



2019 Gala Sponsorship Opportunities

An evening to build strength, stability, and self-reliance through shelter in the Sacramento region and beyond.



Hard Hats & High Heels Gala

Benefiting Habitat for Humanity of Greater Sacramento

Habitat for Humanity is currently the only local homebuilder providing affordable homeownership opportunities to the low and very low-income families of our area, as well as preservation opportunities to our community's vulnerable elderly and Veteran populations. We are dedicated to empowerment, not entitlement and bringing people together to build and repair hope, homes and community.

Since 1985, Habitat has built 144 new homes in the Greater Sacramento and Yolo area - helping provide safe, decent housing to nearly 500 local children whose lives and futures have been forever changed through the Habitat program.

As a locally and non-governmentally supported nonprofit, the work we do is only made possible through support from our local community.

To see the direct impact your support can make, watch our video at

[Click to play video](#)





Our 2019 Event

Saturday, October 5, 2019

Our sold-out 2018 Hard Hats & High Heels Gala brought together over 400 high profile business leaders, elected officials, philanthropists, and media representatives and was the first charity gala ever to be held on the State Capitol Grounds.

Featured in [Sacramento Magazine](#), the [Sacramento Business Journal](#), and [Comstock's Magazine](#), our 2018 event helped raise \$297,000 to support building hope and homes in the Greater Sacramento community.

([Click here to see our 2018 Gala Recap Video](#))

Our 2019 event will feature a gourmet dinner, high quality libations, an inspiring program, live auction, and an evening that you will never forget. We invite you to attend, sponsor, and be recognized as we come together in 2019 at the newly renovated Memorial Auditorium for an evening to change lives and build a better community where everyone has a safe, decent place to call home.

Presenting Sponsorship \$25,000

ONE AVAILABLE

ENTERTAINMENT & HOSPITALITY

- Two premier banquet tables of 10 at the event (20 tickets) with highlighted seating, upgraded wine, and priority registration
- VIP Experience - Guests will enjoy premium table placement front and center and larger tables, upgraded linens, decorations, and libations and specially selected rare library and Reserve wines. Chilled champagne at table
- Two build day experiences on the Habitat jobsite for up to 10 volunteers each day

CORPORATE VISIBILITY AND RECOGNITION

- Exposure through name mentions with Gala media partners
- Be featured on Habitat's website and premiered at the Annual Hammy Awards
- Opportunity to speak in the welcoming remarks and be recognized
- Your speaker, name, and logo highlighted in the [After-Gala Thank You Video](#)
- Sponsor's name with "Presented by" appearing with event name on all promotional materials and signage
- Logo included on all mailed, emailed, and printed Gala communications
- Premier inclusion in Habitat's social media plan surrounding this event
- Full-page color 2 page ad spread in the program
- Presenting sponsor recognition on website, e-blasts, media, and social media
- Home page recognition on the Habitat Greater Sacramento website
- Corporate name featured in all thank you letters to donors
- Exclusive slide with your corporate logo on rotating screen playing during event with double frequency of other slides
- Recognition in Gala marketing collateral including program, press release, media coverage, and e-newsletter





Hope Builder Sponsorship \$10,000

ENTERTAINMENT & HOSPITALITY

- 2 prominently placed round tables of 10 with name recognition
- VIP Experience - Guests will enjoy premium table placement and larger tables, upgraded linens, decorations, and libations and specially selected rare library and Reserve wines. Chilled champagne at table
- One build day experience on the Habitat jobsite for up to 10 volunteers

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program
- Premier recognition in the [After-Gala Thank You Video](#)
- Logo included on all mailed, emailed, and printed Gala communications before and after event
- Inclusion in Habitat's social media plan surrounding this event
- Full-page color ad in the program
- Recognition on pre and post event website, e-blasts, and social media
- Logo 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
- Recognition in Gala marketing collateral including program, press release, media coverage, and e-newsletter
- Unlimited use of the Habitat Greater Sacramento logo and name

Future Framer Sponsorship \$5,000

ENTERTAINMENT & HOSPITALITY

- One prominently placed round table of 8 with name recognition
- VIP Experience - Guests will enjoy premium table placement and larger tables, upgraded linens, decorations, and libations and rare library and Reserve wines. Chilled champagne at table

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program with other Future Framer Sponsors
- Logo included in the [After-Gala Thank You Video](#)
- Logo included on all mailed, emailed, and printed Gala communications before and after event
- 1/2 page color ad in the program
- Recognition on pre and post event website, e-blasts, and social media
- Logo 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
- Recognition in Gala marketing collateral including program, press release, media coverage, and e-newsletter
- Unlimited use of the Habitat Greater Sacramento logo and name for one year following the event





Wall Raiser Sponsorship \$2,500

ENTERTAINMENT & HOSPITALITY

- One gala round table of 8 with name recognition

CORPORATE VISIBILITY AND RECOGNITION

- Included as a participating sponsor in the [After-Gala Thank You Video](#)
- Featured on gala web page and signage
- Name or corporate logo included with wall raisers sponsors on rotating screen playing during event
- Use of the Habitat Greater Sacramento logo and name for one year following event

Annual Reach

2018 GALA COVERAGE

- 400 guests - sold out
- \$297,000 raised
- Covered by ABC, Sacramento Magazine, Sacramento Business Journal, Comstock's Magazine, Good Day Sacramento, Capitol Morning Report, Bonneville Radio

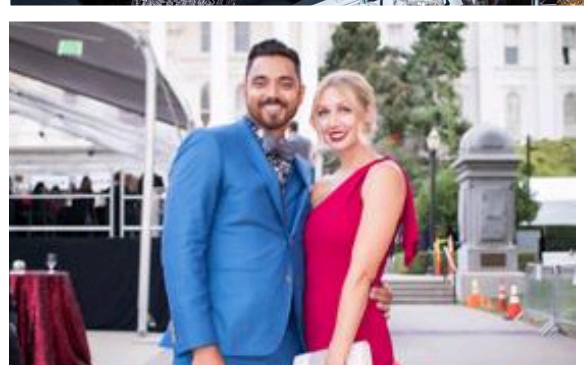
2018 HABITAT MEDIA COVERAGE

- CNN
- ABC10
- KCRA News 3
- Fox40
- GoodDay Sacramento
- CBS News 13
- KVIE
- CalMatters
- Capitol Morning Report
 - The Sacramento Bee
 - Capitol Public Radio
- KFBK and Bonneville Radio
- KNCI
- Comstock's Magazine
- Sacramento Magazine
- Sacramento News & Review
- Sacramento Business Journal
 - Capital Public Radio
 - Elk Grove Citizen
 - Entercom

SOCIAL MEDIA

Facebook.com/HabitatGreaterSac (over 4,500 followers)

Twitter: @SacHabitat • Instagram: @SacHabitat





CONTACT

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2019 Habitat for Humanity Gala Sponsorship Agreement Form

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

Gala Sponsorship Level:

- Hope Builder \$25,000
 Hope Builder \$10,000 Future Framers \$5,000 Table \$2,500

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 or click [HERE](#)

Please scan and email forms back to Laine Himmelmann at LHimmelmann@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, Development Director at LHimmelmann@HabitatGreaterSac.org

Logos due by August 1, 2019 to be included on printed invitation (\$5,000 sponsors and up)

Ads due by September 1, 2019 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

