



Acton ~ Ashburnham ~ Ashby ~ Ayer ~ Berlin ~ Bolton ~ Boxborough ~ Clinton ~ Fitchburg ~ Gardner ~ Groton ~ Harvard ~ Hudson ~ Lancaster ~ Littleton ~ Lunenburg ~ Leominster ~ Maynard ~ Pepperell ~ Princeton ~ Shirley ~ Sterling ~ Stow ~ Townsend ~ Westminster

## OUR CORPORATE SPONSORSHIP PROGRAM

Habitat for Humanity North Central Massachusetts Corporate Sponsorship program challenges corporations to work with us to ensure that all people have decent, affordable shelter. Corporate partnerships address the problem of poverty housing, providing a positive solution and offering a wealth of benefits to corporations, including tax deductions, high-voltage public relations and a permanent positive effect on company morale. United in the goal of helping those in need, employees at every level get to see each other at their best on a Habitat build. It's an opportunity to grow, to bond and to experience good feelings that get carried back to the workplace.

### Partner with Habitat for Humanity North Central Massachusetts

There are numerous ways to form a partnership with Habitat, whether through product/service donations, financial support, mobilizing employees as Habitat for Humanity volunteers or a combination of these possibilities. We invite you to join us as we work in partnership with people in need in North Central Massachusetts, helping them to secure decent, affordable shelter.

Corporate sponsorships provide a way for businesses to identify themselves with Habitat for Humanity's name and logo\*, to participate as active partners in our mission, and to be publicly recognized for their efforts.

### Sponsorship can be a strategy for businesses to:

- broaden their positive public image,
- maintain a strong employee environment,
- foster customer loyalty and
- give back to the community.

\*See attached Fact Sheet regarding brand recognition/value of Habitat for Humanity logo.

# SPONSORSHIP

Habitat for Humanity North Central Massachusetts homes rely on sponsors to cover a large portion of the costs associated with the construction of each house. Additionally, donations of materials and supplies from community and corporate sources and volunteer labor further reduce the expense of building a house.

## SIGNATURE SPONSORS

### Platinum

#### HOUSE SPONSOR

#### \$75,000 Sponsorship Package

In recognition of your generous contribution, we offer our Platinum Signature Sponsors ~

- A media release to announce your company's decision to become a Habitat for Humanity North Central Massachusetts PLATINUM SPONSOR
- Permanent prominent recognition of your company name, logo and link on our website <http://www.habitatncm.org>.
- Placement of the Habitat for Humanity logo\* on your website.
- Premiere signage on your sponsored build site.
- A highly visible presence for volunteers from your company on the build site.
- Up to ten exclusive company build days for crews of 12 volunteers.
- A photo slideshow on our website of your team build days which you may add to your website.
- Invitation to Groundbreaking and Dedication Day ceremonies.
- Presentation of the keys to the new homeowners.
- An article in one quarterly newsletter distributed to over 5,000 homes and businesses throughout North Central Massachusetts
- Permission to use Habitat for Humanity North Central Massachusetts logo for one year on your website
- Advance invitations to Habitat for Humanity North Central Massachusetts special events
- Certificate of Appreciation for each build participant
- Recognition plaque
- Invitation to annual appreciation event.



Ashburnham Family Participates in Ground-breaking



Members of the Rocheford Team Build

# Gold

## HOUSE SPONSOR

### \$50,000 Sponsorship Package

In recognition of your generous contribution, we offer you:

- A media release to announce your company's decision to become a Habitat for Humanity North Central Massachusetts GOLD SPONSOR
- Permanent recognition of your company name, logo, and link on our website <http://www.habitatncm.org>.
- Placement of the Habitat for Humanity logo\* on your website.
- Signage on the Habitat for Humanity North Central Massachusetts build site.
- A highly visible volunteer presence for volunteers from your company on the build site.
- Up to eight exclusive company build days for crews of 12 volunteers.
- A photo slideshow on our website of your team build days which you may add to your website.
- Invitation to and recognition at Groundbreaking and Dedication Day ceremonies.
- An article in one quarterly newsletter distributed to over 5,000 homes and businesses throughout North Central Massachusetts
- Permission to use our logo for six months on your website
- Advance invitations to Habitat for Humanity North Central Massachusetts special events
- Certificate of Appreciation for each build participant
- Recognition plaque
- Invitation to annual appreciation event



Acton House Build

# Silver

## HOUSE SPONSOR

### \$25,000 Sponsorship Package

In recognition of your generous contribution, we offer you:

- A media release to announce your company's decision to become a Habitat for Humanity North Central Massachusetts SILVER SPONSOR.
- Recognition of your company with a logo and link on our website for one year.
- Placement of the Habitat for Humanity logo\* on your website.
- Prominent signage on the build site.
- A highly visible volunteer presence for volunteers from your company on the build site.
- Up to four exclusive company build days for crews of 12 volunteers.
- Invitation to and recognition at Groundbreaking and Dedication Day ceremonies
- A photo slideshow on our website of your team build days.
- Recognition in one quarterly newsletter distributed to over 5,000 homes and businesses throughout North Central Massachusetts.
- Advance invitations to special events.
- Certificate of Appreciation for each build participant.
- Recognition plaque.
- Invitation to annual appreciation event.

# Bronze

## HABI-HOUSE SPONSOR

## **\$10,000 Sponsorship Package**

In recognition of your generous contribution, we offer you:

- A media release to announce your company's decision to become a Habitat for Humanity North Central Massachusetts BRONZE SPONSOR
- Recognition of your company name on the Habitat for Humanity North Central Massachusetts website
- Placement of the Habitat for Humanity logo\* on your website
- Signage on the Habitat for Humanity NCM build site
- A highly visible volunteer presence for volunteers from your company on our build site
- 12 volunteers on site for 2 build days
- Invitation to the Groundbreaking and Dedication Day ceremonies
- Recognition in the one quarterly newsletter that is distributed to over 5,000 households and businesses throughout the region
- Advance invitations to Habitat for Humanity North Central Massachusetts special events
- Certificate of Appreciation for each volunteer
- Recognition plaque
- Invitation of annual appreciation event

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## **CORPORATE TEAM BUILDING OPPORTUNITIES**



### **Building Our Community's Future**

#### **Building Teamwork!**

Habitat for Humanity provides a unique opportunity for motivated individuals to pool together their respective talents and make a valuable contribution to the community.

Your team will work together, gaining a great sense of personal and team satisfaction. In the process, they will become directly involved in the fight against one of the major causes of poverty - the lack of affordable houses for hard-working, low-income families.

Building communities is what Habitat for Humanity North Central Massachusetts is all about. Your employees will build team spirit and continuity as a direct result of their efforts on this project. The bond that forms between volunteers on a project such as this is incredible. Knowing that they have truly made a difference is what makes their Habitat experience one that is so special.

#### **Employee Gains**

Putting them in a challenging, company sponsored, non-competitive team build will help them :

- learn multi-faceted problem-solving skills within constrictive timelines
- learn delegation of responsibilities, patience, creativity and accountability
- develop a positive, fun and highly rewarding experience

- provide an opportunity to generate a long-term, tangible gift to their community
- help foster team building and caring for one another in an environment of equality
- build and instill a great sense of pride and self satisfaction

Your team's cash investment in a Habitat build will create a decent new home for a hardworking family.

**\$1,500 Team Building Package**

Includes the following:

- Recognition plaque
- Listing on website
- Recognition in one quarterly newsletter that is distributed to over 5,000 homes and businesses throughout the region.
- Build site sign
- An exclusive build day with your crew of 12 volunteers on site for 1 day
- Recognition certificates

**\$1,000.00 Team Building Package**

Includes the following:

- Listing on website
- Build site sign
- 12 volunteers on site for 1 build day
- Recognition certificates



Members of EMC Team Build



The dream of home ownership for many hard-working, low-income families is just that - a dream. Habitat for Humanity North Central Massachusetts helps make this dream a reality. The rigorous family selection process evaluates need, current housing conditions, financial status, character, and willingness to participate in the Habitat for Humanity program. All people in need, regardless of race or belief, are welcome to apply to Habitat for housing.

Leominster House & Family  
At Home ~ At :Last!



## Fact Sheet

### Top Ten Reasons to Sponsor a House

#### 1. Home Ownership Strengthens Communities

When people own the home that they live in, they are more likely to take pride in that ownership, resulting in better maintained homes and a more proactive interest in knowing their neighbors and building a community. Their children play there, attend the local schools, and are impacted by the surrounding community, so there is a much higher level of investment.

#### 2. Strong Communities Mean Better Business

Children who grow up in stable homes are much more likely to get better grades and finish high school. This means a better-prepared, more educated workforce. And because a mortgage means lower monthly payments over time than rent and represents a capital gain, homeowners typically have more expendable income and thus are better able to contribute to the economy.

#### 3. North Central Massachusetts is Your Home

You make a living here. How about giving back some of what you get from this great region? Making an investment in affordable homeownership means your hometown, and the hometowns of your customers and employees, will remain vibrant places to live, work, and raise a family.

#### 4. Corporate Team Building

You have invested in the guided role-playing scenarios, the outdoor ropes course, and the inspirational posters, but you still haven't quite developed the staff camaraderie and teamwork you need. Instead of sending your staff to another contrived team-building exercise, why not give them a truly meaningful experience that builds confidence, fosters an atmosphere of teamwork and allows them to give back to the community? You could spend \$125 per person for a day training or you could put your money to work for both your staff AND a neighborhood by helping Habitat for Humanity North Central Massachusetts provide decent affordable housing for low-income family.

#### 5. Building Corporate Presence

Help Habitat for Humanity North Central Massachusetts build a home and build your company's future. House sponsorships offer great visibility at the community level and regionally. Send your staff/members out to work on a build site and make a statement that you invest in the community with both money AND sweat equity.

#### 6. Increase Employee Morale

In today's tightening job market, employers need to remain competitive in offering their employees the right mix of monetary and "soft" benefits to retain their quality workforce. One way to increase staff morale is to demonstrate that your company cares deeply about the community in which it operates. By supporting Habitat's mission AND offering an opportunity for staff to volunteer on a build site, you are showcasing your commitment to the region and your staff will enjoy seeing the physical rewards of their hard work.

#### 7. Marketing Value

Habitat for Humanity is an excellent marketing value. Recently, Habitat had its brand independently valued by Interbrand. Based on public recognition of Habitat and public support for its mission, the Habitat for Humanity brand was valued at \$1.83 billion - comparable to well-known brands such as Starbucks and FedEx. By partnering with Habitat for Humanity North Central Massachusetts, your

company has the opportunity to brand its name with the positive reputation and good will that Habitat's name engenders.

#### **8. Homeownership Builds Successful Children:**

Compared to the children of renters (of the same age, income, race, etc.), the children of homeowners are: more likely to graduate from high school; more likely to graduate from college; less likely to become teenage parents; more likely to own a home within 10 years of moving from their parent's household; and have fewer behavior problems. By investing in homeownership, Habitat for Humanity North Central Massachusetts and its partner families are building stronger communities and future community leaders.

#### **9. Housing is a Right, Not a Privilege**

Think back to sixth grade science - the three things every living organism needs to survive are food, air, and shelter. Homelessness in Massachusetts is at an all-time high and is likely to continue to rise. As of October 6, 2008, services providers say homeless shelters across the state are filled to capacity. State figures show that Massachusetts had about 2,000 families and 2,900 individuals in all types of shelters in October 2007, an increase of 143 families and 93 individuals in one year.

- 52% of people who are homeless in Massachusetts are actually parents and children --much higher than the national average.
- The average age for the head of household is 31 years and the average family size consisted of a mom and 2 children.
- 54% of the parents had at least a high school degree/GED or higher.
- These families were very low income - the average income for all families was only \$573/month
- Working families fared better, but still were subsisting on only \$1,232/month.

Habitat for Humanity of Central Massachusetts works to prevent homelessness by ensuring that decent affordable housing is available and that homeownership becomes a reality for low-income families. By sponsoring a house, you are supporting the right of every human being to have a home.

#### **10. Have a Lasting Impact on the Future**

How many among us can point to a house and say, "I helped build that!" Sponsor a Habitat for Humanity of Central Massachusetts house and join an elite group of organizations and individuals who can make that claim.

**For more information please contact:**

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