BUILDING TOMORROW
playhouse CONTEST

SPONSORSHIP OPPORTUNITIES

04.29.22
CITY NATIONAL GROVE OF ANAHEIM
2200 E. KATELLA AVE, ANAHEIM, CA 92806

www.habitatoc.org/building-tomorrow
Decent shelter is something we all need to thrive.
Families partner with Habitat for Humanity of Orange County to build a place they can call home. Habitat OC builds homes to sell to Orange County residents/families who are unable to afford a market rate home. Our Homeownership Program works with future homeowners who meet the requirements and are willing to partner with us through sweat equity. This means Habitat OC homeowners have invested time and labor, not just money into building their community. Habitat for Humanity of Orange County has built 227 homes.

What is the Building Tomorrow Playhouse Contest?
The Building Tomorrow Playhouse Contest is a unique event taking place on Friday, April 29th at City National Grove of Anaheim. This event brings together Orange County's corporations, organizations, service groups and churches to build up to 20 playhouses for children in one day! Each team will design, build, paint, and decorate a playhouse. All materials except for decor & decorations will be included. Teams will engage in a friendly design competition to win the coveted Building Tomorrow Playhouse trophy.

Why Sponsor?
Your sponsorship ensures that Habitat for Humanity of Orange County raises the funds necessary to support our programs, and places your brand in front of a large, engaged, and passionate community of donors, volunteers, and community leaders during the event - and the days and the weeks to follow.

Why Habitat?
Habitat for Humanity of Orange County provides a hand-up to families in need for decent, affordable housing. Our programs are designed to empower people to build better futures for themselves and their families. The benefits of owning an affordable home are far-reaching - improving financial stability, education, employment opportunities, and beyond.

BUILDING TOMORROW - ONE SMILE AT A TIME
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Minimum Contribution</th>
<th>Benefits and Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>*<em>Presenting Sponsor [$20,000] <em>only one available</em></em></td>
<td>$20,000</td>
<td></td>
</tr>
</tbody>
</table>
  - Exclusive naming rights (e.g. "Building Tomorrow Playhouse Contest Presented By...")  
  - First right of refusal for the 2023 event  
  - (2) Playhouse entries in contest - (1) playhouse donated to charity if desired  
  - (10) Participants per playhouse - (20) total participants  
  - Event shirt with company logo for all participants  
  - Premium recognition on event website, social media & email communications related to the event  
  - Logo recognition in print advertisement  
  - Recognition in event press releases |
| **Hangout Sponsor [$5,000] *only three available** | $5,000 |  
  - (1) Playhouse entry in contest  
  - (10) Participants per playhouse - (10) total participants  
  - Event shirt with company logo for all participants  
  - Preferred recognition on event website, social media & email communications related to the event  
  - Logo recognition in print advertisement  
  - Recognition in event press releases |
| **Clubhouse Sponsor [$10,000] *only one available** | $10,000 |  
  - Exclusive Recognition at event (e.g. "Lunch Provided By...")  
  - (1) Playhouse entry in contest  
  - (10) Participants per playhouse - (10) total participants  
  - Event shirt with company logo for all participants  
  - Preferred recognition on event website, social media & email communications related to the event  
  - Logo recognition in print advertisement  
  - Recognition in event press releases |
| **Playhouse Sponsor [$3,500]** | $3,500 |  
  - (1) Playhouse entry in contest  
  - (10) Participants per playhouse  
  - Event shirt with company name for all participants  
  - Recognition on event website, social media & email communications related to the event |

Please Note: To be recognized in all event materials, sponsorships must be received by April 1, 2022.

BUILDING TOMORROW - ONE SMILE AT A TIME

Habitat for Humanity of Orange County | 2200 Ritchey Street Santa Ana, CA 92705 | 714 434 6200 | habitatoc.org
### Sponsor Benefit Breakdown

All participants in attendance will also receive a light breakfast & lunch.

<table>
<thead>
<tr>
<th>Participants &amp; Event Swag</th>
<th>Presenting $20,000</th>
<th>Clubhouse $10,000</th>
<th>Hangout $5,000</th>
<th>Playhouse $3,500</th>
<th>Underwriter $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on T-Shirt</td>
<td>Front &amp; Back</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Recognition on Website</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Recognition on Event Signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Co-Branded Sign</td>
</tr>
<tr>
<td>Recognition on Email Communications</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Recognition on social media</td>
<td>⭐</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in print advertising</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in press releases</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as Presenting Sponsor</td>
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</table>

### Other Ways to Get Involved

- **Sponsor a Team:** Don't have the capacity to participate but would like to sponsor a non-profit, church or service group to participate? Sponsor a team today!

- **Bid/Buy A Playhouse:** Playhouses from the event will be up for auction at the conclusion of the event. This is a terrific way to help Habitat OC while putting a smile on your children's face.

- **Request a Playhouse:** Does your non-profit, school or church need a playhouse? A limited number of playhouses will be made available for donation,
2022 Sponsorship Agreement

Sponsorship Levels
Presenting Sponsor $20,000 | Clubhouse Sponsor $10,000 | Hangout Sponsor $5,000
Playhouse Sponsor $3,500 | Underwriter $1,000

*Please print name, title and company exactly as it should appear in publications*

Name: ________________________________________________________________
Title: ________________________________________________________________
Company Name: _______________________________________________________
Address: ______________________________________________________________
City: __________________ State: ____________ Zip Code: ___________________
Phone Number: _________________________________________________________
Email Address: _________________________________________________________

Payment Information:
Total Sponsorship Amount: $______________________________

Please make checks payable to Habitat for Humanity of Orange County & email completed sponsorship agreements to corporaterelations@habitatoc.org.

To pay via credit card please or for more event details please visit,
www.habitatoc.org/building-tomorrow

Habitat for Humanity is a nonprofit organization under Section 501(c)(3)
Federal Tax I.D. Number id 33-0311059

2200 Ritchey Street, Santa Ana, CA 92705
P: 714.434.6200 | E: corporaterelations@habitatoc.org
www.habitatoc.org
our brand
Habitat for Humanity of Orange County is an independently chartered affiliate of Habitat for Humanity International, the largest nonprofit homebuilder worldwide. In addition to being named the 2016 Harris Poll nonprofit "Brand of the Year" for social services, Habitat for Humanity also received distinction as "Most Loved" and "Most Trusted" in the same category.

our reach
We are dedicated to creating mutually beneficial experiences. Because of our current global health and economic climate, Habitat can be flexible in creating the best sponsorship opportunities for your organization. Here is a snapshot of our reach on each platform:

<table>
<thead>
<tr>
<th>social media</th>
<th>web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook @habitatoc</td>
<td>Website: habitatoc.org</td>
</tr>
<tr>
<td>9,000+ page likes</td>
<td>16,000+ monthly sessions</td>
</tr>
<tr>
<td>Twitter @habitatoc</td>
<td>Monthly eNewsletter</td>
</tr>
<tr>
<td>2,600+ followers</td>
<td>39,600+ subscribers</td>
</tr>
<tr>
<td>Instagram @habitatoc</td>
<td></td>
</tr>
<tr>
<td>2,600+ followers</td>
<td></td>
</tr>
<tr>
<td>LinkedIn habitat-for-humanity-of-orange-county</td>
<td></td>
</tr>
<tr>
<td>2,800+ followers</td>
<td></td>
</tr>
</tbody>
</table>

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 of Orange County through our social media channels above.

contact us
For questions regarding sponsorship, contact corporaterelations@habitatoc.org