



Habitat on the Hill 2024

Sponsorship Opportunities

Washington, D.C. | Feb. 6-8

Habitat for Humanity International's annual legislative conference

Habitat on the Hill 2024 | SPONSORSHIP OPPORTUNITIES

Habitat for Humanity is a vast network, comprising over 1,100 organizations operating in communities in every U.S. state.

When the network unites under a common goal, they are capable of enacting catalytic change. During the first three years of the Cost of Home campaign alone, Habitat affiliates successfully pursued **218 policy changes** that resulted in improved access to affordable and stable homes for **6.45 million people** and **\$17.95 billion** in government funding generated or allocated for home affordability and stability.

Habitat on the Hill, Habitat's annual legislative conference, brings nearly 400 Habitat staff members, board members, homeowners, resident leaders, volunteers and emerging leaders together to represent their communities; engage with each other; learn from experts in the housing field; and plan to advocate at the local, state and federal levels to enact policy solutions that advance home affordability. Attendees leave the three-day conference with practical tools and tactics to build influence locally, resulting in changes and positive impact that will be felt for years across hundreds of communities.

Attendees of Habitat on the Hill 2024 will gain valuable insight into the urgent need to address housing supply shortage through policy change, how policy can be leveraged to advance racial equity, and will be guided by experts on effective advocacy strategies. The conference culminates in more than 300 impactful, in-person meetings with members of Congress and their staffs on Capitol Hill, where participants directly advocate for federal policy solutions that advance home affordability.

Last year, the conference sold out faster than ever before, illustrating the commitment of the Habitat network to pursue and implement policy solutions to advance home affordability across the United States. Your support of this critical event empowers Habitat to pursue greater impact long after the conference is over.



As a conference sponsor, you:

- Empower Habitat's network as we challenge and change systemic racism and inequities in housing policy.
- Amplify your organization as a champion for Habitat and home affordability through co-branding opportunities.
- Provide your organization with exposure to a diverse nationwide audience, looking to foster relationships at the local level, based on their specific and diverse needs.

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Premier, Gold and Silver sponsors \$100,000 - \$50,000

Your sponsorship of Habitat on the Hill means that we can keep equity, affordability, and housing supply top of mind of local, state and federal lawmakers.

Premier sponsors will receive exclusive print recognition and a speaking opportunity, along with substantial digital and media recognition. Gold and Silver sponsors receive coveted recognition across Habitat's digital and media platforms, along with additional benefits listed in the chart below.

	Premier	Gold	Silver
	\$100,000	\$75,000 (2 available)	\$50,000 (2 available)
SPEAKING OPPORTUNITY			
Speak (2-3 minutes) during a plenary session to an audience of nearly 400 advocates.	✓		
PRINT RECOGNITION			
Logo (co-branded with Habitat) on conference materials provided to all attendees.	✓		
Deadline: Nov. 3, 2023.	✓		
• Conference bag.	✓		
• Conference item TBD (notebook, water bottle, etc.).	✓		
• Hotel key card.	✓		
• Conference notebook.	✓		
• Hill Day folder.	✓		
• Legislative reception invitation and reception signage.	✓		
Logo on off-site legislative reception signage. Members of Congress, peer organizations and staffers are invited to join attendees.	✓		
Logo on table-top tents on all tables in plenary ballroom.	✓		
Logo on hotel conference signage.	✓	✓	✓

	Premier	Gold	Silver
SOCIAL/DIGITAL RECOGNITION			
Logo recognition in pre- and post-conference emails.	✓		
Social outreach through relevant Habitat channels.*	✓	✓	
Logo on habitat.org sponsor page for Habitat on the Hill.	✓	✓	✓
Logo on Habitat on the Hill registration portal.	✓	✓	✓
Logo in conference app, downloaded by nearly all participants.	✓	✓	✓
Logo on digital signage in plenary ballroom.	✓	✓	✓
MEDIA RECOGNITION			
Text recognition in national press release issued from habitat.org.	✓	✓	
Text recognition in press release template provided to 1,000 Habitat affiliates before the conference for local distribution.	✓	✓	✓
ADDITIONAL BENEFITS			
Logo recognition in hotel welcome letter.	✓	✓	
Legislative reception invitations, provided to over 300 members of Congress and their staffs. Premier sponsor receives seven invitations, Gold sponsors receive six, and Silver sponsors receive four.	✓	✓	✓
Provide branded items, samples or publications in conference bags (400 quantity). Premier sponsors may provide two items, while Gold and Silver may provide one. Deadline: Jan. 19, 2024.	✓	✓	✓
Conference registrations. Premier sponsor receives seven invitations, Gold sponsors receive six, and Silver sponsors receive four.	✓	✓	✓

*Habitat on the Hill 2023 posts yielded:

- Habitat.org Facebook: 46,309 total impressions and 1,915 total engagements.
- Habitat.org Twitter: 18,079 total impressions and 510 total engagements.
- Habitat.org LinkedIn: 26,498 total impressions and 990 total engagements.

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Additional sponsorship opportunities \$25,000 - \$2,500

Help enhance the participant experience by sponsoring a scholarship opportunity, a reception, workshop, or break. You may also consider supporting participant needs by sponsoring transportation, charging stations, or Wi-Fi. All sponsorship opportunities offer generous text recognition that will elevate your brand to Habitat on the Hill participants.

	Scholarships \$25,000	Welcome reception for attendees \$15,000 (2 available)	Wi-fi \$15,000	Hill Day transportation \$10,000	Break \$5,000 (4 available)	Charging station \$5,000	Workshop \$2,500 (8 available)
SPEAKING OPPORTUNITY							
Speak (1-2 minutes) during the welcome reception to an audience of nearly 400 advocates.		✓					
PRINT RECOGNITION							
Text recognition on hotel conference signage.	✓	✓	✓	✓	✓	✓	
Logo featured on signage at the welcome reception, an event with over 300 attendees to set the stage for the conference.		✓					
Logo recognition on high-visibility table-top signage during breaks and at the charging station.					✓	✓	
SOCIAL/DIGITAL RECOGNITION							
Text recognition on habitat.org sponsor page for Habitat on the Hill.	✓	✓	✓				
Text recognition on Habitat on the Hill registration portal.	✓	✓	✓	✓			
Text recognition on conference app, downloaded by nearly all participants.	✓	✓	✓	✓			
Text recognition on digital signage in plenary ballroom.	✓	✓	✓	✓			
Text recognition on scholarship application submitted to affiliates nationwide.	✓						
Logo recognition in PowerPoint at beginning of workshop to approximately 100 participants.							✓
ADDITIONAL BENEFITS							
Provide one branded item, sample or publication in conference bags (400 quantity). Deadline: Jan. 19, 2024.	✓	✓	✓				
Text recognition in hotel welcome letter.		✓	✓	✓			
Sponsor name for ride share code.				✓			
One complimentary conference registration.	✓	✓	✓	✓	✓	✓	✓

Emerging Leader Scholarships

Scholarships are awarded to more than 15 young leaders, ages 18-40, who are members of campus chapters or who are Habitat Young Professionals, based on their current engagement in Habitat's work. Scholarships include conference registration and hotel accommodations.

Habitat Homeowner Scholarships

Funding at this sponsorship level will provide more than 20 scholarships to Habitat homeowners, providing them with the opportunity to engage in learning and peer connection at Habitat on the Hill and share their personal stories of the value of homeownership with Habitat leaders and members of Congress.

Rural and Small Affiliate Scholarships

The financial and time costs associated with attending the conference may be prohibitive for some Habitat organizations that represent rural areas or have a limited or all-volunteer staff. Providing the opportunity to network with peers and engage in meaningful dialogue at Habitat on the Hill allows the voices of their communities to be lifted and provides helpful tools to advance local advocacy efforts upon their return. Funding at this sponsorship level enables Habitat to provide approximately 20 scholarships.

Habitat on the Hill 2024

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In support of the Habitat on the Hill 2024 legislative conference, and in partnership with Habitat for Humanity International, I/we commit to the following sponsorship level:

- ☐ Premier Sponsor – \$100,000
- ☐ Gold Sponsor – \$75,000
- ☐ Silver Sponsor – \$50,000
- ☐ Emerging Leader Scholarship – \$25,000
- ☐ Habitat Homeowner Scholarship Sponsor – \$25,000
- ☐ Rural and Small Affiliate Scholarship Sponsor – \$25,000
- ☐ Welcome Reception Sponsor – \$15,000
- ☐ Wi-Fi Sponsor – \$15,000
- ☐ Hill Day Transportation Sponsor – \$10,000
- ☐ Break Sponsor – \$5,000
- ☐ Charging Station Sponsor – \$5,000
- ☐ Workshop Sponsor – \$2,500

TOTAL DONATION:

\$ _____

Payment enclosed:

\$ _____

Balance:

\$ _____

Donor code:

Project code:



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.

Pledge form

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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 20005-4595 USA

(202) 239-4416 advocacy@habitat.org

23-86788/PDF/WO/05-2023/MS