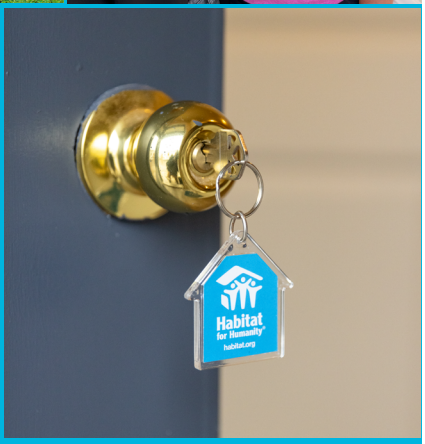

2026-2027

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.

Charity Navigator FOUR-STAR 2025 · Gold Transparency 2024 Candid. · BBB ACCREDITED CHARITY give.org

"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

Habitat for Humanity® Greater Cincinnati

recognition & benefits

	Ground Breaker ($25,000+)	Foundation Builder ($15,000+)	Program Partner ($10,000+)	Key Supporter ($5,000+)	Neighborhood Partner ($3,000+)	Community Collaborator ($1,500+)
Team Build Days for employees (up to 10 volunteers)	6	5	4	3	2	1
Dedicated HFHGC social media post recognizing the partnership	x	x	x	x	x	x
Company logo featured as a sponsor on the Habitat website with link	Featured Logo	x	x	Name		
Company listed as a sponsor in 12 monthly e-newsletters (30k+ subscribers)	Logo	x	x			
Opportunity to speak at a home dedication	x	x	x			
Presentation at your company by Habitat representatives highlighting mission, impact, and partnership.	x	x				
Logo placement at Home Dedications and Ground Breakings	x					
30-second social media video featuring company representative produced by Habitat. (11k followers on Facebook, 3.6k on TikTok)	x					
Logo on annual volunteer t-shirts. (900+ per year)	x					
Feature story in Habitat's e-newsletter (30k+ subscribers)	x					

About Team Build Days:

Each sponsored Team Build Day requires a **minimum of 4 and a maximum of 10 volunteer spots** and includes up to 10 Habitat t-shirts for your team. Volunteers will work alongside Habitat staff and future homeowners on tasks such as framing, painting, landscaping, and more. No prior experience necessary!

Cost: $1,500
Contact Kerry Hendel to schedule your Team Build Volunteer Day.
kerry.hendel@habitatcincinnati.org | 513-659-0570

Customization Options:

Sponsors at the $25,000+ level may work with Habitat to explore customized Build Day options based on their team's needs and engagement goals.

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:

- ☐ Ground Breaker - $25,000
- ☐ Foundation Builder - $15,000
- ☐ Program Partner - $10,000
- ☐ Key Supporter - $5,000
- ☐ Neighborhood Partner - $3,000
- ☐ Community Collaborator - $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 accepted by:

Signature

Date