



# Corporate Sponsorship Opportunities

Your support helps build strength, stability, and self-reliance for local families!

## Everyone deserves a safe place to call home.

Habitat Buffalo makes homeownership possible for local families by giving a hand up, not a hand out. This is attainable for low-income families because Habitat Buffalo subsidizes the cost of the house through grants, donations, and volunteer labor. Families in our homebuyer program purchase a decent, affordable home after they contribute 500 hours of “sweat equity”, a term used to describe the work completed by future homeowners towards the construction of their home. Families are empowered, as they work on a construction site, attend budgeting and first-time homeownership classes, repair their credit, and establish a bank account. The homebuyer repays an interest-free, 30-year mortgage.

## Everyone can make a difference.

Join our fight for safe, affordable housing! House sponsorships and team-build events help to defray the cost of construction materials, supervision, and other building expenses. Sponsors receive a number of benefits, including signage on the house, recognition on our website and social media pages, and exclusive volunteer opportunities.



every family  
needs a safe home.

## Sponsorship Details

### Full House Sponsor - \$80,000

As a full house sponsor, your donation will be used to pay for materials, construction supervision, and other hard-costs to the home. As a thank you, please enjoy:

- Exclusive naming rights of Habitat house project and your logo on construction signage
- (10) build days\* for employees, clients, or vendors
- (3) mentions in Habitat Buffalo’s promo spot on WBEN’s Home Improvement hour “Hammertime”
- Recognition on Habitat Buffalo website,\*\* social media,\*\*\* email blasts, and print communications throughout the year
- Exclusive media and/speaking opportunities during the house build, which may include groundbreaking, wall-raising, or the family dedication
- Listing in our Annual Report
- Logo on commemorative t-shirt or project promo (based on project budget)

### Half House Sponsor - \$40,000

As a half-house sponsor, your donation will be paired with other donors, and used to pay for materials, construction supervision, and other hard-costs to the home. As a thank you, please enjoy:

- Your logo on construction signage
- (10) build days\* for employees, clients, or vendors
- (1) mention in Habitat Buffalo’s promo spot on WBEN’s Home Improvement hour “Hammertime”
- Recognition on Habitat Buffalo website,\*\* social media,\*\*\* email blasts, and print communications throughout the year
- Media and/speaking opportunities during the house build, which may include groundbreaking, wall-raising, or the family dedication
- Listing in our Annual Report

## House Framer Sponsor - \$10,000

As a partial-house sponsor, your donation will be paired with other donors, and used to pay for materials, construction supervision, and other hard-costs to the home. This sponsorship level may be tied to a special event, such as Women Build Week or Veterans Build. As a thank you, please enjoy:

- Your logo on construction signage
- (8) build days\* for employees, clients, or vendors
- Recognition on Habitat Buffalo website,\*\* social media,\*\*\* email blasts, and print communications throughout the year
- Invitation to housebuilding ceremonies, which may include groundbreaking or the family dedication
- Listing in our Annual Report

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## Raise the Roof Sponsor - \$5,000

As a partial-house sponsor, your donation will be paired with other donors, and used to pay for materials, construction supervision, and other hard-costs to the home. This sponsorship level may be tied to a special event, such as Women Build Week or Veterans Build. As a thank you, please enjoy:

- Your logo on construction signage
- (4) build days\* for employees, clients, or vendors
- Recognition on Habitat Buffalo website\*\* and social media\*\*\*
- Invitation to the family dedication
- Listing in our Annual Report



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## Team Building - sponsorship varies by group size

Make the most of your team-building initiatives by giving back! Team build sponsorships start at \$1,000 for as many as (10) people. Your gift will be used to pay for materials and construction supervision. As a thank you, please enjoy:

- (1) build day\* for employees, clients, or vendors
- Recognition on Habitat Buffalo's social media\*\*\*
- Invitation to the family dedication

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## Gifts In-Kind

Sponsors may provide gifts in-kind in lieu of monetary support. The value of in-kind donations is determined by Habitat Buffalo's Construction Manager based on the standard cost of products and the materials used on Habitat projects. Gifts valued at specific sponsorship levels will entitle the donor to the benefits associated with the corresponding level. In-kind donations that cannot be used towards the construction of Habitat houses will be sold through the ReStore Program. The ReStore is Habitat Buffalo's socially-conscious retail program that sells donated building materials and furniture. Funds raised through the ReStore support Habitat Buffalo's construction efforts.

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## Notes:

\* Build days may be scheduled with Habitat Buffalo's Volunteer Coordinator ([volunteer@habitatbuffalo.org](mailto:volunteer@habitatbuffalo.org)). Construction sites may accommodate up to (10) pre-registered volunteers, Wednesday, Thursday, and Saturday from 8:30 a.m. to 3:00 p.m. Donors have one calendar year to use build day(s) associated with a sponsorship; unused/unclaimed days will be donated back to the community for general volunteer opportunities. Non-build volunteer opportunities can be requested.

\*\* Habitat Buffalo's website utilizes Google AdWords with a partnership between Habitat Buffalo and Google for non-profits. Our AdWord budget is \$10,000 per month.

\*\*\* Habitat Buffalo utilizes Facebook, Twitter, and Instagram for, both, our affiliate and our ReStore Program. The number of followers per platform as of December 1, 2017 includes:

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|-------------------------------|------------------------------|------------------------------|
| - Facebook (affiliate): 2,180 | - Instagram (affiliate): 180 | - Twitter (affiliate): 2,490 |
| - Facebook (ReStore) 7,220    | - Instagram (ReStore): 595   | - Twitter (ReStore): 250     |

**To become a sponsor, contact Stephanie Lawson by phone (716.204.0740 x 104) or email ([slawson@habitatbuffalo.org](mailto:slawson@habitatbuffalo.org)).**