

# FY 2023-24 HOME SPONSORSHIP OPPORTUNITIES



Sponsor Benefits	\$75,000+	\$50,000	\$25,000	\$10,000	\$5,000
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## Branding/PR Benefits

Access to MH Brand for promotion	Yes	Yes	Yes	Yes	Yes
Recognition home closing/dedication	Yes	Yes	Yes	Yes	Yes
Sponsor signage at home site	Logo	Logo	Logo	Logo	Logo
Recognition in monthly e-newsletter	Story	Story	Included in story	Included in story	Included in story
Recognition in "building homes & hope" printed newsletter	Story	Story	Yes	Yes	Yes
Manatee Habitat stickers	As many as requested	As many as requested	10	6	10
Exclusive news release	Yes	Yes	Yes	-	-

## Digital Marketing/Social Media Benefits

Recognition on MH webpage	Logo- one year	Logo- one year	Logo- one year	Logo- one year	-
Recognition on Home Build webpage for duration of campaign	Logo	Logo	Logo	Logo	Logo
Home Build recognition on MH social media	Exclusive	Exclusive	Mentioned with others	Mentioned with others	Mentioned with others

## Engagement Opportunities

Private Habitat 101 presentation	Yes	Yes	Yes	Yes	Yes
Team Building day	Multiple	Multiple	Yes	Yes	Yes
Habitat t-shirts (co-branding possible)	As many as needed (cobranded available)	35 (co-branded available)	25	20	15

\*Sponsorships above \$100,000 receive the cover story in a "building homes & hope" printed newsletter

\*The largest home sponsor above \$50,000 receives the opportunity to present the house key to the homeowner at the dedication ceremony