

BLUEPRINT FOR HOUSING JUSTICE



The
HABITAT
HOUSE
PARTY

TUESDAY NOVEMBER 14 2023



SPONSORSHIP
OPPORTUNITIES



BLUEPRINT FOR HOUSING JUSTICE

Amplifying our regional expansion, Habitat for Humanity New York City and Westchester County's pursuit of housing justice seeks to ensure all New Yorkers have access to healthy, affordable housing.

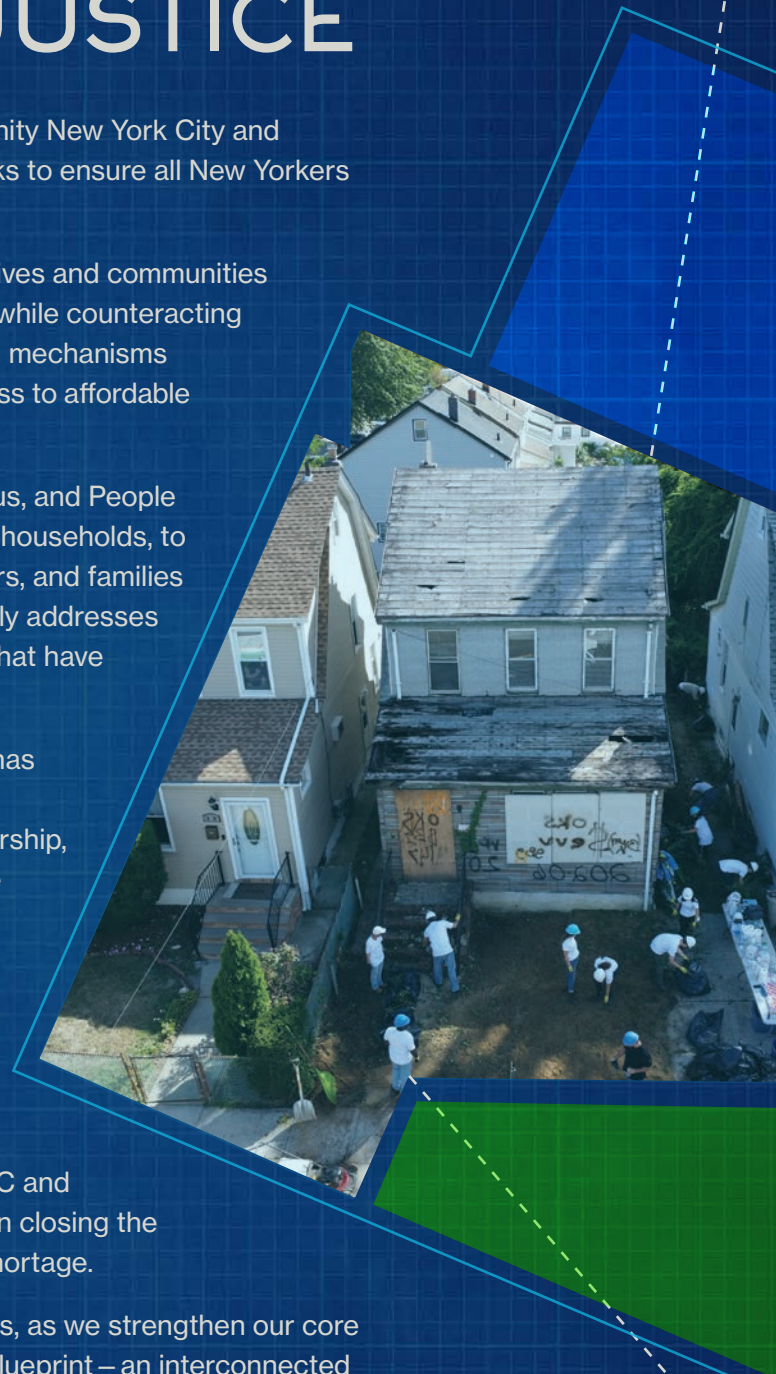
Our mission reflects our ongoing work to transform lives and communities through the promotion of homeownership as equity, while counteracting centuries of unjust, racist housing laws and financing mechanisms that have obstructed specific communities from access to affordable homeownership.

With the greatest impact on BIPOC (Black, Indigenous, and People of Color) communities, and low-to-moderate income households, to those with disabilities, our LGBTQ+ neighbors, seniors, and families of all sizes, our blueprint for housing justice holistically addresses the systemic barriers and intersectional challenges that have fueled housing injustice across our region.

For almost 40 years, Habitat NYC and Westchester has advanced a more just housing future by developing, preserving, and advocating for affordable homeownership, and by creating opportunities for families to build the kind of generational equity that leads to sustainable communities.

This year, our signature fundraiser, the Habitat House Party, will host two simultaneous events in New York City and Westchester County. By joining us on November 14th, your partnership and support ensures with each program and initiative, Habitat NYC and Westchester's work continues to be a leading force in closing the gap on New York's historic 800,000+ housing unit shortage.

Thank you, to you and our most dedicated supporters, as we strengthen our core mission and forge new partnerships integral to this blueprint – an interconnected plan – that will amplify our collective work towards a more just housing future across New York and beyond.



To become a 2023 Habitat House Party sponsor, please reach out to Virginia Loperena, vloperena@habitatnycwc.org

BLUEPRINT FOR HOUSING JUSTICE

We are excited for the 2023 Habitat House Party to represent our region with two simultaneous events taking place in New York City and Westchester.

NEW YORK CITY

NOVEMBER 14, 2023

6:00 P.M.

COCKTAIL RECEPTION

7:00 P.M.

DINNER & PROGRAM

9:00 P.M.

AFTER PARTY

GUASTAVINO'S

409 EAST 59TH STREET
NEW YORK, NY 10022

Join us in midtown Manhattan for a marvelous reception, program, and after party, as we uplift Habitat NYC and Westchester's impact and commitment to housing justice, our partners, and the contributions of our Honorees.

FORMAL ATTIRE

WESTCHESTER

NOVEMBER 14, 2023

6:30 P.M.

COCKTAIL RECEPTION

7:00 P.M.

PROGRAM & RETAIL
EXPERIENCE

WESTCHESTER RESTORE

470 NEPPERHAN AVE
YONKERS, NY 10701

Amplify our mission across the region, by joining us at our new flagship ReStore for a spectacular evening celebrating our Honorees, this year's Habby Award winners, and exploring the county's new exciting shopping destination.

FORMAL ATTIRE

For more information, please contact: Virginia Loperena,
VP, Resource Development at vloperena@habitatnycwc.org.



2023 HONOREES



**CONGRESSMAN
HAKEEM JEFFRIES**

Eighth Congressional District
of New York



BRANDEE MCHALE

Head of Community Investing
and Development, Citi
President, Citi Foundation



NATALIE KOVAC

President,
ASHRAE NYC Chapter



ROSE NOONAN

Executive Director,
Housing Action Council



TIFFANY ZEZULA, ESQ.

Deputy Director,
Land Use Law Center at Pace
University School of Law



MARLENE ZARFES

Executive Director,
Westchester Residential
Opportunities, Inc.

TO LEARN MORE ABOUT THIS YEAR'S HONOREES, VISIT
www.habitatnycwc.org/gala2023

SPONSORSHIP OPPORTUNITIES

\$100k

REGIONAL
PRESENTING
SPONSOR

1 PACKAGE AVAILABLE

- Recognition as Regional Presenting Sponsor for NYC and Westchester
- Acknowledgement event-wide in NYC and Westchester
- Recognition during program by Habitat NYC and Westchester CEO
- Logo on invitation (if secured by July 14th) and logo presented on gala event page
- Twenty (20) tickets to NYC reception, dinner, program and after party
- Twenty (20) tickets to Westchester reception and program
- Premium table placement
- Host Committee member listing
- Pre-recorded or live address incorporated into main program (if secured by October 16th)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Social media engagement (three social media posts)
- Listing in Habitat NYC and Westchester's Annual Report



\$75k

AMPLIFIER
SPONSOR

1 PACKAGE AVAILABLE

- Recognition as Westchester event lead Amplifier Sponsor
- Acknowledgement event-wide in NYC and Westchester
- Recognition during program by Habitat NYC and Westchester CEO
- Logo on invitation (if secured by July 14th) and logo presented on gala event page
- Ten (10) tickets to NYC reception, dinner, program and after party
- Twenty-five (25) tickets to Westchester reception and program
- Priority table placement
- Host committee member listing
- Pre-recorded address incorporated into main program (if secured by October 16th)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Social media engagement (three social media posts)
- Listing in Habitat NYC and Westchester's Annual Report



\$50k

**CORNERSTONE
SPONSOR**

- Recognition as a Cornerstone Sponsor
- Acknowledgement event-wide in NYC and Westchester
- Recognition during program by Habitat NYC and Westchester Leadership
- Logo on invitation (if secured by July 14th) and logo presented on gala event page
- Ten (10) tickets to NYC reception, dinner, program and after party
- Ten (10) tickets to Westchester reception and program
- Priority table placement
- Host committee member listing
- Pre-recorded address incorporated into main program (if secured by October 16th)
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Social media engagement (two social media posts)
- Listing in Habitat NYC and Westchester's Annual Report

- Recognition as After Party Presenting Sponsor
- Targeted local recognition in NYC
- Recognition during program by Habitat NYC and Westchester Leadership
- Logo on invitation (if secured by July 14th) and logo presented on gala event page
- Ten (10) tickets to NYC reception, dinner, program and after party
- Priority table placement
- Full page digital ad
- Prominent logo placement in event program, signage and marketing emails
- Social media engagement (two social media posts)
- Listing in Habitat NYC and Westchester's Annual Report

\$25k

**NYC
AFTER PARTY
PRESENTING
SPONSOR**

1 PACKAGE AVAILABLE

\$25k

GROUND
BREAKER
SPONSOR

- Recognition as a Ground Breaker Sponsor
- Targeted local recognition (choice between Westchester and NYC)
- Sponsor logo on invitation (if secured by July 14th) and logo presented on gala event page
- Ten (10) tickets to NYC reception, dinner, program and after party OR Westchester reception and program
- Priority table placement
- 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



- Recognition as a Foundation Builder Sponsor with logo on gala event page
- Targeted local recognition (choice between Westchester and NYC)
- Ten (10) tickets to NYC reception, dinner, program and after party OR Westchester reception and program
- 1/2-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

\$15k

FOUNDATION
BUILDER
SPONSOR

PATRON SPONSORSHIPS

GOLD PATRON

\$5,000

- Name included in event program
- Three (3) tickets to NYC reception, dinner, program and after party OR Four (4) tickets to the Westchester reception and program
- Listing in Habitat NYC and Westchester's Annual Report

SILVER PATRON

\$2,500

- Two (2) tickets to NYC reception, dinner, program and after party OR Three (3) tickets to the Westchester reception and program
- Listing in Habitat NYC and Westchester's Annual Report

STANDARD TICKET (NYC)

One (1) ticket to NYC reception, dinner, program and after party

\$1,000

STANDARD TICKET (WESTCHESTER)

One (1) ticket to Westchester reception, program and retail experience

\$500

AFTER PARTY TICKET

One (1) ticket to NYC after party

\$150



ADVERTISEMENTS

\$1,000

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 2023 award recipients
- Celebrate the work of Habitat for Humanity New York City and Westchester County
- Promote your organization

Sample advertisement copy:

"[Organization name] supports the blueprint for housing justice with Habitat NYC and Westchester."

"[Organization name] is proud to celebrate [insert honoree name] as one of this year's Habitat House Party 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 30th, 2023.
Please email art to Sofia DiPasquale, sdipasquale@habitatnycwc.org.

SAMPLE ADVERTISEMENT – FULL PAGE



*Company
logo*

**[Organization name]
supports the blueprint for housing
justice with Habitat NYC and
Westchester.**

The
HABITAT
HOUSE
PARTY

To become a 2023 Habitat House Party sponsor, please reach out to Virginia Loperena, vloperena@habitatnycwc.org.

2023 HOST COMMITTEE

- | | |
|---|--|
| Erica Buckley
Nixon Peabody | William Mathews
City National Bank |
| Elizabeth Cowan & Anil Fernando | Anthony Montalto
JB&B |
| Angelina Fung
UBS | Claudia & Doug Morse |
| Anthony Gjelaj
Gjelaj Management | Peter Murray
Dolphin Property Services, LLC |
| Marc Heinrich
City of New York | Diana Reyna
Diana Reyna Strategic Consulting |
| Adam Hellegers
L & M Development Partners | Ben Rodney
Hines |
| Andrea Himmel
Himmel + Meringoff | Ashley Serrao
Tradeweb |
| Brian Hsu
Goldstein Hall | Dave Stein
Adobe |
| Blair Lichter | |

www.habitatnycwc.org/gala2023

