



# Sponsorship Proposal

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THE WATERFRONT PROJECT

## 9TH ANNUAL JUSTICE FOR ALL GALA

*Unity in Progress*

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**JUNE 27, 2024**

6:00 - 9:00 PM

MARITIME PARC  
JERSEY CITY, NJ



### Contact

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THE WATERFRONT PROJECT

# Introduction

The Waterfront Project, Inc. (WFP), established in 2013, has significantly contributed to addressing housing instability and financial insecurity among New Jersey's low- to moderate-income residents. Through its comprehensive Housing Counseling and Legal Advocacy Program, WFP has emerged as a pivotal resource, offering support, advocacy, and education to navigate complex housing challenges. The organization's efforts have been instrumental in empowering the community.

Over the past 14 months, WFP has provided critical legal assistance to over 2,000 tenants, with a notable emphasis on serving women-head of households, which constitute 70% of its clientele. The organization's reach extends across Hudson County, with significant portions of tenants residing in Jersey City, Bayonne, Kearny, North Bergen, West New York, and Union City. This geographical distribution highlights the widespread need for eviction defense services and the importance of legal advocacy in ensuring housing security.

For all these reasons, WFP stands as a beacon of hope and justice for Hudson County's most vulnerable populations, providing essential legal representation and housing counseling services that contribute to the preservation of safe, stable housing and the overall well-being of the community.

# Contents

**02.** INTRODUCTION

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**03.** ABOUT US

---

**04.** LEADERSHIP

---

**05.** ABOUT THE EVENT

---

**06.** EVENT SCHEDULE

---

**07.** WHY SPONSOR?

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**08.** SPONSORSHIP PACKAGES

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# About Us

The Waterfront Project, Inc. (WFP) is a beacon of hope and support for the underserved populations of Hudson County, New Jersey. Founded in 2013, WFP has dedicated itself to addressing the critical needs of low- and moderate-income households through comprehensive legal services and housing counseling. As a 501(c)(3) nonprofit organization, WFP has rapidly grown into a pivotal resource for those facing legal and housing challenges in the community.

The philosophy of The Waterfront Project is rooted in the belief that access to legal assistance and housing counseling is fundamental to community stability and individual dignity. WFP operates on the principle that no individual should have to navigate the complexities of the legal system or face housing insecurity without support. This guiding philosophy emphasizes empowerment through education, advocacy, and direct service, ensuring that clients are not only assisted with their immediate needs but are also equipped with the knowledge and resources to protect their rights in the future.

Over the years, WFP has amassed a wealth of experience in addressing the legal and housing needs of Hudson County's most vulnerable residents. The organization has developed a comprehensive range of services tailored to meet the challenges faced by its clients



# Meet Our Leadership



**Carol Sainthilaire**  
Executive Director

Carol is a seasoned professional with an extensive background in nonprofit management, housing policy and community development. With a career spanning over a decade, she has demonstrated exceptional leadership and expertise in overseeing diverse organizations and driving impactful programs. Carol is an avid advocate for the Housing First Model and has implemented multiple low-barrier supportive housing initiatives across the country.



**Lissette Diaz**  
Legal Director

As an attorney dedicated to social justice and the public interest, Lissette leads Waterfront's legal projects as Legal Director. Prior to joining The Waterfront Project, Lissette was a Supervising Attorney at The Urban Justice Center in New York City, where she represented tenants in eviction proceedings and negotiated on their behalf to prevent homelessness. Before that, Lissette worked at Northeast New Jersey Legal Services, where she mainly represented domestic violence survivors seeking final restraining orders and family law, benefits, and special education law clients.



**Kayla Zimmer**  
Housing Director

Kayla started as an intern at The Waterfront Project in 2016 and is now the Housing Director overseeing the Housing Counseling, Eviction Diversion and Homeownership Divisions at WFP. Kayla is familiar with resources available to tenants in Hudson, Bergen and Union Counties. As a public notary, Kayla also assists with WFP's Estate Planning for Seniors program. Kayla is a HUD-Certified Housing Counselor.



# About the Event

Celebrate the power of collective action at the 9th Annual Justice for All Gala with the theme "Unity in Progress." This theme underscores the importance of coming together as a community to support the vital work of The Waterfront Project, Inc. in Jersey City.

**"Unity in Progress"** reflects the strength found in diversity and the shared commitment to advancing justice and support for all. The evening will be a testament to what we can achieve when we unite for a common cause, featuring stories of collaboration and triumph in the face of adversity.



## Event Information

Thursday, June 27th  
6:00 – 9:00 PM

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Martime Parc  
84 Audrey Zapp Drive  
Jersey City

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# Event Schedule

**6:00**

## Cocktails & Networking

As guests arrive, they will have the opportunity to enjoy drinks, hors d'oeuvres and live music.

**7:00**

## Welcome

Welcome remarks from WFP Leadership and Platinum event sponsor(s).

**7:30**

## Awards Ceremony

- Corporate Partner
- "Trailblazing" Community Leader
- "In the Trenches" Partner

**8:00**

## Silent Auction

Let the bidding begin!



The Waterfront Project Sponsorship Proposal

# Why Sponsor?

*We believe you share our commitment to building stronger, more resilient communities. Your support as a sponsor for this event would not only help us extend our impact but also align with your corporate social responsibility goals. By partnering with us, you're not just sponsoring an event; you're igniting a movement towards justice and equity that resonates throughout our community.*



Your sponsorship will directly contribute to the sustainability of our programs, which will allow us to reach more individuals in need and effect real change.

# Sponsorship Packages



## Platinum

Prime  
logo recognition

Opportunity to give a  
keynote speech

20 tickets to event

Year-round premier  
recognition as a major  
sponsor on all printed  
materials and social media.

An exclusive meet-and-  
greet with WFP leadership.

**\$25,000**



## GOLD

Prominent logo  
recognition

Opportunity to introduce a  
speaker or segment

15 tickets to event

Year-round recognition as a  
major sponsor on WFP  
website.

**\$10,000**



# Sponsorship Packages



## Silver

Logo recognition on  
select event marketing  
materials

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8 tickets to event

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Year-round recognition  
on WFP website.

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**\$5,000**



## Bronze

Name listing in event  
program and website.

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4 tickets to the event

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2 social media posts

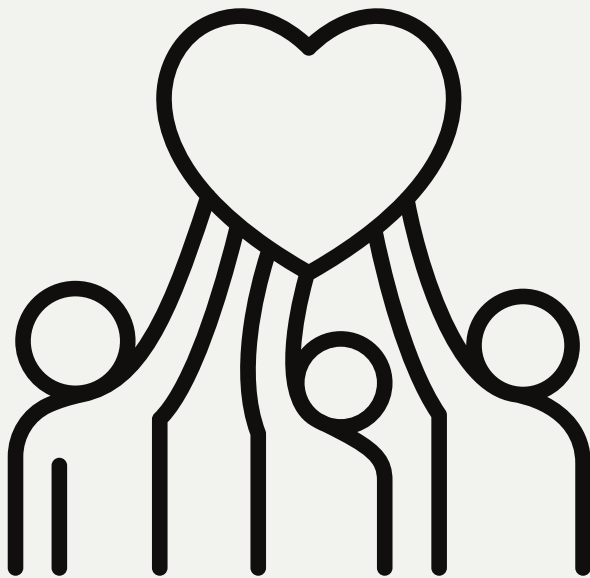
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**\$2,500**



# Community Sponsorship

*Are you a local, small  
business in Hudson County?*



Designed for local businesses to show their support, this level includes 2 tickets, logo visibility at the event, and a social media highlight.

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Logo on event signage

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2 tickets to the event

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1 social media post  
highlighting the  
business.

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**\$750**



**Thank you! Hope you  
are interested!**

## **Contact**

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