



BUT FIRST, DESSERT

Sponsorship Opportunities

April 25, 2026

Atlantis Casino Resort Spa

EDDY HOUSE



BE THE REASON A YOUNG PERSON FINDS HOPE

A lot of the young people who come to us have been through more than most adults ever will. Some aged out of foster care with nowhere to go. Others were kicked out of homes that were never really safe to begin with. By the time they're 18, many have already lived through things most of us couldn't imagine.

And yet, they show up. They walk through our doors, exhausted but not defeated. Hoping, somehow, for something better.

Eddy House is a place where that hope begins to take root. Where a meal becomes a lifeline. Where a safe bed leads to a job, to therapy, to housing, to healing. And little by little, we help them build something better.

Our mission is simple: create a safe environment for homeless and at-risk youth to develop the life and job skills necessary for sustainable independence.

Together, we'll end youth homelessness in Northern Nevada.

Empowering Youth



OUR MISSION

Eddy House creates a safe environment for homeless and at-risk youth to develop the life and job skills necessary for sustainable independence.

WHO WE SERVE

Eddy House is a daytime drop-in resource center and overnight emergency shelter for homeless, runaway, foster, and other at-risk youth age 18-24.

WHAT WE DO

Eddy House provides basics like shelter, meals, clothes and more. Once immediate needs are met, clients are encouraged to engage in case management, therapy, workforce development, and life skills.



2024 IMPACT

544

youth served

35,067

meals served

347

therapy sessions

372

life skills classes

61

youth found jobs that pay an \$18.09 per hour average with support from our Workforce Development program

Your Support Gives Hope

But First, Dessert is Eddy House's premier fundraising event in Reno, Nevada and is supported and attended by Northern Nevada's elite businesses and their executives.

We invite you to be a hero for homeless youth in our community by joining us as a 2026 But First, Dessert Sponsor. We will celebrate the youth Eddy House serves and community members who are committed to ending youth homelessness in Northern Nevada. Together, we will raise essential funds to ensure every homeless youth in our community receives the support they need.

WHEN Saturday, April 25

WHERE Grand Ballroom, Atlantis Casino Spa Resort
Reno, Nevada

WHAT TO EXPECT Pre-dinner dessert competition where you get to vote for the winner, open bar, live entertainment, inspiring Eddy House youth stories, dinner, silent and live auctions. and more!

Boost your business through a But First, Dessert Sponsorship.

INCREASE BRAND AWARENESS



640 event attendees in 2025



60+ businesses and organizations

GENERATE POSITIVE MEDIA EXPOSURE



6,000+ e-newsletter contacts



18,000+ social media followers

Eddy House has been recognized as the Best Non-Profit in the Reno Gazette Journal's Best of Reno Community's Choice Awards, Reno News & Review's Best of Northern Nevada Reader's Pick, and Northern Nevada Business Weekly's Hearts Wide Open award for nonprofits.



2025 Event Supporters



Douglas & Gloria
Rumberger Foundation



Corwin | Ford
Reno

Brooke Walker
& Craig Conrath

- Al and Mary Evans Family Foundation
- Anthem Blue Cross Blue Shield
- April Gratix
- Aramark Sports and Entertainment
- Awesome Blossom Floral Design
- Bishop Manogue Catholic High School
- Breakthru Beverage Nevada
- BVW Jewelers
- CareSource
- Charles River
- Dermody Properties
- DJ Funn
- Duncan Golf Management
- Edgewood Companies
- Edna B. & Bruno Benna Foundation
- Epics Photo Booth
- GPS Wealth Advisors
- Granite Construction
- Greater Nevada Credit Union
- Greater Nevada Mortgage
- Helix Electric
- Heritage Bank of Nevada
- IBEW Local 401
- ITS Logistics
- KAHL Commercial Interiors
- Lepori ConstructionGroup
- Whittier Trust
- LP Insurance
- Lutheran Church of the Good Shepherd

- Margo Zaugg
- Mark & Carol Steingard
- Morrey Distributing
- Mountaingate Coaching
- Paige Parme & Stanton Thomas
- Panasonic
- Peaks Art Fairs
- Perry Rosenstein & Maggie Stack
- Plenum Builders
- Plumas Bank
- Q&D Construction
- Quick Space
- RBC Wealth Management
- Red Carpet Events & Design
- Renown Health
- Ryan C Gutierrez CPA
- Savage and Son
- Tandem Chocolates
- Taylor Made Solutions
- The Abbi Agency
- The Bavelas Family
- The Zaroni Family
- Tolles Development
- United Healthcare
- United Rentals
- Vina Robles Vineyards & Winery
- Waste Management
- Washoe County
- Western Surgical



Past Honorees

But First, Dessert shares the stories of individuals who have had a profound impact on the lives of homeless youth.

In 2023, we honored founder Lynette Eddy, Stan Thomas, Grace Church, and Greater Nevada Credit Union & Greater Nevada Mortgage.

In 2024, we honored past board president J.D. Drakulich, the Rotary Clubs of Reno & Sparks, CORE Construction, and Levrett Automotive & Allen's Automotive.

In 2025, we honored Gary Chong, Frankie Sue Del Papa, Lutheran Church of the Good Shepherd, and Mark & Carol Steingard.

2025 Dessert Vendors



Sponsorship Opportunities

We're dedicated to building a partnership that's both beneficial and impactful for you. Our sponsorship options are fully customizable, so you can choose the ones that best suit your needs. You're welcome to select as many options as you like within your chosen level, and if you prefer fewer, we'll make sure to maximize their impact.

Champion \$50,000

- ☐ Two VIP tables for 16 guests
- ☐ Premium food & wine at your tables
- ☐ Access to champagne VIP Reception
- ☐ Logo in all 2026 e-newsletters
- ☐ Logo on event screen
- ☐ Logo on silent auction digital platform
- ☐ Recognition during the event
- ☐ Dessert competition signage
- ☐ Hyperlinked logo on event website
- ☐ Full-page ad in event program
- ☐ Four dedicated social media posts (Facebook, Instagram, LinkedIn, Threads)
- ☐ Name on Eddy House donor wall

Hero \$25,000

- ☐ One VIP tables for 8 guests
- ☐ Premium food & wine at your tables
- ☐ Access to champagne VIP Reception
- ☐ Logo in all 2026 e-newsletters
- ☐ Logo on event screen
- ☐ Logo on silent auction digital platform
- ☐ Recognition during the event
- ☐ Dessert competition signage
- ☐ Hyperlinked logo on event website
- ☐ Full-page ad in event program
- ☐ Two dedicated social media posts (Facebook, Instagram, LinkedIn, Threads)
- ☐ Name on Eddy House donor wall

Friend \$15,000

- ☐ One table for 8 guests
- ☐ Logo on event screen
- ☐ Hyperlinked logo on event website
- ☐ Logo on silent auction digital platform
- ☐ Half-page ad in event program
- ☐ Two dedicated social media posts (Facebook, Instagram, LinkedIn, Threads)

Advocate \$10,000

- ☐ One table for 8 guests
- ☐ Logo on event screen
- ☐ Logo on event website
- ☐ Logo in event program
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)

Neighbor \$5,000

- ☐ One table for 8 guests
- ☐ Logo on event screen
- ☐ Name listed in event program
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)

Supporter \$3,000

- ☐ One table for 8 guests
- ☐ Name listed in event program

Ally \$1,000

- ☐ Name listed in event program



Limited Event Sponsorships

But First, Dessert is a night of impact AND fun. Your support for these limited sponsorship opportunities helps our guests make memories, contribute to our mission, and spread awareness for youth homelessness in our area. You're welcome to select as many options as you like within your chosen level, and if you prefer fewer, we'll make sure to maximize their impact.

Dessert Competition \$5,000

one opportunity available

- ☐ Admission to event for two guests
- ☐ Signage at voting booth
- ☐ Logo on cocktail napkins
- ☐ Announce winner during program
- ☐ Logo on event website
- ☐ Logo in event program
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)

Auction \$5,000

one opportunity available

- ☐ Admission to event for two guests
- ☐ Logo on auction paddles
- ☐ Logo on event screens
- ☐ Verbal recognition during auction
- ☐ Signage at silent auction tables
- ☐ Promotional giveaway opportunities
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)

Bar \$5,000

Six opportunities available

- ☐ Admission to event for two guests
- ☐ Signage at event bar
- ☐ Logo on cocktail napkins
- ☐ Logo on event website
- ☐ Logo in event program
- ☐ One group social media post featuring all bar sponsors (Facebook, Instagram, LinkedIn, Threads)

Photo Booth \$2,500

one opportunity available

- ☐ Admission to event for two guests
- ☐ Signage at photo booth
- ☐ Logo on event website
- ☐ Logo in the event program
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)

360° Photo Booth \$2,500

one opportunity available

- ☐ Admission to event for two guests
- ☐ Signage at 360° photo booth
- ☐ Logo on event website
- ☐ Logo in the event program
- ☐ One dedicated social media post (Facebook, Instagram, LinkedIn, Threads)



Event Program Ad Submissions



If you have selected advertising, please email your logo, name, or program ad to events@eddyhouse.org or your Eddy House contact by **March 31, 2026**.

Full-Page Program Ad

- 5.5 inches w x 8.5 inches h
- Color, min 300 dpi
- High-res vector file preferred
- Crop and bleed 0.125 in

Half-Page Program Ad

- 5.5 inches w x 4.25 inches h
- Color, min 300 dpi
- High-res vector file preferred
- Crop and bleed 0.125 in

Logo in Program

- Color, min 300 dpi
- High-res vector file preferred

Name in Program

- Please send preferred business, family, or fund name to events@eddyhouse.org

Bar Sponsor

- Single-color vector files for napkin logos
- Logos must be sent by Friday, March 27 (4 weeks prior) to have napkins



Payment Details

Anyone can be a champion for homeless youth. Will you give young people the hope, support, and resources to overcome homelessness?

You may also register online at eddyhouse.org

Contact Name _____ **Title** _____

Company _____

Company Address _____

City _____ **State** _____ **Zipcode** _____

Email _____ **Phone** _____

Name Recognition _____

(as you would like it to appear in promotional materials)

☐ Please invoice me

☐ Check enclosed (made payable to Eddy House)

Please charge my:

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Sponsorship Packages

☐ Champion **\$50,000**

☐ Hero **\$25,000**

☐ Friend **\$15,000**

☐ Advocate **\$10,000**

☐ Neighbor **\$5,000**

☐ Supporter **\$5,000**

☐ Ally **\$1,000**

Limited Event Sponsorship

☐ Dessert Competition **\$5,000**

☐ Auction **\$5,000**

☐ Friend **\$15,000**

☐ Bar **\$5,000**

☐ Photo Booth **\$2,500**

☐ 360° Photo Booth **\$2,500**

Name on Card

Card Number

Exp. Date

____ / ____

CVV

Please return completed form via **mail** or **email** to:

Eddy House c/o Lisa Shaffer

888 Willow Street Reno, NV 89502

Email: events@eddyhouse.org

Federal Tax ID: 45-3023511

In order to ensure acknowledgement and/or advertisement (as applicable) in the event program, your pledge must be received by **March 31, 2026**.



Thank you for
helping our youth
feel seen, supported,
and celebrated.