



## **Overview**

**End of the Line: Housing Survival in New York** is a 10-month immersive, transit-based public program that examines how the region’s housing affordability crisis shapes where working New Yorkers can live—and how far they must travel to survive.

New York City faces one of the most severe housing affordability crises in the United States. Rising rents, stagnant wages, and uneven development patterns have forced many essential workers—including teachers, nurses, transit operators, service employees, and municipal staff—to relocate far beyond the neighborhoods where they work.

Using New York’s extensive public transportation system as both method and metaphor, the project invites participants to travel across the metropolitan region to witness the geography of housing displacement firsthand. By physically moving through these spaces, End of the Line transforms housing policy from an abstract debate into an embodied public experience.

### **Project Activities**

Over the course of 10 months, End of the Line will host a series of guided transit-based tour stops, public listening sessions, neighborhood walks, and digital assets that connect housing, labor, and mobility across the New York metropolitan region. Participants will travel together using public transportation to experience real commuting conditions while engaging in dialogue with community members and subject-matter experts.

- **Transit-Based Tours**
- **Neighborhood Walks and Site Visits**
- **Community Conversations**
- **Historical and Policy Context**
- **Creative Documentation**
- **Public Forums and Listening Sessions**

By transforming the city’s transit network into a [mobile classroom and storytelling platform](#), the project connects geography, policy, and lived experience in a powerful and accessible way.

Support for this initiative will enable the project to convene communities, amplify lived experiences, and create meaningful dialogue around the future of housing in New York.



## **Sponsorship Opportunities**

Sponsorship of the *End of the Line* public program provides organizations with the opportunity to support a highly visible civic initiative that explores the intersection of housing affordability, workforce sustainability, transportation access, and economic equity across the New York metropolitan region. Sponsors will receive recognition through project programming, media outreach, public storytelling, ride-along and community engagement opportunities.

**For more information** on the project and opportunities to partner with Community Voices Heard, please contact our Development Team via email at [development@cvhaction.org](mailto:development@cvhaction.org)

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### **Presenting Sponsor**

**\$150,000 (Exclusive)**

The Presenting Sponsor will be recognized as the lead partner supporting the full 10-month initiative.

#### **Recognition & Benefits**

- Naming recognition as “**End of the Line: Housing Survival in New York** presented by [Sponsor]”
  - Prominent logo placement across all project materials and digital platforms
  - Recognition in all press releases and media outreach
  - Speaking opportunity at a major tour event, and 2026 CVH "Lights of Freedom Gala"
  - Co-branded storytelling content highlighting sponsor’s commitment to equitable cities
  - Opportunity to host a private curated tour experience for executives, clients, or employees
  - Participation in select public listening sessions and/or panel discussions.
  - Recognition across project documentation including digital media, and written features
  - VIP invitations to project events and a VIP table for (10) at the "Lights of Freedom" Gala
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### **Leadership Sponsor**

**\$50,000**

Leadership Sponsors support major program segments and community engagement efforts.

#### **Recognition & Benefits**

- Prominent logo placement on project materials and digital platforms
- Recognition in most media outreach and press announcements
- Opportunity to sponsor 1-2 major tour segments or public forums
- Private curated tour opportunity for employees or invited guests



## SPONSORSHIP OPPORTUNITIES

### End of the Line: Housing Survival in New York

- Invitations for corporate leadership to participate in project discussions or forums
  - Featured recognition across select storytelling and documentation outputs
  - VIP invitations (4) guests to "Lights of Freedom" Gala and other project events.
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#### Community Impact Sponsor

**\$30,000**

Community Impact Sponsors help support public access to tours, educational programming, and documentation efforts.

##### Recognition & Benefits

- Logo placement on project website and select promotional materials
  - Recognition during public events and tours
  - Invitations for employees to attend tours and events
  - Opportunity to ride-along and/or host a community engagement experience
  - Recognition across select social media and storytelling outputs
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#### Supporting Sponsor

**\$20,000**

Supporting Sponsors contribute to the success of the program while demonstrating commitment to civic engagement and urban equity.

##### Recognition & Benefits

- Sponsor listing on project website and materials
  - Invitations to project events and tours
  - Recognition in program materials and event signage
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#### Stop Sponsor

**\$10,000**

Supporting Sponsors contribute to the success of the program while demonstrating commitment to civic engagement and urban equity.

##### Recognition & Benefits

- Sponsor listing on project website and materials
- Invitations to project events and tours
- Recognition in program materials and event signage

Other sponsorship opportunities up to \$10,000 can be explored with the Development Team; including digital sponsorship, Lights of Freedom Gala and in-kind sponsorship.