

TOGETHER WE BUILD

# community



Abby Krstulic  
Community Engagement Director  
970.488.2610  
akrstulic@fortcollinshabitat.org  
fortcollinshabitat.org



Fort Collins  
**Habitat**  
for Humanity®

# BENEFITS OF PARTNERSHIP



## Brand Recognition & Visibility

- **70%** of global consumers would recommend a company with a purpose over one without.
- Fort Collins Habitat's audience (Jan-Sept 2024)
  - E-News: **5K**
  - Facebook reach: **8.2K**
  - Instagram reach: **1.2K**
  - ReStore Facebook reach: **21.3K**
  - Website: **94K**
- **Overall brand worth: \$1.8 Billion (similar to Starbucks)**



## Make an impact in your community

- **Less than 25%** of the Fort Collins community can afford to buy their own home
- Investing in homeownership **strengthens businesses** by supporting talent attraction and retention



## Foster Team Building and Collaboration

- **Provide opportunity for connection through volunteering**
- Improve employee recruitment and retention
  - **71%** of employees think it's important to work for a business that gives back.
  - Purpose-driven workers have **20% longer expected tenures** and have **64% higher fulfillment levels** in their work.

# EVENT SPONSORSHIPS

## Community Connection

Join us for our annual events! These gatherings are opportunities to learn about upcoming projects and honor the hardworking homebuyers. Supporting events will allow your team to be recognized and connect with the community.



### We Build Breakfast

Spring 2025 | Poudre High School

- Free event to learn about Habitat and the Geometry in Construction program



### Habitat's Homecoming Gala

October 2025 | Northside Aztlan Center

- A welcoming and vibrant celebration with community leaders and Habitat partners spotlighting impact throughout the year and a look forward to upcoming projects
- Features 5-7 premium live auction items, a paddle raiser, and live music



### Hammer 'n' Ale

July 2025 | Odell Brewing Company

- Invite-only event to show appreciation for Builder's Club donors, Team Build sponsors, Event Sponsors, and key volunteers
- Opportunity to connect with the Habitat community

“Our donations to Habitat for Humanity are a valuable investment in both the communities and the families we serve. We appreciate that donations are leveraged with other funding sources and sweat equity to maximize the impact of our financial support.”  
-Nicole Staudinger,  
FirstBank

# EVENT SPONSOR RECOGNITION & BENEFITS

## Presenting Sponsor (Exclusive) | \$20,000

### Public Recognition

- Premium logo placement in Coloradoan Thank You Ad

### Habitat Publications

- Logo recognition on Fort Collins Habitat website home page prior to event as Exclusive Presenting Sponsor
- E-Newsletter article about the partnership
- Exclusive logo recognition in e-newsletter prior to event
- Social media promotion
- Right to use Habitat's logo (prior approval from Habitat)

### Event Recognition

- WE Build Breakfast
  - Exclusive sponsor level recognition as Presenting Sponsor in all printed and digital event materials
  - Opportunity to welcome guests at Event
  - Right to provide gift/incentive/offer to attendees (prior approval from Habitat)
  - Speaking opportunity at Event
- Homecoming Gala
  - Exclusive sponsor level recognition as Presenting Sponsor in all printed and digital event materials
  - Full-page advertisement in Event program
  - Welcome letter in Event program (letter content provided by sponsor)
  - Featured logo included on all pages of event website and linked out to company site
  - 2 premier tables for the event
  - Opportunity to welcome guests at Event
  - Right to provide gift/incentive/offer to attendees (prior approval from Habitat)

### Build Day Opportunity

- Exclusive Team Build day (up to 10 volunteers, can be scheduled up to 6 months in advance, must be scheduled in 2025)

### Hammer 'n' Ale

- 20 tickets to Hammer 'n' Ale gratitude event



# EVENT RECOGNITION & BENEFITS

Partner Benefits	Entertainment Sponsor (\$10,000)	Photobooth Sponsor (\$7,500)	Video Sponsor (\$5,000)	Bar Sponsor (\$5,000)	Food Sponsor (\$5,000)	Auction Sponsor (\$3,000)	Welcome Sponsor (\$3,000)	Volunteer Sponsor (\$2,000)
Exclusive sponsor-level recognition on all marketing pieces for WE Build and Homecoming events (includes social media posts)	X	X	X	X	X	X	X	X
Logo on digital signage at WE Build and Homecoming events	X	X	X	X	X	X	X	X
Recognition as an annual event sponsor in year end Coloradoan thank you ad	X	X	X	X	X	X	X	X
High profile Homecoming event signage with company logo (applied to specific sponsorship item or area)	X	X	X	X	X	X	X	X
1/2 page ad in the Homecoming program (Sponsor Provides)	X	X	X	X	X	X	X	X
Complimentary tickets to Homecoming Gala	2 Tables	2 Tables	1 Table	1 Table	1 Table	4 Tickets	4 Tickets	2 Tickets
Logo linked on Homecoming event website	X	X						
Premier seating for WE Build event	X	X	X	X	X	X	X	X
Customized sponsor benefits as agreed upon	X							

## Mission Sponsor | (\$1,000) Many Available

- 1 Table
- Business Name on event webpage
- Business Name on event email list
- Business name on digital signage at event





If you are interested in partnering with us, please contact our Community Engagement Director, Abby Krstulic, at [akrstulic@fortcollinshabitat.org](mailto:akrstulic@fortcollinshabitat.org) or 970-488-2610. Visit <https://fortcollinshabitat.org/corporate-partners/> for more information.

Got a creative idea? Contact us and let's talk! Our Development Team is dedicated to helping you have a meaningful and enjoyable partnership, whether through our existing packages or with custom-made creative solutions.



970-223-4522 | [www.fortcollinshabitat.org](http://www.fortcollinshabitat.org)