TOGETHER WE BUILD

community



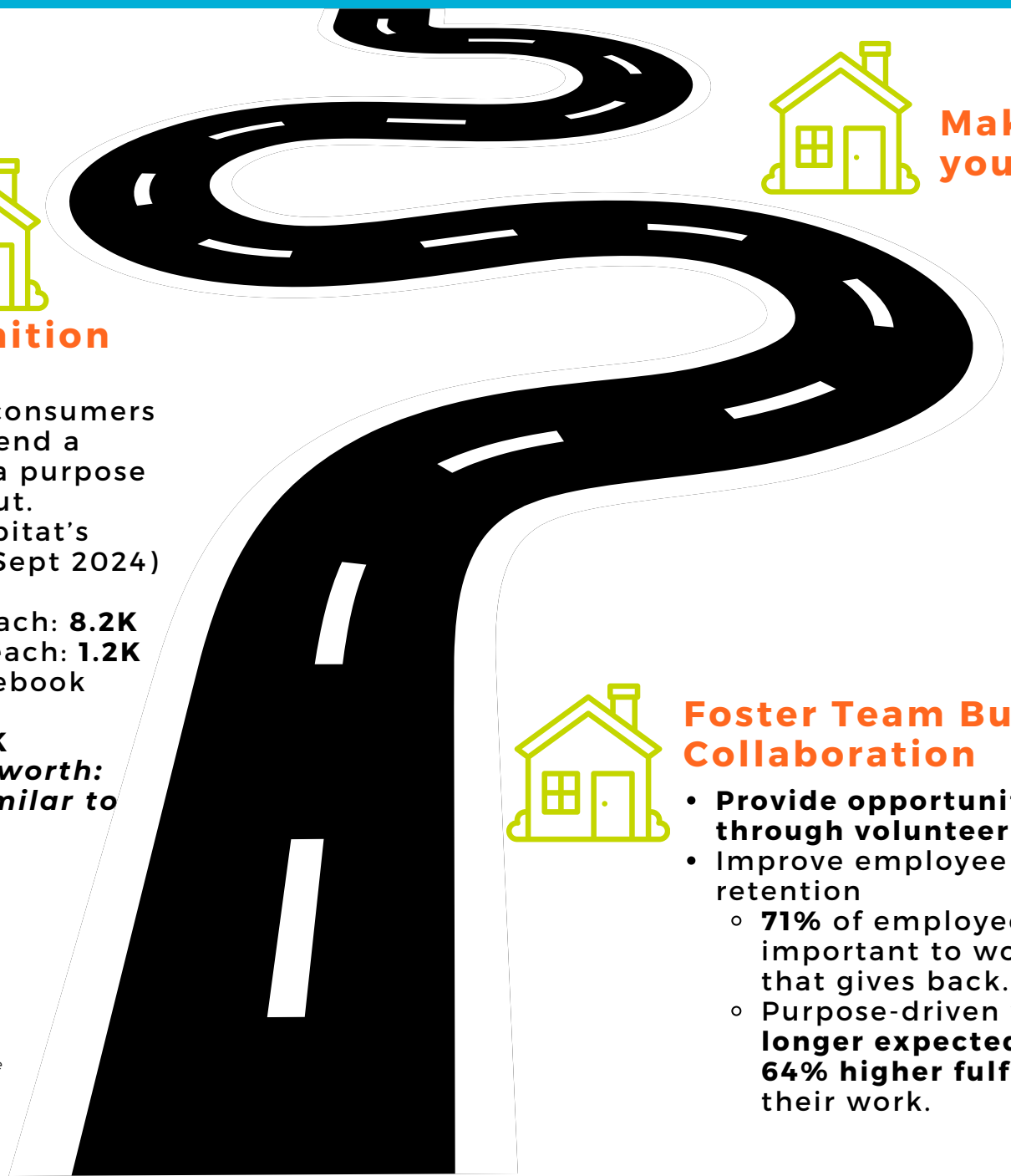




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Fort Collins Habitat for Humanity®

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.

Sources: Corporate Volunteerism: A Complete Guide to Getting Started, Bloomerang Habitat for Humanity International: Brand Valuation, Harvard Business School

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

April 1, 2026 I Poudre High School

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



Habitat's Homecoming Event

October 16, 2026 I The Lincoln 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

"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



Hammer 'n' Ale

July 2026 I 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

WAYS TO ENGAGE

- Guided Construction Site Tours
  - Give your team a behind-the-scenes look at Habitat in action with a visit to an active build site.
- Coffee with the Crew
  - Connect with our team in a relaxed setting to learn more about our mission, impact, and partnership opportunities.
- Event Participation & Collaboration
  - Invite Habitat to attend or participate in your company events, employee engagement days, or community initiatives.
- Homecoming Event Planning Committee
- Sponsorship & Grant Recognition Opportunities
  - Celebrate your impact with photo opportunities featuring a presentation check or branded Habitat recognition moment.
- In-Kind Giving Opportunities
  - Support Habitat through donated goods or services—such as auction items, materials, or restaurant partnerships.
- Workplace Engagement & Educational Sessions
  - Host a Habitat team member at your office to share your company's impact, alongside insights from our Homeowner Services team about our application process and families served.
- Employee Matching Gift Programs
  - Amplify your employees' generosity by matching their donations to Habitat.
- ReStore Engagement
  - Volunteer as a team at our ReStore or contribute donated goods to support affordable housing initiatives.

EVENT SPONSOR RECOGNITION & BENEFITS

Presenting Sponsor (Exclusive) | $15,000

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 2026)

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)	Welcome Sponsor ($5,000)	Food Sponsor ($5,000)	Auction Sponsor ($3,500)	Volunteer Sponsor ($2,500)
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	1 Table	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

**Accepting tickets to the Homecoming Gala will change the tax-deduction of your sponsorship. Please consult your tax advisor regarding the tax deductibility of your sponsorship. If you would like to opt-out of tickets please contact Nessa at vwhitney@fortcollinshabitat.org.



If you are interested in partnering with us, please contact our Corporate Engagement and Events Manager, Nessa Whitney, at vwhitney@fortcollinshabitat.org or 970-632-2756. 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.

Fort Collins
Habitat for Humanity®

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