

Two Day Hybrid Experience

Tuesday, October 26 – Wednesday, October 27, 2021

The
**HABITAT
HOUSE
PARTY**

 **Habitat
for Humanity®**
New York City and
Westchester County

housing for a healthier new york

2021 HABITAT HOUSE PARTY GALA CHAIRS

Doug & Claudia Morse, *North Lake Capital, LLC*

Anthony Montalto Jr., *Jaros, Baum & Bolles*

Blair Lichter, *Attorney*

Ben Rodney, *Hines*

housing for a healthier new york

The Habitat House Party, Habitat NYC and Westchester's signature event, will be held digitally on October 26th and in person on October 27th, 2021.

COVID may have knocked New York down, but by no means did it knock us out. At our 2021 Habitat House Party, we will celebrate the role Habitat NYC and Westchester played in our region's comeback, building and preserving affordable housing for a healthier New York.

A healthier New York is one that strives for equity, works to close the wealth gap and gives every hard-working New Yorker the chance to build strength, stability and self-determination. That work starts at home, which is why at Habitat NYC and Westchester, we believe in a city – and a world – where everyone has a decent place to live.

At Habitat NYC and Westchester, we know that a stable, affordable home affects a family's entire life. Children perform better at school and have healthier lives. Parents have more stable employment and build wealth. Black and brown communities can finally have the ownership of their neighborhoods that was denied to them for generations.

Habitat House Party is more than a gala. This two-day event celebrates our organizational leaders and donors who have greatly impacted our affordable housing mission. Business and corporate leaders, philanthropists, rising young professionals and social media influencers will be in attendance.



Honorees

Doug & Claudia Morse

Principal, North Lake Capital,
LLC

Council Member Margaret S. Chin

Council Member for the 1st
District of the New York
City Council

M&T Bank

George Latimer

Westchester County
Executive



Info Guide

The Habitat House Party is a two-day experience, giving you and your guests the opportunity to connect through sponsored access and social networking. Each sponsor package includes access to all programming on both days for your guests and marketing opportunities for your brand. The below information will help you best maximize your sponsorship package.

VIRTUAL EVENT

Day one is fully virtual. Everything you would normally see on stage as a guest of our in-person Habitat House Party will now be free to the public and livestreamed, featuring your brand, to thousands of New Yorkers.

VIDEO ADVERTISEMENTS

Showcase your brand through pre-recorded digital advertisements, presented during our pre-event and in-event programming.

METRICS

- Facebook: 11,162 Followers
- Instagram: 3,729 Followers
- Twitter: 6,176 Followers
- Email: 80,000 Unique Subscribers
- Virtual Event Platform: 2,000 – 3,000 Projected Viewers

IN-PERSON EVENT

Day two is fully in-person with 250 VIP guests and sponsors at the \$5,000 level and higher. Hear from our Homeowners and enjoy the festivities with a premium open bar, culinary experiences and all inclusive After Party.

SOCIAL DISTANCING

Our venue, Guastavino's, will follow all current social distancing and safety protocol as outlined by the CDC.

RESCHEDULING

In light of the COVID-19 impact, we will plan to host our scheduled virtual celebration on October 26th in lieu of gathering in-person on October 27th if a mandated quarantine is instituted. In an effort to ensure our community services are not impacted, please note that all donations are final.

Content Calendar

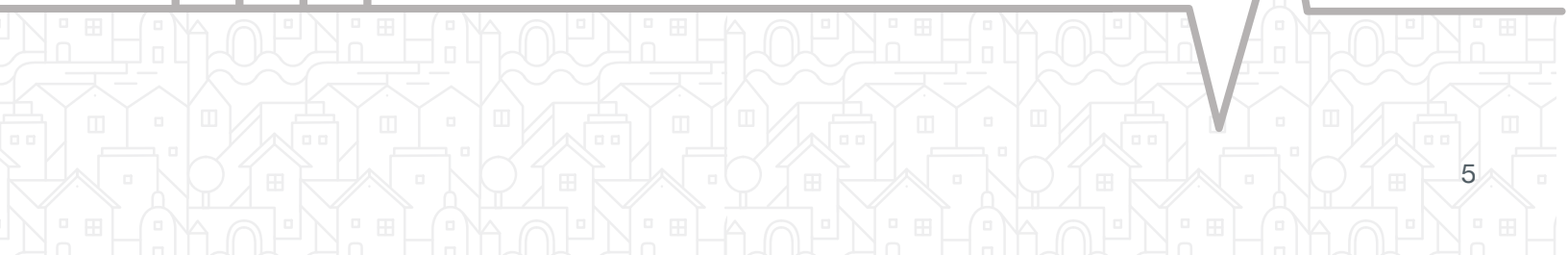
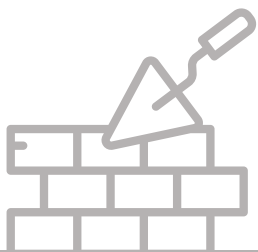
The Habitat House Party is a two-day event with virtual and in-person experiences, giving you and your guests the opportunity to connect through sponsored access and social networking. Each sponsor package includes access to all programming on both days for your guests and marketing opportunities for your brand. The calendar below lists what you, your guests and your brand have access to on each day.

10.26 TUE

- Fully virtual
- Access to virtual auction
- Hear from our honorees and homeowners
- Opportunity to record video advertisements
- Digital marketing opportunities
- Unlimited invitations to your network

10.27 WED

- Fully in-person
- Access to live auction
- Hear from our homeowners
- Premium open bar, culinary experiences and after party
- Immersive experiences
- In-event marketing opportunities
- Limited invitations
- See sponsorship packages below for details



Sponsorship & Branding Opportunities



HABITAT HOUSE PARTY PRESENTING SPONSOR

\$100,000

Preserves 150 units of affordable housing for one year.

1 package available

DURING EVENT

- Attendance for 30 in-person guests
- Verbal recognition from Habitat NYC and Westchester CEO as House Party Presenting Sponsor
- 2X 15 second pre-recorded videos to debut at event
- Logo placement on step & repeat, in-event signage, and digital slideshow
- One full page digital program advertisement

PRE/POST EVENT

- Exclusive press release announcing sponsorship
- Prominent logo/name placement on Habitat NYC and Westchester event platform before, during & after event
- Logo on all digital marketing materials (email, invitation)
- Exclusive partnership recognition in Habitat NYC and Westchester's e-newsletter
- Company highlighted in one Instagram post
- Company highlighted in one boosted Habitat NYC and Westchester Facebook post
- Annual Report listing
- Opportunity for one company executive to be listed on Gala Host Committee
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

HABBY AWARDS PRESENTING SPONSOR

\$75,000

Develops the next generation of future leaders by offering leadership growth opportunities to over 500 young professionals and volunteers.

1 package available

DURING EVENT

- Attendance for 25 in-person guests
- Verbal recognition from Habitat NYC and Westchester leadership as Habby Awards Presenting Sponsor
- 2X 15 second pre-recorded videos to debut at event
- Logo placement on step & repeat, event signage, and digital slideshow
- One full page digital program advertisement

PRE/POST EVENT

- Prominent logo placement Habitat NYC and Westchester event platform before, during & after event
- Logo on all digital marketing materials (email, invitation)
- Company highlighted in one Instagram post
- Company highlighted in one boosted Habitat NYC and Westchester Facebook post
- Annual Report listing
- Opportunity for one company executive to be listed on Gala Host Committee
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

WALL RAISER

\$50,000

Provides 250 hours of technical assistance offered to low-income residential buildings.

2 packages available

AFTER PARTY PRESENTING SPONSOR

\$25,000

Sponsors 25 young professional volunteers to attend the After Party in recognition of their service.

1 package available

GROUND BREAKER

\$25,000

Provides six-months' worth of loan services through Habitat NYC and Westchester's Community Loan Fund.

4 packages available

DURING EVENT

- Attendance for 20 in-person guests
- Verbal recognition from Habitat NYC and Westchester leadership
- Logo placement on step & repeat, event signage, and digital slideshow
- One full page digital program advertisement

PRE/POST EVENT

- 2X 15 second pre-recorded videos promoted on virtual pre-event website
- Prominent logo placement on Habitat NYC and Westchester event platform before, during & after event
- Logo on all digital marketing materials (email, invitation)
- Company highlighted in one Instagram post and in one boosted Habitat NYC and Westchester Facebook post
- Annual Report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

DURING EVENT

- Attendance for 15 in-person guests
- Verbal recognition from Habitat NYC and Westchester leadership as After Party Presenting Sponsor
- Logo placement on step & repeat, event signage, and digital slideshow
- One full page digital program advertisement

PRE/POST EVENT

- 1X 15 second pre-recorded video promoted on virtual pre-event website
- Prominent logo placement on Habitat NYC and Westchester event platform before, during & after event
- Logo on all digital marketing materials (email, invitation)
- Company highlighted in one Instagram post
- Company highlighted in one boosted Habitat NYC and Westchester Facebook post
- Annual Report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

DURING EVENT

- Attendance for 15 in-person guests
- Verbal recognition from Habitat NYC and Westchester leadership
- Logo placement on step & repeat, event signage, and digital slideshow
- ½ page digital program advertisement

PRE/POST EVENT

- 1X 15 second pre-recorded video promoted on virtual pre-event website
- Prominent logo placement on Habitat NYC and Westchester event platform before, during & after event
- Logo on select digital marketing material (email, invitation)
- Company included in one event-recap Instagram post
- Company highlighted in one Instagram Story Series
- Annual report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

COMMUNITY BUILDER

\$15,000

Delivers a homebuyer training session for future Habitat NYC and Westchester Homeowners

15 packages available

DURING EVENT

- Attendance for 10 in-person guests
- Logo placement on step & repeat, event signage, and digital slideshow
- ¼ page digital program advertisement

PRE/POST EVENT

- Logo on select digital marketing materials (email, invitation)
- Company included in one event-recap Instagram post
- Annual report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

TOOL BOX

\$10,000

Provides one Do it Yourself home repair workshop to Habitat NYC and Westchester Homebuyers

10 packages available

DURING EVENT

- Attendance for 8 in-person guests
- Logo placement on step & repeat, event signage, and digital slideshow
- ¼ page digital program advertisement

PRE/POST EVENT

- Company included in one event-recap Instagram post
- Annual report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

Patron Levels

GOLD SPONSOR

\$5,000

5 packages available

DURING EVENT

- Attendance for two in-person guests
- ¼ page digital program advertisement

PRE/POST EVENT

- Name on Habitat NYC and Westchester events platform before, during and after event
- Annual report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)

SILVER SPONSOR

\$3,500

3 packages available

PRE/POST EVENT

(Ideal for those only interested in donating.)

- Name on Habitat NYC and Westchester events platform before, during and after event
- Annual report listing
- Access to Habitat NYC and Westchester's logo for one year (with prior permission)
- Donation 100% tax deductible

BRONZE SPONSOR

\$1,500

5 packages available

PRE/POST EVENT

(Ideal for those only interested in donating.)

- Name/logo placement on Habitat NYC and Westchester event platform before, during and after event
- Donation 100% tax deductible

Advertisements

Displayed digitally throughout the event (in-event and virtual)

Must provide marketing assets by Tuesday, October 13th to be included in the program.

**FULL PAGE PROGRAM
DIGITAL ADVERTISEMENT**

\$1,000

Non-profit rate: \$800

**HALF PAGE PROGRAM
DIGITAL ADVERTISEMENT**

\$500

Non-profit rate: \$350

**QUARTER PAGE PROGRAM
DIGITAL ADVERTISEMENT**

\$250



Contact Info

Website virtualhabithouseparty.org

Launching September 2021

Instagram [HabitatNYC_WC](https://www.instagram.com/HabitatNYC_WC)

Twitter [HabitatNYC_WC](https://twitter.com/HabitatNYC_WC)

Facebook [Habitat.NYC.WC](https://www.facebook.com/Habitat.NYC.WC)

LinkedIn [habitat-for-humanity-nyc-wc](https://www.linkedin.com/company/habitat-for-humanity-nyc-wc)

For more information on becoming a sponsor or brand partner, please contact Julia Diegel, Vice President of Resource Development, at jdiegel@habitatnyc.org or 646-808-0129.

