

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.



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.

Raising a wall of a future Habitat 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.



Gold Transparency 2024 Candid. "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



and more

**Team Build Volunteer Days** 

Logo/listing in annual report

E-newsletter listing (7,000 subscribers)

Logo on home build signs for 1 year

**Exclusive right to use GSHFH logo** 

Private Habitat 101 presentation at your workplace

Professional photographs from a selected build day

Social media recognition (reaches 8,300 users/month)

Logo/listing on website (1,000 visitors/month) for 1 year

Opportunity for personalized partnership benefits, such as building at your workplace, sponsor logo on Habitat vehicles, sponsor recognition,

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 toolkit featuring stock photography, executive quote, and boilerplate language

Commemorative gift to display at your workplace

# Recognition & Benefits

Annual Partin	Home 530,000	Dream Builder	Program Partne	Key supporter
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Logo	Logo	Logo	Listing	Listing

Digital Presence, Print, & Media

Engagement

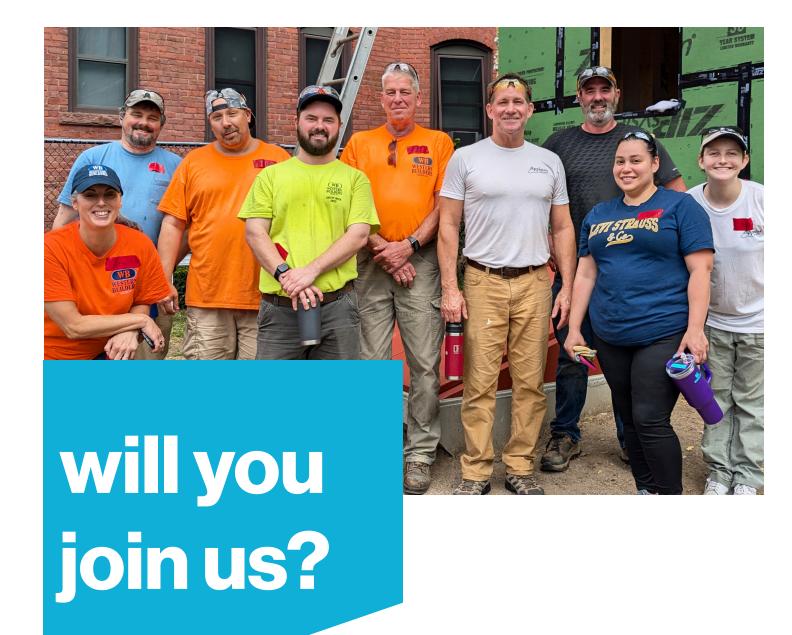
PR

<b>Team Building</b>	Malurata au Barr
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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.

Exclusive opportunity to host a PR event connected to a Habitat home

Cost: \$2,500
Contact Aimee Giroux to schedule
your Team Build Volunteer Day.
giroux@habitatspringfield.org | (413) 739-5503



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/3EQS7Hu

(Continued on next page)

# **Contact information**

Name/Comp	any		
Contact Pers	son		
Title			
Phone Numb	per		
Email			
Company's F	Preferred Nar	me (for recognition pur	poses)
_		our scheduled Buld Habitat for Hui	uiild Day with checks payable manity.
please con	tact Aimee	•	nation or partnership benefits, Director, at (413) 739-5503 or
If this accu agreement	•	ts your understand	ing, please sign and return this
Agreed	and	by: accepted	
Signature			 Date