



# Corporate Sponsorship Packet

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ro Maryland  
00.0014 • HabitatMM.org

Effective January 2025

# What We Do



## Mission

Habitat for Humanity Metro Maryland's (HFHMM) program provides affordable homeownership solutions for lower-income families through the construction, rehabilitation and repair of homes. At HFHMM, we are not only committed to meeting the housing need of our community, we are also committed to providing residents with a full range of supportive services to help them maintain their homes, mortgages and families.

## Affordable Homeownership

Habitat for Humanity Metro Maryland partner families benefit in many ways from the financial support of sponsorships, and sponsors are enriched by the experience of supporting hard working lower-income families who simply seek a hand up and not a hand out in the construction of a new home or the preservation of their existing home. Sponsors provide financial resources to pay for the construction materials for homes across Montgomery and Prince George's Counties.

## Home Preservation Program

Beyond the affordable home purchase opportunities that so many associate with Habitat for Humanity, we also offer a range of home preservation programs for income-qualified homeowners. The goal of these programs is to provide comprehensive repairs and modifications that address health, safety, and accessibility issues and help to alleviate energy-related cost-burden for households throughout Montgomery and Prince George's Counties. As stated by Habitat for Humanity International, "A home is not affordable if it is not energy efficient, healthy, and safe throughout the entire life cycle of the home." Our work helps Veterans, adults wishing to age in place, and lower-income homeowners to experience improved housing conditions and the opportunity to focus on thriving instead of merely surviving.

## Engaging with the Community

We do more than build and repair houses, we build more diverse teams of volunteers and stronger communities. Habitat for Humanity Metro Maryland does this by connecting our corporate sponsors, faith and community organizations, stakeholders and neighbors in a variety of activities and opportunities related to neighborhood engagement, ReStores and Advocacy.

# Impact at a Glance

Montgomery & Prince George's Counties



**Individuals Served**  
FY 1982 - 2023

**Total: 2,170**



**Families Served**  
FY 1982 - 2023

**Total: 680**



**Projects Completed**  
FY 1982 - 2023

**Total: 847**



**63**

New  
Construction



**35**

Rehabilitation



**4**

Recycle



**384**

Weatherization



**108**

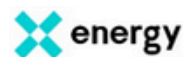
Minor Repairs



**253**

Major Repairs

# Key Sponsors



# Partner **With** Habitat

## Sponsorship Opportunities

### Legacy Sponsor \$175,000

- Named as a Legacy Sponsor in a Habitat issued press release at the beginning of the partnership
- Featured as a Lead House Sponsor of a local Habitat home
- Prominent HFHMM website recognition with link to Legacy Sponsor's website for one year
- Recognition at a Home Dedication Ceremony with a speaking opportunity
- On-site or virtual brown-bag for employees to celebrate and help announce your HFHMM sponsorship
- Promoted in HFHMM monthly e-newsletter sent to approx. 17,000 supporters for one year
- Acknowledged in Annual Report
- Up to 10 volunteer build days for up to 10 volunteers per day at either a construction site, ReStore, Neighborhood Engagement\*
- Lunch and Habitat t-shirts provided for all volunteers on sponsored days at all HFHMM locations
- Use of the Habitat for Humanity logo for one year (valued at \$3.1 billion) to promote partnership
- Minimum of six (6) social media posts on HFHMM Instagram, Facebook, X, and LinkedIn pages promoting sponsorship
- On-site signage (3' x 5' banner) to include company name and logo
- Sponsorships for all four (4) of HFHMM's signature events, including up to two (2) Premium-level sponsorships. Events include: Women Build, Annual John Lippincott Golf Tournament, Annual Polo Classic, and Annual Benefit Breakfast for Affordable Housing.

*\*Ask about volunteer opportunities that can accommodate larger groups of 10-200+ participants, including Neighborhood Engagement, Live Virtual Team Builds, offsite DIY events and Playhouse Builds. Larger volunteer events can be substituted as part of the 10 volunteer build days.*

# Partner **With** Habitat

## Sponsorship Opportunities

### Keystone Sponsor \$80,000

- Named as a Keystone Sponsor
- Prominent HFHMM website recognition with link to Keystone Sponsor's website for one year
- Recognition at a Home Dedication Ceremony as well as listing in event program
- On-site or virtual brown-bag for employees to celebrate and help announce your HFHMM sponsorship
- Logo in monthly e-newsletter sent to approx. 17,000 supporters for one year
- Recognition in Annual Report
- Up to five (5) volunteer build days for up to 10 volunteers per day at either a construction site, ReStore, or Neighborhood Engagement\*
- Lunch on site for all sponsored days and Habitat t-shirts for all volunteers at all HFHMM locations
- Use of the Habitat for Humanity logo for one year (valued at \$3.1 billion) to promote partnership
- Minimum of four (4) social media posts on HFHMM Instagram, Facebook, X, and LinkedIn pages promoting sponsorship
- Sponsorships for all four (4) of HFHMM's signature events, including up to one (1) Premium-level sponsorship. Events include: Women Build, Annual John Lippincott Golf Tournament, Annual Polo Classic, and Annual Benefit Breakfast for Affordable Housing.

*\*Ask about volunteer opportunities that can accommodate larger groups of 10-200+ participants, including Neighborhood Engagement, Live Virtual Team Builds, offsite DIY events and Playhouse Builds. Larger volunteer events can be substituted as part of the 5 volunteer build days.*

# Partner <sup>With</sup> Habitat

## Sponsorship Opportunities

### Sustaining Sponsor \$40,000

- Listed as a Sustaining Sponsor on HFHMM website for one year
- Listing in program at Home Dedication Ceremony
- On-site or virtual brown-bag for employees to celebrate and help announce your HFHMM sponsorship
- Name listed in monthly e-newsletter sent to approx. 17,000 supporters for one year
- Recognition in Annual Report
- Up to three (3) volunteer build days for up to 10 volunteers per day at either a construction site, ReStore, or Neighborhood Engagement\*
- Lunch on site for all sponsored days and Habitat t-shirts for all volunteers at all HFHMM locations
- Use of the Habitat for Humanity logo for one year (valued at \$3.1 billion) to promote partnership
- Minimum of three (3) social media posts on HFHMM Instagram, Facebook, X, and LinkedIn pages promoting sponsorship
- Participation in all four (4) of HFHMM's signature events. Events include: Women Build, Annual John Lippincott Golf Tournament, Annual Polo Classic, and Annual Benefit Breakfast for Affordable Housing.

*\*Ask about volunteer opportunities that can accommodate larger groups of 10-200+ participants, including Neighborhood Engagement, Live Virtual Team Builds, offsite DIY events and Playhouse Builds. Larger volunteer events can be substituted as part of the 3 volunteer build days.*

# Partner **With** Habitat

## Sponsorship Opportunities

### Welcome Home Sponsor \$10,000

- Name listed in monthly e-newsletter sent to approx. 17,000 supporters
- Name listed in Annual Report
- Up to two (2) volunteer build days for up to 10 volunteers per day at either a construction site, ReStore, or Neighborhood Engagement\*
- Lunch on site for all sponsored days and Habitat t-shirts for all volunteers
- Minimum of two (2) social media posts on HFHMM Instagram, Facebook, X, and LinkedIn pages promoting sponsorship

### Brick & Mortar Sponsor \$5,000

- Name listed in monthly e-newsletter sent to approx. 17,000 supporters
- Name listed in Annual Report
- One (1) volunteer build days for up to 10 volunteers per day at either a construction site, ReStore, or Neighborhood Engagement\*
- Lunch on site for all sponsored days and Habitat t-shirts for all volunteers
- One (1) social media post on HFHMM Instagram, Facebook, X, and LinkedIn pages promoting sponsorship

*\*Ask about volunteer opportunities that can accommodate larger groups of 10-200+ participants, including Neighborhood Engagement, Live Virtual Team Builds, offsite DIY events and Playhouse Builds.*

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