

2019

Company Builds & Sponsorship



Habitat
for Humanity®
Seattle - King County
www.habitatskc.org

**every
team**
can build
a better world

how we build

About Habitat Seattle-King County (SKC)

Habitat projects create permanent housing solutions – and also lasting memories! Your teams will always remember that window they installed or wall raised, as a place on the map where they made a lasting difference for a family's future trajectory. Employee volunteer teams build alongside homeowners putting in their “sweat equity,” building community in a partnership focused on self-reliance. Through this model, honed over 40 years:

Habitat provides permanent housing solutions to support families' enduring change & empowerment.

We do that by building, rehabilitating, and repairing homes. We promise low-income families the homes we sell will be affordable for them.

→ *Habitat sets mortgages at 30% of a family's income. **We sell homes for about \$220,000**, across the street from homes selling for over \$1M.*



In the Seattle area – the world's 4th most-expensive construction labor market – Habitat SKC keeps costs low by partnering with groups and individuals to provide volunteer and financial support.

→ *Habitat homeownership is only **half as expensive** on a per-night basis as emergency, transitional, & subsidized rental housing.*



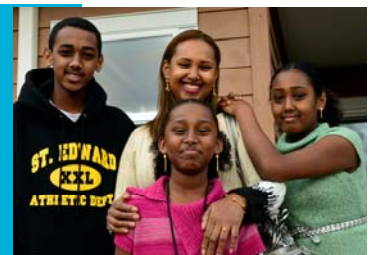
Partner families realize self-reliance through “sweat equity” hours, plus financial & homeownership training, before assuming a mortgage.

→ *Volunteering alongside Habitat families improves health, happiness, memory, social connections, and more!*



Habitat homes are placed in a Land Trust, dedicated to serving low-income families into the future. Our homeowners have better futures, too: in health, financial stability, job tenure & educational attainment.

→ *Children who spend half their youth in an owned home are **4x as likely to graduate from 4-year college.***



Teams love volunteering with Habitat, and your marketing efforts can benefit from association with a [nonprofit “brand of the year.”](#) Employee morale and retention get a boost from Habitat, which is [recognized by Enso](#) as having the power to inspire & motivate people, even more than brands like Amazon, Google, or the Olympics.

We look forward to building with your team!



own it

sponsorship with Habitat SKC

Just as our homeowners take on mortgages to build better futures, Habitat sponsors own projects to build a better community. As leaders who partner with the world's #1-trusted nonprofit brand, our sponsors enjoy unparalleled hands-on team experiences and recognition options:

- Association with the Harris-Poll rated **#1 nonprofit brand**
- Web features with **242,000 annual local page views**
- Social Media channels with **131,000 combined monthly reach**
- **Work in partnership alongside families** completing sweat equity
- **Speaking at home dedications** to celebrate the end result



build a new home

Sponsor a family's first chance at homeownership – through a newly built, rehabbed, or recycled home.



keep a senior at home

Preserve safe homes for seniors and families fighting displacement through critical home repairs.



power our people

Support empowering homeowners via education, or the volunteers & AmeriCorps who keep Habitat building.

build a new home

Sponsor a family's first chance at homeownership

| new home type | investment |
|--------------------------|------------|
| New Construction | \$250,000 |
| Acquisition Rehab | \$125,000 |
| Recycled/Buyback | \$75,000 |

Does not include cost of land. Half- and quarter-sponsorships also available



Full-home sponsors receive a customizable package of benefits:

- Thorough promotion of your support to **local media outlets**, including **media day opportunities** on request, in concert with your PR & marketing teams.
- **Video and photo opportunities** throughout the build. (One partner produced a spot for the **NFL playoffs**.)
- **Logo placement on-site through the build**, at the specific home lot, on our website, in external publications, in social media, and in other sponsor recognition efforts.
- **Invitations for your senior leaders** to exclusive Habitat events throughout the year.
- Recognition in **annual report, all events**, mailings, etc.
- **Premium engagement opportunities for your employees and partners** at your sponsored project:
 - Up to **25 build-day volunteer opportunities**, for up to 15 employees each day.
 - **Construction and hospitality staff dedicated** to your company throughout the build, providing customized construction experiences, morning coffee and lunches, community speakers, Habitat chats, giveaways, and more.
 - **Private Kickoff and Dedication ceremonies** with homeowners, elected officials, and community leaders invited to participate.



New ramps with handrails & grab bars helped Zada, previously home-bound, to stay safe living at home.

keep a senior at home

90% of Habitat's 35+ Critical Home Repairs each year serve seniors, keeping roofs overhead & roots in our communities

| | |
|---------------------------|-----------|
| Full Neighborhood | \$500,000 |
| Single Home Repair | \$20,000 |
| Repair Team Build | \$3,500 |



power our people

Homeownership Empowerment

99.3% success in preparing long-term homeowners

| | |
|------------------------------|--------------------|
| Full Program | <i>unavailable</i> |
| Fund a staff position | \$50,000 |
| Empower a family | \$11,000 |

Volunteers & AmeriCorps

Support those who build, from one day to a full year

| | |
|---------------------------------------|----------|
| AmeriCorps Team Training | \$65,000 |
| Volunteer Safety & Support | \$45,000 |
| Fund an AmeriCorps position | \$13,000 |



team builders

build morale... and a better world!

Let your team be part of the solution by partnering with King County's premier homeownership nonprofit, and the national #1 charity brand.

Habitat build days offer hands-on opportunities to build permanent structures that serve families for decades. The experience lasts as well – in tired muscles, smiles, and camaraderie built by working together.

build experiences

basic

Priority Scheduling | Group photos | Social Media | Invitation to Home Dedication



enhanced

Priority Scheduling | Group photos | Social Media | Invitation to Home Dedication
Lunch | Habitat T-shirts | Banner you provide



sample build day schedule

- 8:45a Check-in, coffee
- 9a Welcome & intros, safety orientation, overview of work tasks
- 9:15a Select tasks, special training, get to work
- Noon Lunch & conversation
- 12:45p Continue to build
- 3:30p Clean-up
- 3:45p Recap & thanks
- 4p Conclusion of day

Team Builds can often be customized to accommodate customers, clients, & VIP schedules.



roadshow presentations

We can come to *your* house to share Habitat's story & raise excitement about your build!



home dedications

All team builders receive follow-up invitations to celebrate with a family receiving keys to their home & a better future.

team builders

build your experience

| Build Day specs | CONSTRUCTION | | | RETAIL |
|-------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| | home repair | buyback home | new home | habitat store |
| <i>best for</i> | biggest 1-day impact, outdoor work | biggest 1-day impact, indoor work | the classic Habitat experience | lighter work & larger teams |
| <i>max team members</i> | 7 | 7 | 15 | 10 - 25 |
| days available | w/th/sa | w/th/sa | w/th/sa | tu - sa |
| build hours | 8:45a - 4p | 8:45a - 4p | 8:45a - 4p | 10:15 - 6p (split ok) |
| locations | White Center, Renton, South Seattle, Federal Way | TBD (may include Seattle, Bellevue, Redmond, Snoqualmie) | Sammamish, Lake City (Seattle), Pacific (South County) | Bellevue, Southcenter, Auburn |
| tasks | Siding repair, window installation, exterior painting, fencing, deck & stair repair, landscaping | Drywall repair, painting, flooring, appliance replacement, finish carpentry, cleaning | Foundations, framing, siding, insulation, drywall, flooring, painting, finish, landscaping | Greeting, receiving, cleaning & sorting, merchandising/display, pricing, DIY projects, |
| Basic Build | \$3,000 | \$3,000 | \$5,000 | \$1,500 |
| Enhanced Build | \$4,500 | \$4,500 | \$7,500 | \$2,500 |

site buyout – single day

\$22,000

Up to **65** of your team members hosted across all Habitat sites
Enhanced Build benefits
Habitat staff and/or homeowner for custom event

4 months advance scheduling recommended

site buyout – full week

\$45,000

Up to **150** of your team members hosted across all Habitat sites
Enhanced Build benefits **plus customization**
Habitat CEO, staff, and/or homeowner for two custom events

7 months advance scheduling recommended

goods & skills

Get team builder credit *your way* for donating treasure & talent:

- Attic Stock/Inventory cleanouts
- Returns/change orders
- Bring your skilled labor
- Introduce your subs

Donate at these Habitat Stores or visit habitatskc.org/store. To inquire about labor donations, or receive credit for donated items, email below.

corp@habitatskc.org



bellevue (425) 641-2643
13500 Bel Red Rd, Bellevue 98005



southcenter (206) 957-6914
1185 Andover Park W, Tukwila 98188



auburn (253) 329-5532
1407 Auburn Way S, Auburn 98002



benefits engagement and recognition offerings

Habitat SKC partners have priority access to unparalleled teambuilding events, meaningful & life-changing engagements with families building self-reliance, and brand association with one of the most recognized and trusted nonprofit organizations in the world.

Team builds and visibility benefits are available based on your annual sponsorship commitment, and each partnership comes with your brand featured in association with your choice of recognition event.

See how your gift might benefit your team on the following page, in the following categories:

team builds: Unparalleled teambuilding experience, honed over 40 years of leading volunteers in hands-on community transformation. Choose from repairs (light outdoor), recycled homes (light indoor), stores (retail), or new construction (classic) build experiences.

annual report: Inclusion in our central publication, circulation est. 10,000.

website & email: 292k annual page views, 75k unique visitors, 40k distrib.

social media: 40k+ monthly reach, 11.5k followers. Customized w/handles.

PR & VIP outreach: Increase your press & elected official response with Habitat distribution & invitations.

home dedications: Get invited back when families receive keys to homes you built, and perhaps present keys or give a speech.

beyond the build luncheon: Each March; 800-1000 attendees (see flier)

women build: Each May; weeklong event with VIP events (see flier)

veterans build: Year-round thru Spring 2019, then each Veterans Day.

salute to volunteers night: An intimate gathering of Habitat key volunteers and donors, followed by a Mariners home game. Each summer.

corp@habitatskc.org



benefits engagement and recognition offerings

| | team builds <i>(choice of)</i> | | | visibility | | | | | events <i>(choice of)</i> | | | |
|---------------|--------------------------------|--------------------|-----|---------------------|--------------------|------------------|--------------------------|----------------------|---------------------------------------------------------------------------------------------|-------------------|---------------------------------|------------------------------------------|
| | store | repair/ recycle | new | annual report | website & email | social media | PR & VIP outreach | home dedication | Volunteer night | Veterans Build | Women Build | <i>beyond the build luncheon</i> |
| \$250k | | | 25 | builders & logo | logo & page | feature story | distribution & follow | present keys | <i>\$250k earns recognition at all events. custom events also available. please ask</i> | | | |
| \$100k | | | 10 | builders & logo | logo & page | feature story | distribution & follow | present keys | | | | presenting |
| \$50k | | 6 | 5 | builders & logo | logo | custom series | distribution | podium | | | | tier 2 <i>platinum</i> |
| \$25k | 8 | 4 | 3 | builders & logo | logo | custom post | distribution | podium | | | presenting <i>leadership</i> | tier 3 <i>gold</i> |
| \$15k | 6 | 3 | 2 | builders society | logo | custom post | | signage & program | | presenting | | tier 4 <i>silver</i> |
| \$10k | 5 | 2 | 1 | builders society | name | shared post | | signage & program | presenting | tier 2 | tier 2 <i>movement</i> | tier 5 <i>bronze</i> |
| \$5k | 3 | 1 | | builders society | name | shared post | | invitation | tier 2 | tier 3 | tier 3 <i>empowerm't</i> | tier 6 <i>steel</i> |
| \$2.5k | 2 | | | builders society | name | | | invitation | tier 3 | tier 4 | tier 4 <i>community</i> | tier 7 |
| \$1k | 1 | | | builders society | | | | invitation | tier 4 | tier 5 | tier 5 | tier 8 |



TUESDAY, MARCH 28, 2019
WASHINGTON STATE CONVENTION CENTER

beyond the build luncheon sponsorship opportunities

Celebrate the achievements of volunteers, faith groups, and corporate partners in creating over 5 million stable nights' sleep and counting for low-income families in an unprecedented housing market.

Over 800 attendees will attempt to raise \$1M for low-income homeownership, and gain inspiration for our ongoing work.

recognition levels



luncheon presenting \$100k

- ✓ **Step & repeat wall** at event entrance
- ✓ **Podium opportunity** to address guests
- ✓ **Four tables** of ten, **Ten build days**
- ✓ **VIP/company** featured in **event video**
- ✓ **Hosting of VIP reception**
- ✓ **Promotional item** placed at guest seats
- ✓ **Gobo** (Light Logo)
- ✓ **Showcase Table** & all logo/naming below



luncheon platinum \$50k

- ✓ **Speaking opportunity** @ **VIP reception**
- ✓ **Three tables** of ten, **Five build days**
- ✓ **Promotional item** placed at guest seats
- ✓ **Gobo** (Light Logo)
- ✓ **Showcase Table**
- ✓ **Company name and logo** on event signs, website homepage, printed mailings, and exclusive social media thank-you



luncheon gold \$25k

- ✓ Invitations to **VIP reception**
- ✓ **Three tables** of ten, **Three build days**
- ✓ **Promotional item** placed at guest seats
- ✓ **Gobo** (Light Logo)
- ✓ **Showcase Table**
- ✓ **Company name and logo** on event signs, website homepage, printed mailings, and exclusive social media thank-you



luncheon silver \$15k

- ✓ Invitations to **VIP reception**
- ✓ **Two tables** of ten, **Two build days**
- ✓ **Showcase Table**
- ✓ **Company name and logo** on event materials and website event page
- ✓ **Social media** event photo featuring your company



luncheon bronze \$10k

- ✓ Invitations to **VIP reception**
- ✓ **One table** of ten, **One build day**
- ✓ **Showcase Table**
- ✓ **Company name and logo** on event materials and website event page
- ✓ **Social media** event photo featuring your company



luncheon steel \$5k

- ✓ Invitations to **VIP reception**
- ✓ **One table** of ten, **One repair build day**
- ✓ **Showcase Table**
- ✓ **Company name** on event materials and website event page
- ✓ **Social media** mention of your company

recognition benefits

All annual supporters are recognized via our Luncheon. Donors choosing the Luncheon as their recognition event may also be eligible for these benefits:

Step & Repeat wall: your logo repeated behind professional photographs, available via URL for guests, shared on social media

Podium opportunity: briefly address the audience on your unique connection with Habitat's mission (Exposure: Event 800+, VIP Reception 100+)

Build days: scheduled on a mutually agreeable date, expires one year from event date. First-come, first-served. 15 max per build day, 7 max per repair.

Company promotional items: supplied by sponsor, placed at guest seats as takeaway. Item & placement approved by Habitat. (Exposure: 800+)

Gobo/light logo: your logo projected at the event. (Exposure: 800+)

Showcase tabling: share your company info with guests during pre-event networking hour and post-event mingling.

Promotional reach: Printed Save the Date: 4,000+, Email invitations: 30,000+, website 292k annual pageviews/75k unique visitors, Social media 40,000+ combined monthly reach/11,500 followers.

Learn more at habitatlunch.org or contact corp@habitatskc.org or 206-456-6943. Reserve by **10/19/18** for full benefits.



SAVE THE DATE MAY 4 – 11, 2019

Join a community of Seattle-King County women and organizations coming together to **empower** one another, **make an impact**, and **change lives**. The women of King County will fund projects, build homes, and revitalize neighborhoods working side-by-side with our homeowners and volunteers.

What is Women Build?

Women Build is a national program with Habitat for Humanity International that empowers women to help families build strength, stability, and self-reliance through shelter. Habitat for Humanity's 12th annual National Women Build Week from May 4 – 11, invites women to get involved – devoting at least one day to help build decent and affordable housing in their local communities.

How does Habitat empower Women?

We at Habitat provide opportunities for hands-on learning, empowering women to succeed in changing their communities. Nationally, more than 60% of Habitat projects are home to partner families with women heads-of-household. Thanks to skills they learn while building their Habitat home, these women are better equipped to maintain their homes and are more confident in their ability to cope with day-to-day situations.

How do I get involved?

Email volunteer@habitatskc.org to learn more and add your name to our "interested volunteer" list.



Our Local Habitat: Permanent homes help low-income families lead healthier, safer lives. Affordable homeownership helps families escape poverty. Habitat for Humanity Seattle-King County offers homes sold at 30% of family income, bringing more stability, school success, and adult earnings to 995 King County children and counting. Families put in 250+ hours of "sweat equity" alongside 2,900 volunteers each year – to build, rehab, and make critical repairs on homes that transform families and communities for generations.



WOMENbuild

MAY 4-11, 2019

Nationally, more than 60% of Habitat partner households are women-led. Over half of Habitat's volunteer labor is provided by women.

Each May, we honor this central role that women play to **empower one another, make an impact, and change lives.**

Join us for the 12th annual Women Build to learn and share skills, support local women homeowners, and build up our community of King County women together.

groups & sponsorship



leadership sponsor \$25k

- ✓ Title billing (“[Name] HFH Women Build”)
- ✓ Extra-large logo
- ✓ 2 WB volunteer days, including kickoff
- ✓ 5 invitations to Women of Impact (WOI)
- ✓ Homeowner presence & custom events
- ✓ Add 2 promo items to giveaway bags



movement sponsor \$10k

- ✓ Sub billing (“...made possible by [Name]”)
- ✓ Large logo
- ✓ 1 WB volunteer day
- ✓ 3 invitations to kickoff & WOI events
- ✓ Add 1 promo item to giveaway bags



empowerment sponsor \$5k

- ✓ Medium logo
- ✓ 1 WB volunteer day
- ✓ 2 invitations to kickoff & WOI events
- ✓ Add 1 promo item to giveaway bags



community sponsor \$2.5k

(\$1k for nonprofit/civic/faith groups)

- ✓ Medium logo
- ✓ 1 WB volunteer day (max 5 for business)
- ✓ 2 invitations to kickoff & WOI events

special events

Women of Impact (WOI) is the marquee Women Build event which brings together women from diverse backgrounds and professions through a day of volunteering, guest speakers, and empowering skills clinics.

Kickoff Build: Launch Women Build with a customizable event designed by the Leadership Sponsor and special guests.

“By volunteering during Women Build Week, you’ll not only change Habitat homeowners’ lives. You’ll change yours,” said Amy Farrier, CDO of Habitat for Humanity Seattle-King County. “You’ll join hundreds of other women leaders in this unforgettably impactful event. You’ll also revitalize your confidence to wield construction tools in a basic building skills training before heading to a build or repair site. And you’ll boost your sense of accomplishment as you network with other powerful women to help others.”