



Hard Hats & High Heels Gala

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



Habitat
for Humanity®
of Greater Sacramento



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 over 150 new homes in the Greater Sacramento and Yolo area - helping provide safe, decent housing to over 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 Event

Saturday, October 10th, 2020

Our sold-out 2019 Hard Hats & High Heels Gala brought together over 400 high profile business leaders, elected officials, philanthropists, and media members to raise critical support for the work of Habitat for Humanity of Greater Sacramento.

Featured in the [Sacramento Business Journal](#) and [Comstock's](#) - this Gala is one of Sacramento's top events of the year and last year's event raised \$305,000 to support the critical work of Habitat for Humanity of Greater Sacramento.

(Click [here](#) or visit HabitatGreaterSac.org/GALA to see our 2019 Gala recap video)

Our 2020 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 2020 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~~ - no longer available

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, upgraded linens, decorations, and libations. 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 and on screen during event
- 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 **2 still available**

ENTERTAINMENT & HOSPITALITY

- 2 prominently placed round tables of 10 with name recognition
- VIP Experience - Guests will enjoy premium table placement, upgraded linens, decorations, and libations. Chilled champagne at table
- One build day experience on the Habitat jobsite or a playhouse build for up to 20 volunteers

CORPORATE VISIBILITY AND RECOGNITION

- Logo recognition at the reception lounges
- 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 and on screen during event
- Recognition on pre and post event website, e-blasts, and social media
- Logo on Gala web page and signage
- Corporate logo featured prominently on thank you insert to all attendees
- 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
- Use of the Habitat Greater Sacramento logo and name for one year following the event

Future Framer Sponsorship \$5,000 - 10 still available

ENTERTAINMENT & HOSPITALITY

- One prominently placed round table of 8 with name recognition
- VIP Experience - Guests will enjoy premium table placement, upgraded linens, decorations, and libations. 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 mailed, emailed, and printed Gala communications before and after event
- 1/2 page color ad in the program and on screen during event
- Recognition on pre and post event website, e-blasts, and social media
- Logo on Gala web page and signage
- Corporate name featured on thank you insert to all attendees
- Exclusive slide with your corporate logo on rotating screen playing during event
- Recognition in program, sponsorship sign, and e-newsletter
- Use of the Habitat Greater Sacramento logo and name for one year following the event





Wall Raiser Sponsorship \$2,500 **15 still available**

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

2019 GALA COVERAGE

- 400 guests - sold out
- \$305,000 raised
- Covered by ABC10, Sacramento Business Journal, Comstock's Magazine
- Attended by media reps from ABC10, Fox40, Good Day Sacramento, CBS13, Sacramento Business Journal

2019 HABITAT MEDIA COVERAGE

- ABC10
- KCRA News 3
- Fox40
- GoodDay Sacramento
- CBS News 13
- KVIE
- The Sacramento Bee
- Capitol Public Radio
- KFBK and Bonneville Radio
- Comstock's Magazine
- Sacramento Magazine
- Sacramento News & Review
- Sacramento Business Journal
- Capital Public Radio

Visit www.HabitatGreaterSac.org/MEDIA for media clips

SOCIAL MEDIA

Facebook.com/HabitatGreaterSac (over 5,000 followers)
Twitter: @SacHabitat • Instagram: @SacHabitat





CONTACT

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2020 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 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 _____

Please scan and email forms back to Laine Himmelman at LHimmelman@HabitatGreaterSac.org

Sponsor Artwork:

*Please forward your logo and print ready ads (if applicable at your sponsorship level) in PDF or EPS format to:
Kaitlyn Bathke at KBathke@HabitatGreaterSac.org*

Ads due by September 1, 2020 to be included in program

Ad Specs:

Full page (Hope Builder Sponsors): 8.5" H x 5.5" W ; no bleed

Half page (Future Framers Sponsors): 4.25" H x 5.5" W no bleed