



HARD HATS *High Heels*



2017 Gala Sponsorship Opportunities

An evening to support Habitat for Humanity of Greater Sacramento's mission of creating a world where everyone has a safe, decent place to call home.



The Railyards

Friday, April 28th, 2017

Join Habitat for Humanity of Greater Sacramento' and over 400 of Sacramento's ambassadors, influencers, and business leaders for our premier fundraising event on Friday, April 28th at Sacramento's most exclusive and evanescent event venue - the Railyards.

Attendees are expected to include a high-profile group of top philanthropists, business leaders, elected officials, and media representatives. The Gala will raise funds for Habitat for Humanity of Greater Sacramento's programs to build and repair hope, homes, and community in the greater Sacramento and Yolo County community.

The Hard Hats & High Heels Gala is our one and only fundraising event for the year and will include a special collaborative painted doors project with local artists, a VIP reception with the artists and fellow VIP's, a gourmet feast by Sacramento's newest premier caterer, lively entertainment, a high end Live Auction led by David Sobon, mingling with fellow leaders and community influencers, and much more.

We invite you to attend, sponsor, and be recognized as we transform the Railyards for an evening to remember to help change lives and build a better community where everyone has a safe, decent place to call home.





Hard Hats & High Heels Gala

Benefiting Habitat for Humanity
of Greater Sacramento

As one of the top 25 largest homebuilders in the Sacramento area and the only local homebuilder currently providing affordable homeownership opportunities to the low and very low-income families of our area, we are dedicated to bringing people together to build and repair hope, homes and community.

Since 1985, Habitat has built 135 homes in the Greater Sacramento and Yolo community - helping provide safe and decent housing to nearly 500 local children whose lives and futures have been forever changed through the Habitat program.

To see the direct impact your support can make, watch our video at
www.HabitatGreaterSac.org/Impact

[Click to
play video](#)





THANK YOU

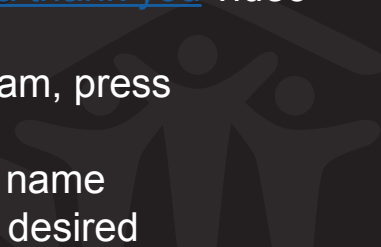
FOR HELPING US CHANGE LIVES

Hope Builder Sponsorship \$10,000

ENTERTAINMENT & HOSPITALITY

- 2 prominently placed tables of 8 with name recognition
- Up to 16 VIP reception tickets (includes a meet and greet with the artists, upgraded libations, and VIP parking)

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program to stand and be acknowledged
 - Logo included on all mailed and printed Gala invitations (2,500+)
 - Linked logo included on all emailed Gala communications before and after event (15,000+)
 - Full integration into Habitat's social media plan surrounding this event
 - Opportunity for one corporate executive to be listed as an Honorary Committee Member in all related materials (program, digital media, press releases)
 - Full color one page ad in a prominent location of the program
 - Largest and top logo placement on gala web page and signage
 - Brand showcase at the event if desired
 - Opportunity to distribute premium company take aways if desired
 - Corporate name featured in all thank you letters to donors
 - Exclusive slide with your corporate logo on rotating screen playing during event
 - Logo highlighted on its own exclusive slide in the [after-Gala thank you](#) video
 - Special recognition in Habitat's annual report
 - Top recognition in gala marketing collateral including program, press release, media coverage, and e-newsletter.
 - Unlimited use of the Habitat Greater Sacramento logo and name
 - Multiple team building experiences on the Habitat jobsite if desired
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Future Framer Sponsorship \$5,000



ENTERTAINMENT & HOSPITALITY

- One prominently placed table of 8 with name recognition
- Up to 8 VIP reception tickets (includes a meet and greet with the artists, upgraded libations, and VIP parking)

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program
- Logo included on all mailed and printed Gala invitations (2,500+)
- Logo included on all emailed Gala communications before and after event (15,000+)
- Included in Habitat's social media plan surrounding this event
- Full color 1/2 page ad in the program
- Logo included on gala web page and signage
- Corporate name featured in all thank you letters to donors
- Exclusive slide with your corporate logo on rotating screen playing during event
- Logo highlighted on its own exclusive slide in the [after-Gala thank you](#) video
- Special support recognition in Habitat's annual report
- Recognition in gala marketing collateral including program, press release, media coverage, and e-newsletter.
- Unlimited use of the Habitat Greater Sacramento logo and name
- One team building experience on the Habitat jobsite if desired



Wall Raiser Sponsorship \$2,500

ENTERTAINMENT & HOSPITALITY

- One gala table of 8 with name recognition
- Up to 8 VIP reception tickets (includes a meet and greet with the artists, upgraded libations, and VIP parking)

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program
- Full color 1/4 page ad in the program
- Corporate logo featured on rotating screen playing during event
- Highlighted as a participating sponsor in the [after-Gala thank you](#) video
- Featured on gala web page and signage
- Support recognition in Habitat's annual report
- Recognition in program and e-newsletter.
- Integration into 1-2 Tweets on Habitat's Twitter feed and 1 Facebook post (average reach 2,744)
- Unlimited use of the Habitat Greater Sacramento logo and name

Table Sponsorship \$1,500

ENTERTAINMENT & HOSPITALITY

- One gala table with name recognition

VISIBILITY AND RECOGNITION

- Your name included in the program
- Your name included on a rotating screen during the event
- Your name included in the [after-Gala thank you](#) video





CARLOS SAUCEDO - @CARLOS_SAUCEDO
VOLUNTEERS REHAB VETERAN'S HOME



AFTER HOURS WITH TIA

TIA@PHOTOTIA.COM 916-712-5378 View galleries of this and other events and order reprints at phototia.com



Habitat for Humanity fundraiser
Habitat for Humanity of Greater Sacramento held its annual fundraising gala on April 9 with a sold-out crowd of 350 people at the Scottish Rite Masonic Center. The dinner and auction raised more than \$110,000 to help support Habitat's mission of building homes for low-income families in Sacramento and Yolo counties.

2 Donors at the fundraiser signed their names to the frame of a house as an acknowledgment of the homes they're helping to build.

1 Habitat for Humanity of Greater Sacramento held its annual fundraiser gala on April 9 with a sold-out crowd of 350 people at the Scottish Rite center.



3 Mike Consello of Yolo Brewing Co., Shiloh London of California Grocers Association Educational Foundation, Paul Sobon of Shenandoah Vineyards and Otto DeLeon of Council of California Goodwill Industries.

4 Rex Bennett of Ophthalmic Supply Chain, Habitat for Humanity of Greater Sacramento CEO Ken Cross, Cliff Popoff of Apex Electrical Contracting and



5 Habitat for Humanity volunteers Lauren Sneed and Cylee Harsh and Habitat chief financial officer Anne Rambino.



NEW TONIGHT
FAMILY'S NEW HOME



GOOD DAY
Elk Grove
LOCAL VET GETS A HELPING HAND



Our Annual Reach

2016 LOCAL MEDIA COVERAGE

- Comstock's Magazine
- The Sacramento Business Journal
 - KCRA News 3
 - ABC News 10
 - Fox40
- GoodDay Sacramento
 - CBS News 13
- The Sacramento Bee
- Sacramento News & Review
- Capital Public Radio
 - Elk Grove Citizen
 - iheartRadio
 - Univision 19
 - Upworthy
- thelittlethings.com
- Access Sacramento

Visit www.HabitatGreaterSac.org/MEDIA for media clips

SOCIAL MEDIA

Facebook.com/HabitatGreaterSac (over 3,000 followers)
Twitter: @SacHabitat • Instagram: @SacHabitat

BRANDING

- 2016 #1 Overall Nonprofit Brand in America*
- 2016 #1 Most Loved Nonprofit Brand in America*
- 2016 #1 Most Trusted Nonprofit Brand in America*

*Awarded by 2016 Harris Poll Equitrend Study



CONTACT

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www.HabitatGreaterSac.org/GALA





2017 Habitat for Humanity Gala Sponsorship Agreement Form

Thank you for supporting our Annual "Hard Hats & High Heels" Gala!

Gala Sponsorship Level:

- Hope Builder \$10,000 Future Framers \$5,000 Wall Raiser \$2,500
 Table Sponsor \$1,500

Company Name as it should appear on Habitat promotional items: _____

Contact Person/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Check Enclosed is a check in the amount of \$ _____

VISA MasterCard AMEX MasterCard

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Online: Please visit www.habitatgreatersac.org/gala

Please scan and email forms back to Leah Miller at LMiller@HabitatGreaterSac.org

Sponsor Artwork:

Please forward your logo and print ready ads (if applicable at your sponsorship level) in PDF or EPS format to:
Laine Himmelmann, Corporate Development and PR Officer
LHimmelmann@HabitatGreaterSac.org

Logos due by December 1, 2016 to be included on printed invitation

Ads due by March 1, 2017 to be included in program

Ad Specs: Full page: 8.5" H x 5.5 W ; Half page: 4.25" H x 5.5" W ; Quarter page: 4.25"H x 2.75" W