



**Habitat
for Humanity®**
Greater Orlando &
Osceola County



BUILDING HOMES.
CHANGING LIVES.



Community Build Sponsorship



What will we build together?

Together, we will create a world
where everyone has a safe,
affordable place to live.

**Together, we can
both build stronger
brands while we
build a better world.**



“When employees feel that their work has meaning, they become more committed and engaged. They take risks, learn, and raise their game.” - Harvard Business Review, July/August 2018

Make a tangible and lasting difference by leveraging corporate assets for social change.

Corporate Social Responsibility

Customers today expect companies to be socially responsible and involved in their local community.

The 2017 Cone Communications for Corporate Social Responsibility Study reveals these major takeaways for companies:

92% of customers say a company that supports a social issue has a more positive image.

87% of customers will buy from a company based on their values.

Retaining & recruiting staff

Today's employees want to be involved in the community and make a difference.

55% of individuals said that a company's community involvement will determine if they work there or not.



Let's join forces for a Community Build!



Sponsorship opportunities

Mission Partner - \$25,000

Change Partner - \$15,000

Hand Up Partner - \$10,000

Community Partner - \$5,000

Foundation Partner - \$2,500

Want to make an even greater impact?
Contact us about custom packages.

When you join a
Community Build
with Habitat
Orlando & Osceola,
you'll build name
recognition and
visibility throughout
the community
while helping your
neighbors in need
of safe and
affordable housing.



"This is a big blessing and a wonderful opportunity. I'm very thankful to Habitat Orlando & Osceola for going on this journey. It's amazing."

- Juliet, who became a Habitat homeowner in 2020

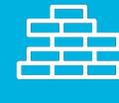


 **Mission Partner**
\$25,000

 **Change Partner**
\$15,000

 **Hand Up Partner**
\$10,000

 **Community Partner**
\$5,000

 **Foundation Partner**
\$2,500

Partnership Benefits

Mission Partner

Change Partner

Hand Up Partner

Community Partner

Foundation Partner

Branding & Marketing Opportunities

Media Release announcing partnership	√				
Customized home dedication, including video	√				
Opportunity for customized company-centric social media strategy	√	√			
Logo featured on Habitat sponsorship webpage for one year with link to company's website	√	√			
Logo recognition on project site signage	√	√	√		
Opportunity for customized video testimonial of support	√	√	√		
Logo featured on Habitat sponsorship webpage of Habitat website for one year	√	√	√	√	
Social Media Mention	√	√	√	√	
Opportunity for donor spotlight in monthly e-newsletter	√	√	√	√	
Opportunity for check presentation with photos	√	√	√	√	√
Invitation to events	√	√	√	√	√
Listing in annual impact report	√	√	√	√	√

*All levels of support enable you to volunteer at our build site. Our staff will work with you to organize your experience.

Event recognition opportunities (Benefits also include those listed above)

Speaking opportunity day of event	√	√			
Habitat for Humanity T-shirts	√	√			
Framed photos of event day participation	√	√	√	√	
Proof of performance package	√	√	√	√	√

**We inspire.
We are loved.
We are respected.**

From 2002 to 2017, the value of the Habitat for Humanity brand has grown more than 300 percent, from \$5 billion to **\$15.6 billion.**

The World Value Index measures how brands ranging from for-profit to social movements are perceived for their ability to inspire Americans to actively support and purchase. Habitat's 2018 rank:

No. 5
of 200

The Enduring Brands Index evaluates brands best positioned to endure in their industries and to deliver longterm growth. Habitat's 2018 rank:

No. 1
among nonprofits &
No. 1
overall

The Harris Poll EquiTrend Study is an annual survey that measures the brand equity of for-profit and nonprofit organizations in the U.S. In the 2020 social services nonprofit category,

Habitat ranks second in both love and trust.



Habitat Orlando & Osceola enjoys a highly engaged following.

Over 20k
email subscribers

Over 12k
social followers