



2025-2026

sponsorship opportunities

why partner with Habitat?



77%
of Americans feel
a strong emotional
connection to
purpose-driven
companies.

86%
of consumers say
they are more likely
to purchase from
a company that
supports a cause they
care about.

team building

Your employees will leave their build day feeling empowered, **connected to each other and to the community**.

change lives

The work of Habitat for Humanity is impactful and changes lives for generations. Habitat homebuyers build their own homes alongside volunteers and pay an affordable mortgage made possible by your sponsorship. **Your investment makes a difference**, and with a meaningful partnership your team will witness the impact on a family first-hand.

brand alignment

Research shows the Habitat brand is one of the **most recognized brands worldwide** (as recognizable as Starbucks). Our brand is trusted, beloved, and is inspiring to others. The Habitat brand is ranked in the top 10 of most trusted nonprofits in the 2023 Morning Consult Most Trusted Brands report.

By partnering with Habitat, you communicate to your customers, employees, and stakeholders that your business has a strong social purpose that aligns with your business objectives.

Raising a wall of a future Habitat home!



our financial model

Habitat for Humanity does not give away homes. Habitat homeowners pay an affordable low-interest mortgage on a high-quality modest home.

At Habitat, mortgage payments are reinvested to build more homes. That means when you invest in Habitat, **your gift has a lasting exponential impact** on our community.

“When employees feel that their work has meaning, they become more committed and engaged. They take risks, learn and raise their game.”

- HARVARD BUSINESS REVIEW, JULY 2018





Recognition & Benefits

| | | Annual Partner \$50,000 | Home Sponsor \$30,000 | Dream Builder \$20,000 | Program Partner \$10,000 | Key Supporter \$5,000 |
|----------------------------------|--|----------------------------|--------------------------|---------------------------|-----------------------------|--------------------------|
| Engagement | Team Build Volunteer Days | 8 | 5 | 4 | 3 | 2 |
| | Private Habitat 101 presentation at your workplace | | | | | |
| | Professional photographs from a selected build day | | | | | |
| | Commemorative gift to display at your workplace | | | | | |
| | Opportunity for personalized partnership benefits, such as building at your workplace, sponsor logo on Habitat vehicles, sponsor recognition, and more | | | | | |
| Digital Presence, Print, & Media | Social media recognition (reaches 8,300 users/month) | | | | | |
| | Logo/listing in annual report | Logo | Logo | Logo | Listing | Listing |
| | Logo/listing on website (1,000 visitors/month) for 1 year | Logo | Logo | Logo | | |
| | E-newsletter listing (7,000 subscribers) | 4 & Feature | 3 & Feature | 2 | | |
| | Logo on home build signs for 1 year | | | | | |
| | Opportunity for self-produced sponsor video on Habitat social media | | | | | |
| | Logo listed on all home kick-off and home dedication programs for 1 year | | | | | |
| PR | Exclusive right to use GSHFH logo | | | | | |
| | PR toolkit featuring stock photography, executive quote, and boilerplate language | | | | | |
| | Exclusive opportunity to host a PR event connected to a Habitat home | | | | | |

Team Building Volunteer Day

Team Building Volunteer Days are a great opportunity for staff to bond while giving back to the community. Volunteers will help build a Habitat home. All volunteers will receive a Habitat gift and group picture. Days are one 7-hour shift. Each shift can accommodate up to 10 volunteers at a time.

Cost: \$2,500

Contact Aimee Giroux to schedule your Team Build Volunteer Day.
giroux@habitatspringfield.org | (413) 739-5503



**will you
join us?**

**Make a difference in your business
and your community.
Join our mission.**

Sponsorship & Gift Commitment Form

Sponsorship Level

I/We would like to sponsor at the following level:

Annual Partner - \$50,000

Home Sponsor - \$30,000

Dream Builder - \$20,000

Program Partner - \$10,000

Key Supporter - \$5,000

Team Building Volunteer Day (only) - \$2,500

Other - \$ _____

Payment Details

Our donation is enclosed.

Please send an invoice to the contact listed on the next page.

I will make a payment online at bit.ly/3lpH3Dy

(Continued on next page)

Contact information

Name/Company

Contact Person

Title

Phone Number

Email

Company's Preferred Name (for recognition purposes)

Payment is due by your scheduled Build Day with checks payable to Greater Springfield Habitat for Humanity.

If you have any questions about your donation or partnership benefits, please contact Aimee Giroux, Executive Director, at (413) 739-5503 or email at giroux@habitatspringfield.org

If this accurately reflects your understanding, please sign and return this agreement.

Agreed and by: accepted

Signature

Date