



Habitat
for Humanity®
Greater Cincinnati



2024-2025

sponsorship opportunities

why partner with Habitat?



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

66%
would switch from a product they typically buy to a new product from a purpose driven company.*

*2018 CONE/PORTER NOVELLI PURPOSE STUDY

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 that 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 ranks # 1 in several brand indexes, and in 2017, was valued at \$15.6 billion.

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 the walls of a future Habitat home!



our financial model

Habitat for Humanity does not give away homes. Habitat homeowners pay a 0% interest-free 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 \$250,000+	Home Sponsor \$100,000+	Dream Builder \$50,000+	Ground Breaker \$25,000+	Foundation Builder \$15,000+	Program Partner \$10,000+	Key Supporter \$5,000+	
Engagement	Team Build Volunteer Days	unlimited	unlimited	12	6	5	4	3
	Private Habitat 101 presentation at your workplace	x	x	x	x			
	Professional photographs from a selected build day	x	x	x				
	Commemorative gift to display at your workplace	x	x	x				
	Opportunity for personalized partnership benefits such as wall building at your workplace, sponsor logo on Habitat vehicles, sponsor recognition in Habitat ReStores and more	x						
Digital Presence, Print & Media	Social media recognition (reaches 20K/ month)	x	x	x	x	x	x	x
	Logo/ listing in annual report	Logo	Logo	x	x	x	x	x
	Logo/ listing on website (12K+ visitors/ month) for 1 year	Front Logo	Front Logo	Logo	Listing	Listing	Listing	
	E-newsletter listing (30K+ subscribers)	4 & Feature	4 & Feature	4	1			
	Logo on home build signs for 1 year	All	All	2	1			
	Your logo on all volunteer shirts for 1 year (given to over 2,000 volunteers/ year)	x	x					
	Opportunity for self-produced sponsor video to post on Habitat social media	x	x					
	Logo listed on all home kick-off and home dedication programs for 1 year	x	x					
PR	Exclusive right to use HFHGC logo	x	x	x	x			
	PR toolkit featuring stock photography, executive quote, and boilerplate language	x	x	x	x	x		
	Exclusive opportunity to host a PR event connected to a Habitat home	x	x					

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 t-shirt and group picture. Days can be one 7.5 hour shift or split into two 3.5 hour shifts. Each shift can accommodate up to 10 volunteers at a time.

Cost: \$1,500

Contact Kerry Hendel to schedule your Team Build Volunteer Day.
kerry.hendel@habitatcincinnati.org | 513-659-0570



**will you
join us?**

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

Contact Kerry Hendel to talk about a mutually beneficial partnership.
kerry.hendel@habitatcincinnati.org
513-659-0570

SPONSORSHIP & GIFT COMMITMENT FORM

Sponsorship Level

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

Annual Partner - \$250,000

Home Sponsor - \$100,000

Dream Builder - \$50,000

Ground Breaker - \$25,000

Foundation Builder - \$15,000

Program Partner - \$10,000

Key Supporter - \$5,000

Team Building Volunteer Day (only) - \$1,500

Other - \$_____

Payment Details:

Our donation is enclosed.

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

I will make a payment online at **habitatcincinnati.org/donate**.

(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 Habitat for Humanity of Greater Cincinnati. If you have any questions about your donation or partnership benefits, please do not hesitate to contact Kerry Hendel, Donor Engagement Manager, at 513-659-0570 or kerry.hendel@habitatcincinnati.org.

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

Agreed and by: accepted

Signature

Date