



**SPONSORSHIP
OPPORTUNITIES**

Habitat on the Hill 2023

Washington, D.C. / Feb. 7-9

Habitat for Humanity International's annual legislative conference

Habitat on the Hill 2023

SPONSORSHIP OPPORTUNITIES



Habitat for Humanity International's annual legislative conference, Habitat on the Hill, will be held in Washington, D.C., on Feb. 7-9, 2023.

Habitat on the Hill is an opportunity for Habitat staff members, board members, homeowners, resident leaders, volunteers, emerging leaders and supporters to engage with each other and with experts in the housing field in order to plan and advocate for local, state and federal policy solutions that advance home affordability.

In February, more than 600 participants representing 49 states, the District of Columbia and Puerto Rico virtually attended Habitat on the Hill 2022. Conference attendees gained insight on issues that impact home affordability around the country: the critical need to address the housing supply shortage in order to alleviate rising inflation, how to address racial equity in housing policy, and best practices to improve advocacy efforts in their communities. On the final day of the conference, attendees met virtually with roughly 350 congressional offices, advocating for vital housing and community development programs and funding across their home states and in the U.S.

Participants in our three-day conference will:

- Share promising policy solutions that address underlying policies and systems that hinder access to stable and affordable homes, emphasizing the need for public policies to address inequities in housing.

- Hear from national and local housing experts.
- Discuss the next phase of the national Cost of Home advocacy campaign and how Habitat can achieve our goal to help ensure that families — no matter who they are, where they live or how much they earn — have access to a stable, affordable place to call home.

The conference always culminates with impactful in-person meetings with members of Congress and their staffs on Capitol Hill, where participants will advocate for federal policy solutions that advance home affordability. These meetings will be followed by a reception for attendees and lawmakers.

After the conference, attendees will be better equipped to mobilize their organizations, volunteers and community members to advocate for home affordability through the five-year Cost of Home campaign, influencing policies focused on:

- Increasing the supply and preservation of affordable homes.
- Equitably increasing access to credit.
- Optimizing land use for affordable homes.
- Ensuring access to and development of communities of opportunity.

WHY SPONSOR?

As a sponsor of Habitat on the Hill 2023, you will:

- Position your organization as a supporter of home affordability and racial equity in housing policy.
- Have the opportunity to attend the conference and highlight your efforts among attendees and legislators on Capitol Hill.
- Empower the Habitat network's staff members, homeowners and volunteers as they stand together to fight systemic racism and inequities in housing policy.
- Share your mission with hundreds of advocates from across the country looking to foster relationships on a local level based on their specific and diverse needs.
- Sponsor at levels ranging from \$2,500 to \$100,000 that will provide your organization exposure to a diverse nationwide audience and maximize your visibility and influence.

PREMIER CONFERENCE SPONSOR

\$100,000 cash (one available)

Print recognition

- Prominent logo placement on printed sponsor signage in the conference hotel.
- Prominent logo placement on printed signage at the venue for the legislative reception held on Capitol Hill. Invitees include conference advocates, members of Congress and congressional staff members.
- Logo recognition (co-branded with Habitat) on conference materials (deadline of Nov. 1, 2022, applies):
 - o Conference swag.
 - o Conference badge.
 - o Hotel key card.
 - o Conference notebook.
 - o Hill Day folder.
 - o Welcome letter for distribution at hotel check-in.
 - o Legislative reception invitation (delivered to members of Congress).

Social/digital

- Social media outreach through relevant Habitat for Humanity International social media channels appropriate to audiences, messaging and engagement.
- Logo recognition on Habitat on the Hill sponsor page on habitat.org.
- Logo recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Prominent logo recognition as Premier Conference Sponsor in Habitat on the Hill conference app.
- Logo recognition on the bottom of pre- and post-conference emails sent to registrants and attendees.
- Logo recognition on digital signage playing in the conference ballroom before all plenaries.



Media recognition

- Name recognition in a template press release provided to Habitat organizations across the country that are sending representatives to Habitat on the Hill.

Additional opportunities/benefits

- One complimentary hotel room for the duration of the conference.
- Opportunity to speak or send recording (2-3 minutes) during a plenary session.
- Opportunity to provide two branded items, samples or publications in conference bags (must be provided by Jan. 6, 2023).
- Five complimentary Habitat on the Hill registrations.
- Seven invitations to the legislative reception on Capitol Hill.



Didier, Anny and their two children, Samantha and Dylan, moved into their Habitat home in Marathon, Florida, after the home they had been renting flooded during Hurricane Irma.

GOLD CONFERENCE SPONSOR

\$50,000 (two available)

Print recognition

- Logo placement on printed sponsor signage in the conference hotel.

Social and digital recognition

- Social media outreach through relevant Habitat for Humanity International social media channels appropriate to audiences, messaging and engagement.
- Logo recognition on Habitat on the Hill sponsor page on habitat.org.
- Logo recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Logo recognition on digital signage playing in the conference ballroom before all plenaries.
- Logo recognition in Habitat on the Hill conference app.

Additional opportunities/benefits

- Opportunity to speak or send recording (1-2 minutes) during a plenary session.
- Opportunity to provide one branded item, sample or publication in conference bags (must be provided by Jan. 6, 2023).
- Four complimentary Habitat on the Hill registrations.
- Six invitations to the legislative reception on Capitol Hill.

SILVER SPONSOR

\$25,000 (two available)

Print recognition

- Logo placement on printed sponsor signage in the conference hotel.

Social and digital recognition

- Social media outreach through relevant Habitat for Humanity International social media channels appropriate to audiences, messaging and engagement.
- Logo recognition on Habitat on the Hill sponsor page on habitat.org.
- Logo recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Logo recognition on digital signage playing in the conference ballroom before all plenaries.
- Name recognition in Habitat on the Hill conference app.

Additional opportunities/benefits

- Opportunity to provide one branded item, sample or publication in conference bags (must be provided by Jan. 6, 2023).
- Two complimentary Habitat on the Hill registrations.
- Four complimentary invitations to the legislative reception on Capitol Hill.





EMERGING LEADER SCHOLARSHIP SPONSOR

\$15,000 (one available)

Scholarships are awarded to young leaders, ages 18-40, as part of campus chapters and Habitat Young Professionals and are based on current engagement in Habitat's work.

- Name recognition on the digital Emerging Leader Scholarship application submitted to Habitat organizations nationwide.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition on digital signage playing in the conference ballroom before all plenaries.
- Name recognition in one post on Habitat's Volunteers Twitter feed.
- Name recognition in Habitat on the Hill conference app.
- Opportunity to provide one branded item, sample or publication in conference bags. (Must be provided by Jan. 6, 2023).
- One complimentary Habitat on the Hill registration.

HABITAT HOMEOWNER SCHOLARSHIP SPONSOR

\$15,000 (one available)

Providing Habitat homeowners with the opportunity to engage in learning and peer connection at Habitat on the Hill and to share personal stories about the impact of homeownership is valuable to both the homeowners and the members of Congress.

- Name recognition on the digital Homeowner Scholarship application submitted to Habitat organizations nationwide.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition on digital signage playing in the conference ballroom before all plenaries.
- Name recognition in Habitat on the Hill conference app.
- Opportunity to provide one branded item, sample or publication in conference bags. (Must be provided by Jan. 6, 2023).
- One complimentary Habitat on the Hill registration.





RURAL AND SMALL AFFILIATE SCHOLARSHIP SPONSOR

\$15,000 (one available)

The financial and time costs associated with attending Habitat on the Hill may be prohibitive for some Habitat organizations that represent rural areas or have minimal — sometimes entirely volunteer — staff. Providing these participants with the opportunity to network with peers and engage in meaningful dialogue at Habitat on the Hill lifts the voice of their communities and provides the tools needed to create positive change when they return home from the Capitol.

- Name recognition on the digital Rural Affiliate Scholarship application submitted to Habitat organizations nationwide.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition on digital signage playing in the conference ballroom before all plenaries.
- Name recognition in Habitat on the Hill conference app.
- Opportunity to provide one branded item, sample or publication in conference bags. (Must be provided by Jan. 6, 2023).
- One complimentary Habitat on the Hill registration.

WI-FI SPONSOR

\$15,000 (one available)

The Wi-Fi sponsor will cover the cost of wireless service for conference participants during sessions and networking breaks. This necessary service will be greatly appreciated when participants access the conference mobile app.

- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition in hotel welcome letter distributed to attendees at check-in, along with login information.
- Logo recognition on digital signage (along with login details) playing in conference ballroom before all plenaries.
- Name recognition in Habitat on the Hill conference app.
- Opportunity to provide one branded item, sample or publication in conference bags (Must be provided by Jan. 6, 2023).
- One complimentary Habitat on the Hill registration.



Habitat on the Hill 2023

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HILL DAY TRANSPORTATION SPONSOR

\$10,000 (one available)

The Hill Day Transportation sponsor will help cover the cost of transportation for conference participants on Hill Day. Transportation includes buses to the Capitol and codes for ride share after the legislative reception. Ensuring advocates arrive safely and stress-free to and from their Hill meetings is critical to an impactful Hill Day.

- Sponsor name for ride share code.
- Logo on table tent signage located on the Hill Day snack table (all Hill Day participants pick up snacks on their way to the buses).
- Logo recognition on digital signage (along with transportation details) playing in conference ballroom before all plenaries.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition in hotel welcome letter distributed to attendees at check-in, along with transportation information.
- One complimentary Habitat on the Hill registration.

WELCOME RECEPTION SPONSOR

\$5,000 (two available)

The welcome reception opens the conference, providing space for attendees to network and get to know each other, and is separate from the legislative reception that takes place on Capitol Hill during the conference.

- Logo recognition on signage at the reception.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- Name recognition in hotel welcome letter distributed to attendees at check-in, along with reception information and directions.
- One complimentary Habitat on the Hill registration.

BREAK SPONSOR

\$5,000 (multiple available)

- Logo recognition on tabletop signage during a break.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- One complimentary Habitat on the Hill registration.

CHARGING STATION SPONSOR

\$5,000 (two available)

- Logo recognition on tabletop signage at a charging station.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- One complimentary Habitat on the Hill registration.

WORKSHOP SPONSOR

\$2,500 (multiple available)

- Logo recognition at the beginning of the digital presentation on the workshop of your choice.
- Name recognition on Habitat on the Hill sponsor page on habitat.org.
- Name recognition on Habitat on the Hill sponsor page of the conference registration portal.
- One complimentary Habitat on the Hill registration.

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In support of the Habitat on the Hill 2023 legislative conference, and in partnership with Habitat for Humanity International, I/we commit to the following sponsorship level:

- ☐ Premier Sponsor – \$100,000
- ☐ Gold Sponsor – \$50,000
- ☐ Silver Sponsor – \$25,000
- ☐ Emerging Leader Scholarship – \$15,000
- ☐ Habitat Homeowner Scholarship Sponsor – \$15,000
- ☐ Rural and Small Affiliate Scholarship Sponsor – \$15,000
- ☐ Wi-Fi Sponsor – \$15,000
- ☐ Hill Day Transportation Sponsor – \$10,000
- ☐ Welcome Reception Sponsor – \$5,000
- ☐ Break Sponsor – \$5,000
- ☐ Charging Station Sponsor – \$5,000
- ☐ Workshop Sponsor – \$2,500

TOTAL DONATION:

\$ _____

Payment enclosed:

\$ _____

Balance:

\$ _____



Pledge form

Donor name/full legal organization name (as you would like it to appear on printed materials)

Contact name (if applicable) _____

Street address _____ City/state/ZIP/country _____

Phone _____ Fax _____

Cell _____ Email _____

Payment method:

- ☐ Please invoice me.
- ☐ Check enclosed (payable to Habitat for Humanity International).
- ☐ Transfer from existing funds given to Habitat for Humanity International.

Signature _____ Date _____

Please return pledge form with payment to: Sharon Cutts, Corporate Relations
322 W. Lamar St., Americus, GA 31709-3543

Habitat for Humanity is a 501(c)(3) organization, and therefore your gift qualifies as a deductible charitable contribution. A copy of our latest financial report may be obtained by writing to Habitat for Humanity International, 322 W. Lamar St., Americus, GA 31709-3543, 800-422-4828 or by visiting www.habitat.org. Habitat for Humanity International was formed in Georgia. If you are a resident of one of these states, you may obtain financial information directly from the state agency: MARYLAND – For the cost of copies and postage, Office of the Secretary of State, State House, Annapolis, MD 21401. PENNSYLVANIA – The official registration and financial information of Habitat for Humanity International may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. WASHINGTON – Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483. WEST VIRGINIA – Residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. WISCONSIN – A financial statement of Habitat for Humanity disclosing assets, liabilities, fund balances, revenue, and expenses for the preceding fiscal year will be provided upon request. Registration with any of these state agencies does not imply endorsement, approval or recommendation by any state. HFHI shall make every effort to use funds as designated; nevertheless, under the direction of its board of directors, HFHI retains complete control over the use and distribution of donated funds or products in furtherance of its mission.

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285 Peachtree Center Ave. NE, Suite 2700, Atlanta, GA 30303-1220 USA

322 W. Lamar St., Americus, GA 31709-3543 USA

(800) 422-4828 fax (229) 928-8811 publicinfo@habitat.org habitat.org

GOVERNMENT RELATIONS AND ADVOCACY OFFICE:

1310 L St. NW, Suite 350, Washington, DC 20005-4383 USA

(202) 239-4416 advocacy@habitat.org

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