

BUILDING A MORE

EQUITABLE

NEW YORK

The
HABITAT
HOUSE
PARTY



TUESDAY OCTOBER 25, 2022 | GUASTAVINO'S, 409 EAST 59TH STREET

6 PM COCKTAIL RECEPTION

7 PM DINNER & PROGRAM

9 PM AFTER PARTY





N

ew York State is home to people of every color, creed and ethnicity. It is from that diversity that we gain our strength, our joy and our potential for growth. However, the legacy of racial injustice lives on, manifesting in the racial homeownership gap and the geography of our wealth, health, and education inequality. What we do about it – as boroughs, cities, counties, a state, and country – defines us.

At Habitat for Humanity New York City and Westchester County, we believe that affordable homeownership, creating opportunities for families to build equity, is part of building a more just future, with generational benefits for all families and communities.

Since 1984, we've helped more than 2,200 families, with the vast majority of them identifying as BIPOC (Black, Indigenous, and People of Color), and families with a single female head of household, overcome the legacy of racism in housing and build equity.

The 2022 Habitat House Party will celebrate all that we have done to build a more equitable state for every family, and raise funds to help advance the work we have left to do. Join hundreds of our most dedicated supporters and leaders across real estate, banking, technology, and related industries, for an engaging networking cocktail hour, inspirational dinner program and thrilling after party.

To become a 2022 Habitat House Party sponsor, please reach out to Julia Diegel, jdiegel@habitatnycwc.org

Ariana J., Homeowner in the Bronx, speaking at the 2021 Habitat House Party



HONORING:

BRIAN HSU

Partner, Goldstein Hall

EDWARD W. (PETER) RUSSELL

Board President, Allied Community Enterprises

ASSEMBLYWOMAN LATRICE WALKER

Assembly District 55

VALERIE D. WHITE

Senior Executive Director, LISC NYC

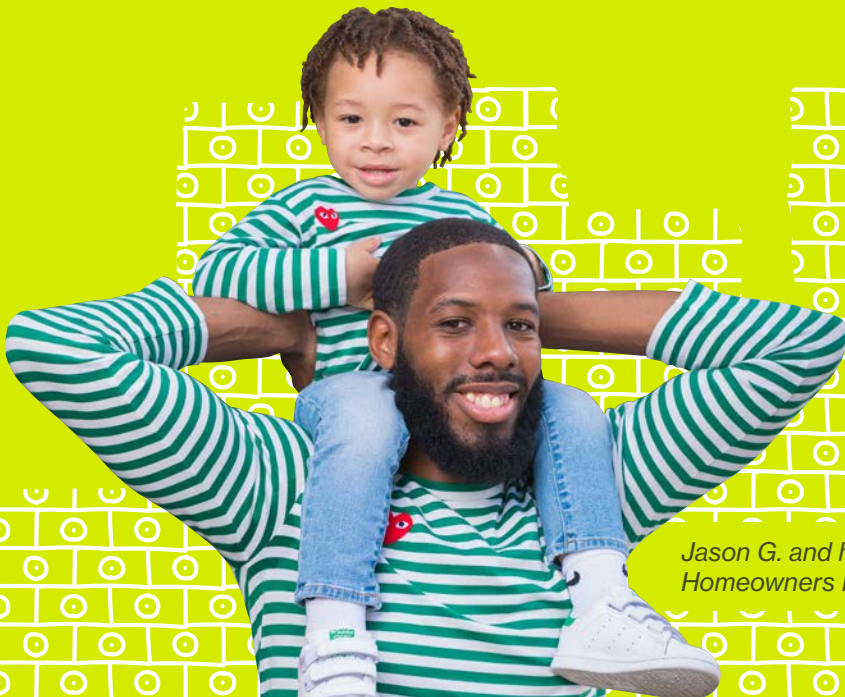
BECOME A SPONSOR

and help Habitat NYC & Westchester build a more equitable New York

HABITAT HOUSE PARTY
SIGNATURE SPONSOR

\$100k

- Recognition as Signature sponsor on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 30 tickets to reception, dinner, program and after party
- Premium table placement
- Company representative listed as Host Committee member
- Pre-recorded address incorporated into main program (*if secured by September 15*)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Recognition during program by Habitat NYC and Westchester CEO
- Social media engagement; three social media posts
- Listing in Habitat NYC and Westchester's Annual Report



Jason G. and his son,
Homeowners in Brooklyn

HOME BUILDER SPONSOR

\$75k

- Recognition as Home Builder Sponsor on gala event page; sponsor logo on invitation (*logo must be secured by August 19*)
- Up to 20 tickets to reception, dinner, program and after party
- Priority table placement
- Company representative listed as Host Committee member
- Pre-recorded address incorporated into main program (*if secured by September 15*)
- Full page digital program ad
- Prominent logo placement in event program, signage and marketing emails
- Recognition during program by Habitat NYC and Westchester CEO
- Social media engagement; three social media posts
- Listing in Habitat NYC and Westchester's Annual Report

CORNERSTONE SPONSOR

\$50k

- Recognition as Cornerstone Sponsor on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 15 tickets to reception, dinner, program and after party
- Priority table placement
- Company representative listed as Host Committee member
- Pre-recorded address incorporated into main program (*if secured by September 15*)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Recognition during program by Habitat NYC and Westchester Leadership
- Social media engagement; two social media posts
- Listing in Habitat NYC and Westchester's Annual Report



HABBY AWARDS
PRESENTING SPONSOR

\$50k

1 package available

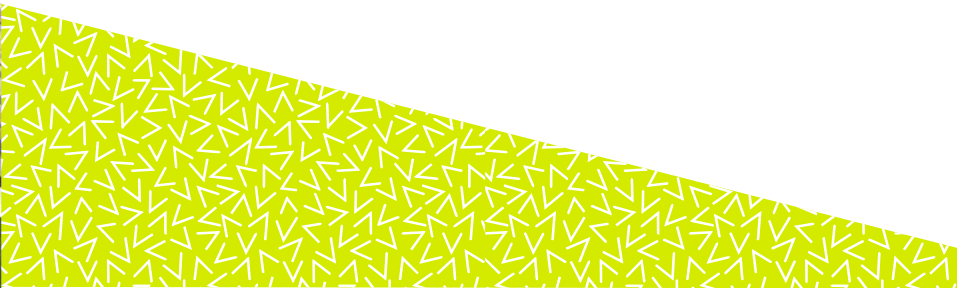
- Recognition as Habby Awards Presenting Sponsor on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 15 tickets to reception, dinner, program and after party
- Priority table placement
- Company representative listed as Host Committee member
- Pre-recorded address incorporated into main program (*if secured by September 15*)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Recognition during program by Habitat NYC and Westchester Leadership
- Social media engagement; two social media posts
- Listing in Habitat NYC and Westchester's Annual Report

AFTER PARTY
PRESENTING SPONSOR

\$25k

1 package available

- Recognition as After Party Presenting Sponsor on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 12 tickets to reception, dinner, program and after party
- Priority table placement
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Recognition during program by Habitat NYC and Westchester Leadership
- Social media engagement; two social media posts
- Listing in Habitat NYC and Westchester's Annual Report



GROUND BREAKER

\$25k

- Recognition as Ground Breaker on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 12 tickets to reception, dinner, program and after party
- Priority table placement
- Full page digital ad
- Logo placement in event program, signage and marketing emails
- Social media engagement; one media post
- Listing in Habitat NYC and Westchester's Annual Report

FOUNDATION BUILDER

\$15k

- Recognition as Foundation Builder on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 8 tickets to reception, dinner, program and after party
- Full page digital ad
- Logo placement in event program, signage and marketing emails
- Social media engagement; one social media post
- Listing in Habitat NYC and Westchester's Annual Report

COMMUNITY BUILDER

\$10k

Limited packages available

- Recognition as Community Builder on gala event page; sponsor logo on invitation (*if secured by August 19*)
- Up to 6 tickets to reception, dinner, program and after party
- ½ page digital ad
- Logo placement in event program, signage and marketing emails
- Listing in Habitat NYC and Westchester's Annual Report

PATRON LEVELS

GOLD PATRON

\$5,000

- Name included in event program
- Up to 2 tickets to reception, dinner, program and after party
- Listing in Habitat NYC and Westchester's Annual Report

Limited packages available

SILVER PATRON

\$2,500

- Up to 1 ticket to reception, dinner, program and after party
- Listing in Habitat NYC and Westchester's Annual Report

Limited packages available

~~STANDARD TICKET~~

1 ticket to reception, dinner, program and after party

SOLD OUT

~~\$500~~

**YOUNG PROFESSIONAL &
COMMUNITY MEMBER TICKET**

1 ticket to reception, dinner, program and after party

\$250

Limited Young Professional tickets available.

AFTER PARTY TICKET

1 ticket to after party (networking, drinks and entertainment)

\$150



ADVERTISEMENT LEVELS

\$1000

**FULL PAGE DIGITAL
ADVERTISEMENT**

*Non-profit/community
discount: \$800*

\$500

**HALF PAGE DIGITAL
ADVERTISEMENT**

*Non-profit/community
discount: \$400*

\$300

**QUARTER PAGE DIGITAL
ADVERTISEMENT**

Your ad in this year's gala program is a great way to:

- Congratulate the 2022 award recipients
- Celebrate the work of Habitat for Humanity New York City and Westchester County
- Promote your organization

Sample advertisement copy:

"[Organization name] is building a more equitable New York with Habitat NYC and Westchester."

"[Organization name] is proud to celebrate [insert honoree name] as one of this year's Honorees."

File Formats:

File type: PDF, JPEG or AI

Resolution: 300 dpi

Size: See exact sizes at right

Bleed: no bleed or trim marks

Color mode: CMYK

Full Page Ad

8.5"w x 11"h

Half Page Ad

8.5"w x 5.5"h

**Quarter
Page Ad**

4.25"w x
5.5"h

**Advertisement art must be submitted by October 14th, 2022.
Please email art to Sofia DiPasquale, sdipasquale@habitatnycwc.org.**

SAMPLE ADVERTISEMENT - FULL PAGE



*Company
logo*

**[Organization name]
is building a more equitable
New York with Habitat NYC
and Westchester.**

The
HABITAT
HOUSE
PARTY

To become a 2022 Habitat House Party sponsor, please reach out to Julia Diegel, jdiegel@habitatnycwc.org.

2022 HABITAT HOUSE PARTY HOST COMMITTEE

Doug and Claudia Morse
North Lake Capital, LLC

Benjamin Rodney
Hines

Anthony Montalto Jr.
Jaros, Baum & Bolles

Blair Lichter
Attorney

David Stein
Adobe



Jessica Y., Homeowner in Brooklyn, with her mother



Habitat
for Humanity®
New York City and
Westchester County