



2018 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

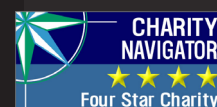
Habitat for Humanity is currently the only local homebuilder providing affordable homeownership opportunities to the low and very low-income families of our area, as well as preservation opportunities to our community's vulnerable elderly and Veteran populations. We are dedicated to empowerment, not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

Since 1985, Habitat has built 142 homes in the Greater Sacramento and Yolo area - helping provide safe and 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](#)



Empowerment, not Entitlement - Habitat is not a handout.

Habitat Homeowners are working, low-income families who put in 500 hours building their homes and purchase the homes for a 0% interest, 30-year mortgage.



Rina Dixon and her three children were living in a 200 sq. foot garage for three years. Rina worked full-time as a receptionist while putting in 500 sweat equity hours building her Habitat home.

“The first day of my sweat equity I was digging trenches in 100 degree heat and after 8 hours I got into my car, looked at my sunburnt face and bleeding blistered hands, and burst into tears. I was filthy, exhausted, and wasn’t sure if I could do this. Then I got home and looked at my kids in our 200 sq. foot garage and said, with all the strength that God has given me, I can do this.” - Rina Dixon



Santiago Bonilla is a 74-year old Vietnam War Veteran who was living in a home in Elk Grove that had black mold, termites, and holes in the ceiling where rain was coming through. The repairs on Santiago’s home made it accessible and safe so he can breathe freely and age with dignity.

“I can’t say enough about how grateful I am to Habitat” - Santiago Bonilla, Vietnam Veteran

Because we focus on empowerment, not entitlement - your donation stretches further and not only helps change lives, but acts as a permanent solution to ending the cycle of poverty and building a stronger community. Also, as a [4-star rated Charity](#) with a strong and trusted history of financial transparency, you can rest assured that your donation will go directly into action.





Our 2018 Event

Friday, September 14th, 2018

Building on our highly successful, sold-out 2017 Gala at The Railyards, this year we will be taking our high profile, black tie event to the State Capitol grounds. Join Habitat and 400 of Sacramento's ambassadors, influencers, and business leaders for our premier black tie fundraising event on Friday, September 14th.

Attendees are expected to include a high profile group of top philanthropists, business leaders, elected officials, and media representatives. The Gala will raise funds and awareness to help tackle the current housing crisis in our state and build and repair homes in Sacramento and Yolo County.

The Hard Hats & High Heels Gala is our premier fundraising event for the year and will include a VIP reception with premium upgraded libations and rare library and Reserve wines, entertainment, a gourmet feast, a high end Live Auction led by David Sobon, mingling with fellow leaders and community influencers, and a night you won't forget.

We invite you to attend, sponsor, and be recognized as we take the Capitol by storm 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 and larger tables, upgraded linens, decorations, and libations and specially selected rare library and Reserve wines poured by notable local Amador County winemakers themselves. 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 Hard Hats & High Heels Gala media sponsor ABC10.
- Be featured in Habitat's [Annual Year-In-Review PSA](#) which will be aired on 66 local Consolidated Cable Networks, reaching over 600,000 people, featured on Habitat's website page for all to see, and premiered at the Annual Hammy Awards Dinner
- 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 ad in the program on back cover
- 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 - 1 left!

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 poured by notable local Amador County winemakers themselves. Chilled champagne at table
- 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 - 3 left!

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 specially selected by notable local Amador County winemakers. Chilled champagne at table

CORPORATE VISIBILITY AND RECOGNITION

- Onstage recognition during the program with other Future Framer Sponsors
- Own slide 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 - 9 left!

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

2017 GALA

- 500 guests - sold out
- \$168,000 net raised
- Covered by [Sacramento Magazine](#), [Comstock's](#), and Talent Magazine

2017 MEDIA COVERAGE

- ABC News 10
- KCRA News 3
 - Fox40
- GoodDay Sacramento
 - CBS News 13
- The Sacramento Bee
 - KFBK
- Comstock's Magazine
- Sacramento Magazine
- Sacramento News & Review
 - Capital Public Radio
 - Elk Grove Citizen
 - iheartRadio
 - Univision 19
- Access Sacramento
- Central Valley Business Times
- Hall of Fame Magazine

Visit www.HabitatGreaterSac.org/MEDIA for media clips

SOCIAL MEDIA

Facebook.com/HabitatGreaterSac (over 4,000 followers)
Twitter: @SacHabitat • Instagram: @SacHabitat





CONTACT

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2018 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 _____

☐ Online: Please visit www.habitatgreatersac.org/gala or click [HERE](#)

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:
Laine Himmelman, Development Director at LHimmelman@HabitatGreaterSac.org*

Logos due by July 1, 2018 to be included on printed invitation (\$5,000 sponsors and up)

Ads due by August 1, 2018 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

