

To: Stanford Athletics
From: Adam Gidaro
Date: 5/13/2013
Re: 2013 Stanford Group Sales Promotions

Downtown Streets Team Group Event Program

Stanford University has strong ties with the local Palo Alto community and a major opportunity to strengthen those ties further is through a \$1.7 million non-profit corporation called Downtown Streets Team (DST). Listed as one of Harvard's top 50 most innovative non-profit organizations in 2009, DST has a strong online presence and has a benefit concert scheduled for this summer. Tickets range from \$65-\$250 and this event could be comparable to a group event program with Stanford Football.

Business Model

Downtown Streets Team is a non-profit corporation that utilizes a work-first model and gives members of the homeless community the opportunity to rebuild their lives through volunteer work-readiness programs. Its current local communities include Palo Alto, San Jose, Sunnyvale and San Rafael. DST's model includes the following steps:

1. Join the team by attending weekly meetings to display commitment
2. Members begin volunteer projects in the community and are rewarded with vouchers for food, case management, transportation assistance, transitional and permanent housing
3. Members begin to search for full-time employment and become self-sufficient

Results

DST started with a \$25,000 budget and four Team Members in 2005 and now has over 100 Members and a budget of \$1.7 million. In 2009, it was listed as one of Harvard University Kennedy School's Ash Institute Top 50 Innovational Organizations in the nation.

Support

The corporation has nine board members, including Norm Robinson (Dean of Student Affairs at Stanford University) and Matthew Bahls (Associate Director of Development, Stanford School of Engineering). DST has 17 staff members, 27 sponsors and 32 donors.

Marketing

DST has an impressive social media presence, including the following online platforms:

- Facebook Page: 620 followers with weekly updates
- Twitter Page '@DowntownStreets': 433 tweets, 153 following, 139 followers
- YouTube: 12 created videos with over 3,000 total views
- Pinterest: 54 followers and 117 pins

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Current Group Event Initiative

On July 27, 2013 DST is hosting a benefit concert at the San Jose Civic featuring Joan Baez, Jackson Browne and Emmylou Harris. Some highlights include:

- All proceeds going to DST
- Sponsorship and VIP reception packages ranging from \$1,000-\$25,000 commitments
- Base tickets ranging from \$65-\$250

Opportunity with Stanford Football

DST can utilize its relationship with the local community to generate 100 or more tickets for a Stanford Football game. Possible program activities could include:

- Buy-Back program with proceeds going to DST
- Team Members could get free admission *or* program could pay for admission
- Donors could donate towards the group program
- Team building experience for staff and board members
- Pre-game tailgating site
- In-game PA announcement and video board message
- Player/Coaches visit to community project

This program is a great opportunity that would not only raise attendance at one of the first four Stanford home football games, but would raise awareness and funding for an innovative local non-profit organization. Above all, it would create a memorable experience for those looking to becoming fully self-sufficient in their lives.

Contact Information

Downtown Streets Team
Eileen Richardson, Executive Director
Email: eileen@streetsteam.org
Phone: 650-305-1174