Conservancy (TNC) and as a worldwide member of the Board of Directors of TNC. Tom is a co-founder and chair of the Waller Creek Conservancy. He also serves on the Advisory Boards of the LBJ School of Public Affairs at the University of Texas, and the University of Texas System Chancellor's Technology Commercialization Cabinet. Tom is a co-founder of AI-Austin, a non-profit dedicated to the practical and ethical design, development and use of artificial intelligence. He is also an Emeritus Trustee of the University of Virginia College Foundation Board.

RECOGNITION

They have received numerous accolades and awards including being named 2012 Chamber of Commerce Austinites of the Year; recipients of the 2010 Austin Community Foundation Barbara Jordan Award for Outstanding Volunteer Contribution & Philanthropy for donors who have shown philanthropic leadership in Central Texas; the Torch of Liberty Award given by the ADL in 2006; Outstanding Philanthropist of the Year given by the Association of Fundraising Professionals in 2004; and an Honorary Alumni Award given by Leadership Austin in 2003.

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Sponsorship Opportunities

PRESENTING, PENICK AWARD & SPEAKER SPONSORSHIPS

SPONSOR BENEFITS	PRESENTING \$20,000	PENICK AWARD \$15,000	SPEAKER \$15,000
VIP seating for 2 tables (20 seats total)	X	X	X
Table guests invited to VIP Reception with Emmitt Smith prior to dinner	X	X	X
Gift autographed by Emmitt Smith	X	X	X
Complimentary valet parking for guests	X	X	X
Speaking opportunity as part of event program (if desired)	X	X	X
Logo/Name recognition in:	<div> <div>sold</div> <div>sold</div> </div>		
Invitation, program, and event signage	Top Listing	X	X
Full page advertisement in printed event program	Back Cover	X	X
Slide show at event	X	X	X
Click-through link on Caritas of Austin website (10,000+ monthly views)	X	X	X
Email promotion (9,000+ distribution)	X	X	X
Social media posts tailored to relevant content (9,000+ distribution)	3 Posts	3 Posts	3 Posts
Featured underwriter for future Caritas of Austin Open House	X		
Customizable branding opportunity	X		
Premier event signage	X		
VIP tableside bar service during program	X		

Become a sponsor **HERE** or contact Alexia Gleysteen at agleysteen@caritasofaustin.org or (512) 646-1268

UNDERWRITERS

UNDERWRITER BENEFITS	FOOD \$10K	LIVE AUCTION \$10K	KICKOFF PARTY \$10K	PRODUCTION \$10K	REGISTRATION \$10K	VALET \$10K	VENUE \$10K	VIP RECEPTION \$10K
Premier seating for 1 table (10 guests)	X	X	X	X	X	X	X	X
Table guests invited to VIP Reception with Emmitt Smith prior to dinner	X	X	X	X	X	X	X	X
Gift autographed by Emmitt Smith	X	X	X	X	X	X	X	X
Complimentary parking for guests	X	X	X	X	X	X	X	X
Branding opportunity customized to underwritten event component	X	X	X	X	X	X	X	X
Logo/Name recognition in:	sold sold sold sold sold sold sold sold							
Invitation and event program	X	X	X	X	X	X	X	X
Half-page advertisement in event program	X	X	X	X	X	X	X	X
Slide show at event	X	X	X	X	X	X	X	X
Click-through link on Caritas of Austin website (10,000+ monthly views)	X	X	X	X	X	X	X	X
Email promotion (9,000+ distribution)	X	X	X	X	X	X	X	X
Social media posts tailored to relevant content (9,000+ distribution)	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts

ADVOCATE & PARTNER SPONSORSHIPS

SPONSOR BENEFITS	ADVOCATE \$5,000	PARTNER \$3,500
Preferred seating for 1 table (10 seats)	X	X
Tickets to VIP Reception with Emmitt Smith prior to dinner	4 Tickets	2 Tickets
Recognition in:		
Invitation and event program	Logo	Name Only
Slide show at event	Logo	Name Only
Caritas of Austin website (10,000+ monthly views)	Logo	Name Only
Email promotion (9,000+ distribution)	Logo	Name Only
Social media post (9,000+ distribution)	X	X

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Caritas of Austin

ABOUT

Caritas of Austin believes that when every person has a stable place to call home, they can realize their full potential and contribute to our community. We build wellbeing by making sure that people have a safe home, access to healthy groceries, jobs that provide a reliable living wage, and educational opportunities to learn life skills. All of us need a sturdy foundation and layers of support in our lives to thrive; that's what creates a strong community. Our innovative, personalized and proven approach to building wellbeing and ending homelessness creates a more vibrant Austin for everyone.



Caritas
of Austin

Ending Homelessness Together.

CaritasOfAustin.org