2022 opportunities
company partnerships, sponsorships and builds

every team
can build a better world
why habitat?
Habitat for Humanity Seattle-King County (SKC) provides a hand-up to families in need of decent, affordable housing. Our programs are designed to empower people to build better lives for themselves and their families. The benefits of owning an affordable home are far-reaching — improving financial stability, education and employment opportunities, and beyond. For repairs, our work improves the health, safety, and accessibility of homes, and allows homeowners to “age in place.”

It’s simple: Everyone deserves a decent place to live.

why partner?
Teams love volunteering, donating and partnering with Habitat, and your marketing efforts can benefit from association with a nonprofit “brand of the year.” Employee morale and retention get a boost from Habitat, which is recognized by Enso as having the power to inspire & motivate people, even more than brands like Amazon, Google, or the Olympics.

why sponsor?
Your sponsorship ensures that Habitat for Humanity Seattle-King County raises the funds necessary to support our programs. As leaders who partner with the world’s #1-trusted nonprofit brand, our sponsors enjoy unparalleled hands-on team experiences and recognition opportunities.

why volunteer?
Your teams will always remember that window they installed or wall raised, as a place on the map where they made a lasting difference for a family’s future trajectory. Employee volunteer teams build alongside homeowners putting in their “sweat equity,” building community in a partnership focused on self-reliance.

who does habitat support?
Families partner with Habitat for Humanity to build or improve a place they can call home. Our Homeownership Program works with future homeowners who meet income requirements and are willing to partner with us through 250 hours of “sweat equity” along with an affordable, lower-cost down payment on their homes. Future homeowners work alongside staff and volunteers to build and repair houses, and take part in homeownership workshops to ensure they have the knowledge and financial literacy to maintain stability in their new homes. Our Home Repair Program follows a similar model based on the core tenets of our Homeownership Program.
who we help: a personal story

A huge congratulations to Peter Makuei and Awuoi Bul on the closing of their 4 bedroom home in New Pacific! Peter, Awuoi and their 4 children are very excited to move into their brand new home. Their dream has been to have a home and a place to raise their children where they can play and grow and they are very excited for this opportunity to be part of this community in Pacific. They signed documents and closed in June 2020.

Peter, originally from South Sudan, spent his early life living in refugee camps in neighboring countries due to the civil war. In 2001 Peter came to the United States as part of the Lost Boys of Sudan.

Peter returned to Sudan in 2013 where he met his wife Awuoi and married. Makuei and Ajak were born in South Sudan and in 2017 Awuoi and the two children moved to the United States to join Peter. Later, Malith and Aluel were born in the U.S. This family of 6 were living in a 2 bedroom apartment and because of the cost of housing, they were unable to afford to move. The apartment located in Federal Way was crowded and there is no safe place for the children to play and grow.

“My hope and dreams for me and my family, is to have a place I call my own, a place suitable for my family where I can invest for the future of my family. Habitat has given us hope in life to belong to a community by being a homeowner.” —Peter M.
From Redmond to Federal Way, Seattle to North Bend, and many more communities in between, Habitat for Humanity Seattle-King County has built, renovated and repaired more than 700 homes serving over 2,000 residents over the past three decades. Here’s a look at where your support is making an impact today.
partner with us
be a part of the solution

our brand
Habitat for Humanity Seattle-King County is an independently chartered affiliate of Habitat for Humanity International, the largest nonprofit homebuilder worldwide. In addition to being named 2020 Halo Award Winner, North America’s highest honor for corporate social initiatives and cause marketing, Habitat for Humanity was also awarded the 2018 Harris Poll non-profit “Brand of the Year” for social services and the “Most Love” and “Most Trusted” brand.

our reach
We will showcase your sponsorship in our printed collateral materials and online in accordance with the benefits by sponsorship level.

sharing your sponsorship
Your sponsorship is meaningful to us, and we want to make it meaningful for you as well! You can make the most of sponsorship at any level by engaging with Habitat for Humanity Seattle-King County.

Volunteer with us: we provide unparalleled teaming experience honed over 40 years of leading volunteers in hands-on community transformation – choose from repair, new construction or retail.

Connect through our social media channels:
- Facebook @HabitatSKC
- Twitter @HabitatSKC
- Instagram @HabitatSKC
- LinkedIn @HabitatSKC

team builders
Let your team be part of the solution by partnering with Habitat for Humanity Seattle-King County.

Habitat build days offer hands-on opportunities to build permanent structures that serve families for decades. The experience lasts as well – in tired muscles, smiles, and camaraderie built by working together.

**Classic build experience** benefits include priority scheduling, group photos and social media.

**Premier build experience** benefits include priority scheduling, group photos, social media, lunch, Habitat t-shirts, a banner that you provide and year-round recognition & partnership opportunities.

**Build Day options:**
- single day **home repair** for up to 7 of your team members *(classic or premier build experience benefits)*
- single day **new build** for up to 20 of your team members *(classic or premier build experience benefits)*
- single day for 10-25 of your team members at one of our retail stores *(classic or premier build experience benefits)*
- single day **new build site buyout** for up to 65 of your team members *(premier build experience benefits)*
- full week **new build site buyout** for up to 150 of your team members *(premier build experience benefits)*

All team builders receive follow-up invitations to celebrate with a family receiving keys to their home and a better future.

**We look forward to building with your team!**
Partnership opportunities are flexible and can be customized based on your companies priorities.

contact us
For questions regarding sponsorship, contact:

**Alex Wyatt, Corporate Relations Manager**
(206) 866-6783 | alex.wyatt@habitatskc.org

For questions regarding branding & communications, contact:

**Amy Farrier, Chief Development Officer**
(206) 456-6943 | amy.farrier@habitatskc.org

make your commitment now
www.habitatskc.org
team builders
build morale and a better world!

Be part of the solution by partnering with Habitat for Humanity Seattle-King County. Habitat Construction and Store volunteer days offer hands-on opportunities to build permanent structures, work directly with other volunteers, homeowners, and members of the community, and raise walls and funds that will serve deserving families for decades. The experience lasts as well – in tired muscles, smiles, and camaraderie built by working together. Your sponsorship offsets the hard cost of labor, materials, tools and land. Your sponsorship helps make our work possible. We can’t do it with your financial contribution and your volunteer houses.

Team Volunteer Day Options

<table>
<thead>
<tr>
<th>CONSTRUCTION</th>
<th>RETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>new home</td>
<td>home repair</td>
</tr>
<tr>
<td>best for</td>
<td>the classic Habitat experience</td>
</tr>
<tr>
<td>max team members</td>
<td>20</td>
</tr>
<tr>
<td>days available</td>
<td>wed – sat</td>
</tr>
<tr>
<td>build hours</td>
<td>8:45a - 4p</td>
</tr>
<tr>
<td>locations</td>
<td>La Fortuna (Renton), Lake City (Seattle), North Bend</td>
</tr>
<tr>
<td>tasks</td>
<td>Foundations, framing, siding, insulation, drywall, flooring, painting, finish, landscaping</td>
</tr>
</tbody>
</table>

Classics Build | $5,000
Premier Build | $7,500

Small group build available starting at $2,500.

site buyout – single day $25,000
4 months advance scheduling recommended

- Up to 65 of your team members hosted across all Habitat sites
- Premier Build benefits
- Habitat staff and/or homeowner for custom event

site buyout – full week $50,000
7 months advance scheduling recommended

- Up to 150 of your team members hosted across all Habitat sites
- Premier Build benefits plus customization
- Habitat CEO, staff, and/or homeowner for two custom events

virtual lunch & learns and speaker series

We will present to your company, employee resource group, community group or interest group a Habitat overview or cover a specific topic. This will help connect your group to Habitat and get them excited to join us in person for a volunteer day.

For customized volunteer projects, contact:
Alex Wyatt, Corporate Relations Manager at (206) 866-6783 or alex.wyatt@habitatskc.org

Habitat for Humanity Seattle-King County | 560 Naches Avenue SW, Suite 110, Renton, WA 98057 | (206) 453-2950 | corp@habitatskc.org | www.habitatskc.org
Just as our homeowners take on mortgages to build better futures, Habitat sponsors take ownership of projects to build a better community. As leaders who partner with the world’s #1-trusted nonprofit brand, our sponsors enjoy unparalleled hands-on team experiences and recognition options:

- Association with the Harris-Poll rated #1 nonprofit brand
- Web features with 242,000 annual local page views
- Social media channels with 131,000 combined monthly reach
- Work in partnership alongside families completing sweat equity
- Speaking at home dedications to celebrate the end result

### Sponsor a new home

**Support a family’s new path to homeownership** — one with far fewer barriers to a better, healthier, more financially stable life.

<table>
<thead>
<tr>
<th>HOME TYPE</th>
<th>FULL HOME*</th>
<th>½ HOME</th>
<th>¼ HOME</th>
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</thead>
<tbody>
<tr>
<td>New Construction</td>
<td>$250,000</td>
<td>$125,000</td>
<td>$65,000</td>
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<tr>
<td>Acquisition Rehab</td>
<td>$125,000</td>
<td>$75,000</td>
<td>$38,000</td>
</tr>
<tr>
<td>Recycled/Buyback</td>
<td>$75,000</td>
<td>$38,000</td>
<td>$19,000</td>
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</table>

*Does not include cost of land.

*Full-home sponsors receive a customizable package of benefits:

- Thorough promotion of your support to local media outlets, including media day opportunities on request, in concert with your PR & marketing teams.
- Video and photo opportunities throughout the build. (One partner produced a spot for the NFL playoffs.)
- Logo placement on-site through the build, at the specific home lot, on our website, in external publications, in social media, and in other sponsor recognition efforts.
- Invitations for your senior leaders to exclusive Habitat events throughout the year.
- Recognition in annual report, all events, mailings, etc.
- Premium engagement opportunities for your employees and partners at your sponsored project:
  - Up to 25 build-day volunteer opportunities, for up to 20 employees each day.
  - Construction and hospitality staff dedicated to your company throughout the build, providing customized construction experiences, morning coffee and lunches, community speakers, Habitat chats, giveaways, and more.
  - Private Kickoff and Dedication ceremonies with homeowners, elected officials, and community leaders invited to participate.

### Sponsor critical home repairs

**Keep a senior at home** — 90% of Habitat’s 35+ Critical Home Repairs each year serve seniors, keeping roofs overhead & roots in our communities.

<table>
<thead>
<tr>
<th>FULL NEIGHBORHOOD</th>
<th>SINGLE HOME REPAIR</th>
<th>REPAIR TEAM BUILD</th>
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<tbody>
<tr>
<td>$500,000</td>
<td>$25,000</td>
<td>$5,000</td>
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</table>

### Sponsor our people

**Volunteers & AmeriCorps** — support those who build, from one day to a full year

<table>
<thead>
<tr>
<th>AMERICORPS TEAM TRAINING</th>
<th>VOLUNTEER SAFETY &amp; SUPPORT</th>
<th>FUND AN AMERICORPS POSITION</th>
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<tbody>
<tr>
<td>$75,000</td>
<td>$50,000</td>
<td>$25,000</td>
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</table>
Habitat SKC partners have priority access to unparalleled teambuilding events, meaningful & life-changing engagements with families building self-reliance, and brand association with one of the most recognized and trusted nonprofit organizations in the world.

Team builds and visibility benefits are available based on your annual sponsorship commitment, and each partnership comes with your brand featured in association with your choice of recognition event.

### Sponsorship Levels at a Glance

**Engagement and Recognition Offerings**

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>$250K</th>
<th>$100K</th>
<th>$50K</th>
<th>$25K</th>
<th>$15K</th>
<th>$10K</th>
<th>$5K</th>
<th>$2.5K</th>
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<tr>
<td><strong>Team Builds</strong></td>
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<tr>
<td>New Construction Builds †, Stores or Repairs</td>
<td>35</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1*</td>
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<td><strong>Visibility</strong></td>
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<td>Media Partnership (press releases &amp; earned media)</td>
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<tr>
<td>Logo On Website, Annual Report, Emails, Newsletter</td>
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<td>🛠️ 🛠️</td>
<td>🛠️ 🛠️</td>
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<td>Social Media Highlight</td>
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<td>Right to Use Habitat SKC Logo for one year</td>
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<td>Listed in Annual Report</td>
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<td><strong>Home Dedications</strong></td>
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<td>Present Keys to Partner Family</td>
<td>🛠️ 🛠️</td>
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<td>Speak from Podium</td>
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<td>🛠️ 🛠️</td>
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<td>Invitation</td>
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<tr>
<td><strong>Special Events Recognition and Invite</strong></td>
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<td>Women Build</td>
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<tr>
<td>Beyond the Build Luncheon</td>
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<tr>
<td>Logo Recognition at Events Throughout the Year</td>
<td>🛠️ 🛠️</td>
<td>🛠️ 🛠️</td>
<td>🛠️ 🛠️</td>
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<tr>
<td>Invitation to Corporate Leadership Event</td>
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† New Construction Builds include Premier Experience, priority scheduling, t-shirts, lunch, morning coffee & snacks, Habitatchat, social media post

* Classic Build

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## 2022 beyond the build opportunities

Celebrate the achievements of volunteers, faith groups, and corporate partners in creating over 5 million stable nights' sleep and counting for low-income families in an unprecedented housing market. The 2022 luncheon will be a virtual event via a live stream. Over 800 attendees joining us virtually will attempt to raise $1.6 million for low-income homeownership, and gain inspiration for our ongoing work. Learn more at habitatlunch.org or contact corp@habitatskc.org or (206) 456-6943.

### recognition levels

#### luncheon presenting $100k
- Step & repeat wall at event entrance
- Podium opportunity to address guests
- Ten build days
- VIP/company featured in event video
- Video Shoutout featured in live stream
- Promotional item emailed to attendees
- Virtual Gobos (Digital Logo)
- Company name and logo featured prominently in the live stream, on event signs, website homepage, printed mailings, and exclusive social media thank-you
- Year round recognition as a top supporter

#### luncheon platinum $50k
- Speaking opportunity at VIP reception
- Five build days
- Promotional item emailed to attendees
- Virtual Gobos (Digital Logo)
- Video Shoutout featured in live stream
- Company name and logo featured prominently in the live stream, on event signs, website homepage, printed mailings, and exclusive social media thank-you
- Year round recognition as a top supporter

#### luncheon gold $25k
- Invitations to VIP reception
- Three build days
- Promotional item emailed to attendees
- Virtual Gobos (Digital Logo)
- Video Shoutout featured in live stream
- Company name and logo featured prominently in the live stream, on event signs, website homepage, printed mailings, and exclusive social media thank-you
- Year round recognition as a top supporter

#### luncheon silver $15k
- Invitations to VIP reception
- Two build days
- Company name and logo on event materials and website event page
- Social media event photo featuring your company

#### luncheon bronze $10k
- Invitations to VIP reception
- One build day
- Company name and logo on event materials and website event page
- Social media event photo featuring your company

#### luncheon steel $5k
- Invitations to VIP reception
- One repair build day
- Company name on event materials and website event page
- Social media mention of your company

### recognition benefits

All annual supporters are recognized via our Luncheon. Donors choosing the Luncheon as their recognition event may also be eligible for these benefits:

- **Logo featured** throughout the live stream of event and for restream of the event.
- **Podium opportunity:** briefly address the audience on your unique connection with Habitat's mission (Exposure: Event 800+, VIP Reception 100+)
- **Build days:** scheduled on a mutually agreeable date, expires one year from event date. First-come, first-served. 20 max per build day, 7 max per repair.

**Company promotional offer:** supplied by sponsor, emailed to attendees as a thank you. Promotional offer approved by Habitat (Exposure: 800+)

**Gobo/digital logo:** your logo will be prominently featured throughout the live stream. (Exposure: 800+)

**Promotional reach:** Printed Save the Date: 4,000+, Email invitations: 30,000+, website 292k annual pageviews/75k unique visitors, Social media 40,000+ combined monthly reach/11,500 followers.

**Video Shoutout:** pre-recorded 30 second video to be featured in live stream.
Women of Impact (WOI) is the marquee Women Build event which brings together women from diverse backgrounds and professions through a day of volunteering and guest speakers on Saturday, May 8, 2022.

Virtual and In-Person will take place during Women Build week including panel discussions, DIY home repair sessions and advocacy. Check out our website and social media for more details.

“I have been telling everyone that my experience on the Habitat for Humanity Women Build far exceeded my expectations and was truly one of the most empowering experiences of my life! Truly. We absolutely want to be involved again next year” — Lisa K, Prime Electric

COVID-19 SAFETY
Habitat for Humanity Seattle-King County takes safety and the health of volunteers very seriously. During the COVID-19 outbreak and anytime volunteers are on site, we will take proper precautions and follow the WA State Governor’s and Master Builders Association Guidelines. Please contact us to find out the latest safety measures and procedures we are taking to keep you and your group safe.

*Group Size subject to change based on Public Health and COVID-19 Guidelines

Learn more at habitatskc.org/women-build or contact corp@habitatskc.org or (206) 456-6943.