

2016 Media Highlights

Habitat Detroit's Red Carpet Bash would not be possible without the generosity of our donors and corporate sponsors. It is our goal to ensure sponsors receive value and exposure for their sponsorship gift. Below is a breakdown of our promotional highlights from last year's event:

Detroit Free Press

- Two quarter page advertisements in the Detroit Free Press Sunday edition
- Freep.com digital ads (500,000 impressions)
- Reaching 1.34 million metro Detroit adults

Television/Radio Promotion

- WXYZ Channel 7: On air morning show
- WJR: :30 second radio ads

Habitat Detroit E-Communication

- Email and ticket e-vites (with sponsor inclusion) were sent out to Habitat Detroit supporters and donors (approximately 14,300 contacts)
- Sponsors were highlighted in prominent locations on the Red Carpet Bash and Habitat Detroit websites

Onsite Event Promotion

- Sponsors were listed on event signage, in the event program book and on screens in the lobby of the venue as well as announced during the program

Social Media

- The event was promoted on Habitat Detroit's social media accounts to over 21,000 followers
- The top Facebook post had 19,300 impressions



14325 Jane Street
Detroit, Michigan 48205
www.habitatdetroit.org
(313) 521-6691

ABOUT US

Since its inception in 1986, Habitat for Humanity Detroit has helped low-income families in the city of Detroit become new homeowners by bringing people from all walks of life together to revitalize Detroit neighborhoods through the construction and rehabilitation of decent, energy-efficient, affordable homes.

Habitat Detroit goals include:

- Providing an array of housing services that include new home construction, rehabilitation of vacant and foreclosed properties, critical home repairs for low-income homeowners, and weatherproofing to make houses more energy-efficient and affordable.
- Expanding local, regional, and national partnerships to help Habitat Detroit become more engaged in community- and city-planning efforts.
- Joining with other organizations and partners to offer additional resources and sustainable housing choices to assist historically underserved communities in becoming more economically resilient.

Habitat Detroit is proud of these notable accomplishments: More than 350 homes built and/or rehabilitated; \$35 million in private dollars attracted and invested in six Detroit communities; More than 500 vacant lots returned to municipal tax rolls; and removing nearly 1,000 children from lead exposure in substandard homes.



Detroit's most spectacular, red carpet charity event

Habitat for Humanity Detroit's Sixth Annual

RED CARPET BASH

presented by  LEAR CORPORATION

Sponsorship Opportunities

Saturday, February 25th, 2017 • 6pm



www.redcarpetbashdetroit.com

Dear Friends & Supporters,

Habitat for Humanity Detroit's Red Carpet Bash helps raise vital funds to support our community revitalization work.

Get glam for a good cause and walk the red carpet, sip a Habitini with other Detroiters, enjoy a gourmet strolling dinner, be entertained and see who wins a Habbie (Habitat Detroit's own version of the Oscars).

As a sponsor, your contribution will help Habitat Detroit serve more low-income working families through new home construction, rehabilitation, critical home repair, weatherization, blight remediation and financial literacy education.

With your support we will continue making a real difference in Detroit neighborhoods. We look forward to seeing you on the red carpet on February 25th!

Presenting Sponsor

\$25,000



Top name/logo placement on all event materials, including photography backdrop

Walk of Stars placement inside venue

Product placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Prime placement of full-page color ad in Program Book

Speaking opportunity at event

VIP seating for up to 12 guests

Habbie Awards Show Sponsor

\$20,000

Name/logo recognition during Habbies Program

Name/logo placement on all event materials, including photography backdrop

Walk of Stars placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Prime placement of full-page color ad in Program Book

Speaking opportunity at event

VIP seating for up to 10 guests

Red Carpet Sponsor

\$15,000

Name/logo placement on all event materials, including photography backdrop

Walk of Stars placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Prime placement of full-page color ad in Program Book

VIP seating for up to 10 guests

Lights, Camera, Action Sponsor

\$10,000

Photo Booth Signage and name/logo placement on all photo strips

Name/logo placement on all event materials

Walk of Stars placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Half-page color ad in Program Book

10 event tickets

Dinner Sponsor

\$10,000

Name/logo on strolling dinner stations

Name/logo placement on all event materials

Walk of Stars placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Half-page color ad in Program Book

10 event tickets

Entertainment Sponsor

\$10,000

Name/logo recognition in conjunction with Habbie Awards show entertainment

Name/logo placement on all event materials

Walk of Stars placement inside venue

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Half-page color ad in Program Book

10 event tickets

Red Carpet Partner

\$1,000

Name listing in Program Book

10 event tickets

Program Book Sponsor

\$5,000

Name/logo placement on front cover of program book

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Full-page color ad in Program Book

8 event tickets

Gift Bag Sponsor

\$5,000

Name/Logo recognition on gift bag tag

Opportunity to place branded item in gift bag

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Half-page color ad in Program Book

8 event tickets

Wall Signing Sponsor

\$2,500

Name/Logo Signage at Wall Signing Station

Logo recognition on Habitat Detroit and Red Carpet Bash websites

Social Media mentions

Half-page color ad in Program Book

4 event tickets

CONTACT

Lisa Prince to secure your sponsorship level.

lprince@habitatdetroit.org
(313) 521-6691 ext. 109

www.RedCarpetBashDetroit.com

Habitat for Humanity Detroit is a 501(c)3 equal opportunity non-profit organization. All gifts and sponsorships are tax deductible.

