



Join us on Thursday, May 4, 2023.



WHEN: Thursday, May 4, 2023

WHERE: www.habitatphiladelphia.org

Building Hope LIVE is a 30-minute broadcast where guests have the opportunity to hear personal stories of Habitat families and give generously from the comfort of their homes. Building Hope LIVE's ultimate goal is to raise \$475,000 to assist Habitat for Humanity Philadelphia in furthering our impact and building housing stability, health stability, and human stability.

Building Hope LIVE Sponsorship Opportunities

Signature Sponsor \$50,000

- Recognition as Signature Sponsor on HFHP's event page; Sponsor logo on mailed Save the Date
- Partnership recognition during Facebook Live event leading up to the virtual event (20,000+ reach)
- Pre-recorded video message incorporated into start of virtual event program
- Full Screen Digital Ad
- Recognition at program by event host and prominent logo placement during the event
- CEO, Corinne O'Connell, names your company as Signature Sponsor on LinkedIn post
- Logo in 2023 Summer Impact Report
- Invitation to donors reception event
- Invitation to participate in Home Dedication
- Business logo listed on Habitat Philadelphia's website for one year as key supporting partner
- Recognition on Sponsor Banner (on build site)
- Social Media Engagement; Two social media posts in 2023 calendar year
- Listing in Habitat Philadelphia's Annual Report

Community Builder \$30,000

- Recognition as Community Builder Sponsor on HFHP's event page; Sponsor logo on mailed Save the Date (if secured by March 1, 2023)
- Partnership recognition during Facebook Live event leading up to the virtual event (20,000+ reach)
- Full Screen Digital Ad
- Pre-recorded video message from Sponsor played during pre-event ad scroll
- Recognition during program by event host and prominent logo placement during the event
- CEO, Corinne O'Connell, names your company as Community Builder Sponsor on LinkedIn post
- Logo in 2023 Summer Impact Report
- Invitation to participate in Home Dedication
- Social Media Engagement; One social media post in 2023 calendar year
- Listing in Habitat Philadelphia's Annual Report

Block Builder \$15,000

- Recognition as Block Builder Sponsor on HFHP's event page;
- Full Screen Digital Ad
- Pre-recorded video message from Sponsor played during pre-event ad scroll; prominent logo placement during the event
- CEO, Corinne O'Connell, names your company as Block Builder Sponsor on LinkedIn post
- Logo in 2023 summer impact report
- Invitation to Home Dedication
- Social Media Engagement; One social media post in 2023 calendar year
- Listing in Habitat Philadelphia's Annual Report

Home Builder \$5,000

- Company Name Recognition on Event webpage and during the event
- Full Screen Digital Ad
- Logo/name in 2023 Summer Impact Report
- Recognition across Habitat Philadelphia social media platforms as event sponsor
- Listing in Habitat Philadelphia's Annual Report

Event Digital Advertiser \$500

- Full-screen digital advertisement

Ready to sign up now?

Click here to start the sponsor or advertising process.

decent shelter is something we all need to thrive.

Families partner with Habitat for Humanity Philadelphia to build or improve a place they can call home. Habitat Philadelphia worked alongside more than 1000 households across the city bringing safety and security to families through affordable homeownership and critical home repairs.

why sponsor?

Each year, our Building Hope signature event celebrates community, highlights our work, and showcases the success of the families that partner with us. In 2023, we will host a live program with access to all to view virtually. The event's ultimate goal is to raise \$475,000 to assist Habitat for Humanity Philadelphia in furthering our impact and building housing stability, health stability, and human stability.

Your sponsorship ensures that Habitat for Humanity Philadelphia raises funds necessary to support our programs. This event draws more than 1,000 business, civic, community, and philanthropic leaders from our region, providing a meaningful opportunity to put your brand in front of a robust and engaged crowd and a mutually beneficial partnership with Habitat for Humanity Philadelphia.

It's simple: Everyone deserves a decent place to live.

our brand and reach

Habitat for Humanity Philadelphia is an independently chartered affiliate of Habitat for Humanity International, the largest nonprofit homebuilder worldwide. Habitat for Humanity has placed in the top three organizations for the Harris Poll nonprofit "Brand of the Year" award for social services consistently from 2019 to 2021.

Here is a snapshot of our reach on each platform:

social media



Facebook @habitatphiladelphia
17,181+ page follows



Twitter @habitatphilly
1,630+ followers



Instagram @habitatphilly
2,956+ followers

web



Website: habitatphiladelphia.org
10,000+ monthly sessions



Monthly eNewsletter
5,539+ subscribers

2022 sponsors

Signature Sponsor



Community Builders

The Farber
Family
Foundation

MORGAN
PROPERTIES

Block Builders



Home Builders



For questions regarding sponsorship, contact **Deidra Duncan**, Director of Development (215) 765-6000 ext. 34 or email deidrad@habitatphiladelphia.org.