

Our Goal: \$180K For Buckeye-Woodhill



2023
5K & 1 MILE

Greater Cleveland
Habitat
for Humanity®

WALK
RUN
MOSEY

Presented By [Your Company Name]



Saturday, July 8 | Edgewater Park

sponsorship opportunities





22nd Annual Habitat Walk/Run/Mosey 5K & 1 Mile

Join us in supporting affordable homeownership!

www.clehabitatwalk.org

When: Saturday, July 8, 2023

Where: Edgewater Park (near the beach house)
7600 Cleveland Memorial Shoreway, Cleveland, OH

who we are

Greater Cleveland Habitat for Humanity believes that every person should have a safe, decent and affordable place to live. Access to homeownership has been proven effective in helping families build economic stability and generational wealth. Since 1987, our affiliate has brought together 80,000+ volunteers to help 300+ families and 1,000+ children find quality homes in 20+ neighborhoods.

who we serve

We work with families who earn low-to-moderate incomes – defined as 30-80% of the area median income (\$25,620- \$68,320 for a family of four). Families who meet our three criteria of Need, Ability to Pay, and Willingness to Partner are eligible to become one of our Partner Families. Upon completion of our affordable homeownership program, Partner Families are able to purchase a home at the appraised value with a zero-percent interest rate.

our results

95% of our Partner Families have been successful as long-term homeowners. Partner Families receive training in basic home maintenance, home repairs, finances, budgeting, and more.



Why Homeownership Matters

How the quality of life of our Habitat homebuyers has changed after moving into their homes, according to the 2019 survey of Cleveland Habitat homebuyers.

97%

felt they were more knowledgeable about fiscal responsibilities of homeownership after going through the Habitat Homeownership program.

86%

said their lives have been more stable.

79%

reported a better financial situation as a result of purchasing a Habitat home.



22nd Annual 5K & 1 MILE

supporting affordable homes

On your mark. Get set. Grab a donut!

Walk/Run/Mosey 5k & 1 mile | 10 am

Registration opens at 8 am, so come early and partake in coffee & donuts (and some healthy snacks), shirt decorating, games, fellowship and more.

Please note: A shorter 1 mile fun walk/mosey route is available for those of us who want to get back to donuts quicker!

Why your sponsorship matters

Your sponsorship builds affordable homes

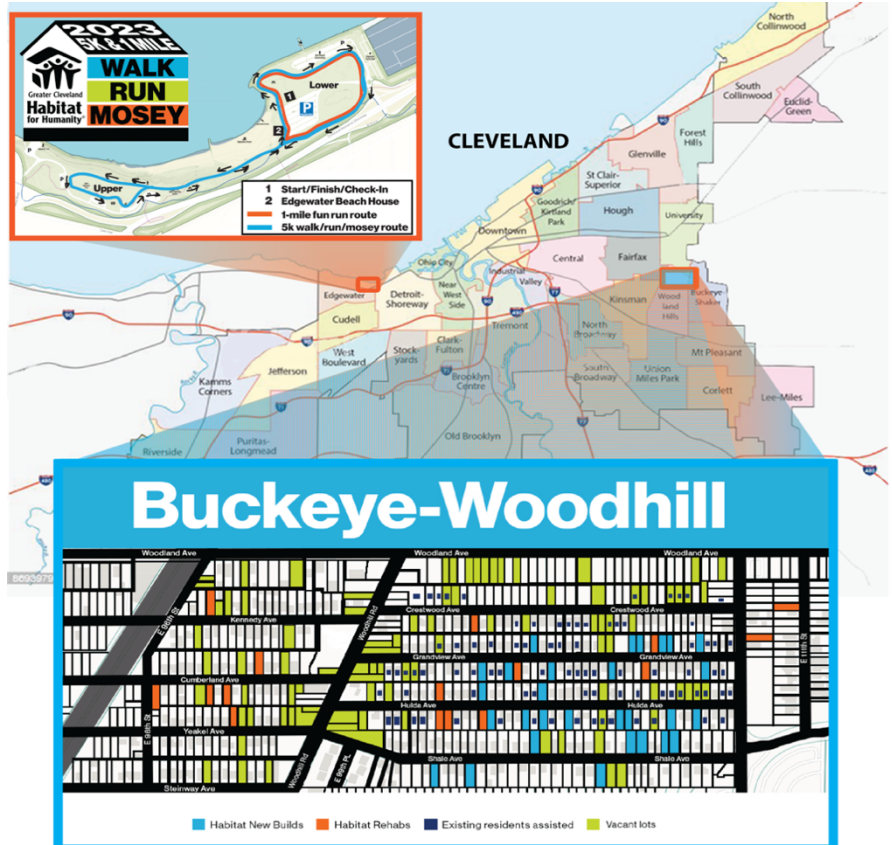
Cleveland has a severe affordable housing shortage. Families often have to choose between food, healthcare and rent. Together, we can change that.

In 2022, Cleveland Habitat connected 23 families to safe, decent and affordable homes. Let's help even more in 2023!

All proceeds from the Walk will benefit our Buckeye-Woodhill neighborhood initiative.

From 2016-2018, Cleveland Habitat rehabbed and sold 27 vacant houses in the greater Buckeye-Woodhill neighborhood. Our 2019-2023 strategic plan further committed us to this area-

building 40 new homes on four consecutive streets and rehabbing 10+ houses. By the end of 2024, we will have completed 100 homes in this neighborhood and have committed to working in Buckeye through 2027. Your generosity not only helps families, it changes neighborhoods.





sponsorship levels

Neighborhood by Neighborhood | \$25,000

- Sponsor's name/logo displayed on all pre/post event promo materials (*from the date you sponsor*)
- Special social media post from Cleveland Habitat thanking sponsor | **18,000+ reach**
- Sponsor's name included in Cleveland Habitat issued press release
- Sponsor-created video to be shared on Cleveland Habitat social media platforms
- Sponsor's logo included in spring print newsletter | **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's logo and link included on event registration page
- Verbal recognition the day of the event with speaking opportunity
- Sponsor's logo displayed at the start/finish
- Sponsor's logo displayed on informational sign along course
- Sponsor's logo displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **35**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Street by Street | \$15,000

- Sponsor's name/logo displayed on all pre/post event promo materials (*from the date of sponsorship*)
- Special social media post from Cleveland Habitat thanking sponsor | **18,000+ reach**
- Sponsor's name included in Cleveland Habitat issued press release
- Sponsor-created video to be shared on Cleveland Habitat social media platforms
- Sponsor's logo included in spring print newsletter | **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's logo and link included on event registration page
- Verbal recognition the day of the event with speaking opportunity
- Sponsor's logo displayed at the start/finish
- Sponsor's logo displayed on informational sign along course
- Sponsor's logo displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **25**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Block by Block | \$10,000

- Sponsor-created video to be shared on Cleveland Habitat social media platforms
- Sponsor's logo included in spring print newsletter | **11,000+ reach** | *must be submit by March 28th*
- Sponsor's logo included on event registration page
- Sponsor's logo displayed at the start/finish
- Sponsor's logo displayed on informational sign along course
- Sponsor's logo displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **20**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**



sponsorship levels

Home by Home | \$5,000

- Sponsor's logo included in spring print newsletter – **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's logo included on event registration page
- Sponsor's logo displayed on informational sign along course
- Sponsor's logo displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **15**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Family by Family | \$3,500

- Sponsor's name included in spring print newsletter – **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's name/logo included on event registration page
- Sponsor's name displayed on informational sign along course
- Sponsor's name displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **12**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Brick by Brick | \$2,000

- Sponsor's name included in spring print newsletter – **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's name/logo included on event registration page
- Sponsor's name displayed on event banners
- Participant slots with shirts for Walk/Run/Mosey: **8**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Step by Step | \$1,000

- Sponsor's name included in spring print newsletter – **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's name/logo included on event registration page
- Sponsor's name displayed on event banner
- Participant slots with shirts for Walk/Run/Mosey: **4**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**

Nail by Nail | \$500

- Sponsor's name included in spring print newsletter – **11,000+ reach** | *must be submitted by March 28th*
- Sponsor's name/logo included on event registration page
- Sponsor's name displayed on event banner
- Participant slots with shirts for Walk/Run/Mosey: **2**
- Included in wrap-up eNewsletter | **17,000+ reach**
- Included in fall print newsletter | **11,000+ reach**



sponsorship levels

Add-on packages

T-Shirt Sponsor | \$7,500

- Sponsor's name included in spring print newsletter | **11,000+ reach** | *must submit by March 28th*
- Sponsor's name/logo placed prominently on shirt sleeve
- Sponsor's logo must be submitted by May 2nd
- Sponsor's name/logo placed on event webpage
- Sponsor's name/logo placed on event banners
- Participant slots with shirts for the Walk/Run/Mosey: **15**
- Sponsor's name/logo included in wrap-up eNewsletter | **17,000+ reach**
- Sponsor's name/logo included in fall print newsletter | **11,000+ reach**

T-Shirt Decorating Contest | \$5,000 (1 sponsor)

A mainstay at the Habitat Walk/Run/Mosey – decorating your t-shirt! This sponsorship provides 100 free t-shirts to be given away to children. Kiddos can then enter the t-shirt decorating contest and win fabulous prizes – but most importantly, our love and appreciation!

- Sponsor's name included in spring print newsletter | **11,000+ reach** | *must submit by March 28th*
- Sponsor's name displayed on event registration page
- Sponsor's name displayed at t-shirt decorating tent
- Sponsor's name displayed on event banners
- Participant slots with t-shirts for Walk/Run/Mosey: **12**
- Sponsor's name/logo included in wrap-up e-newsletter | **17,000+ reach**
- Sponsor's name/logo included in fall print newsletter | **11,000+ reach**

Doggie Refreshment Station | \$3,500 (1 sponsor)

- Sponsor's name included in spring print newsletter | **11,000+ reach** | *must submit by March 28th*
- Sponsor's name displayed on event registration page
- Sponsor's name displayed at Doggie Refreshment Station
- Sponsor's name displayed on event banners
- Participant slots with t-shirts for Walk/Run/Mosey: **12**
- Sponsor's name/logo included in wrap-up e-newsletter | **17,000+ reach**
- Sponsor's name/logo included in fall print newsletter | **11,000+ reach**





sponsorship opportunities

 as you'd like it to appear on marketing materials

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Website: _____

Contact Name: _____ Title: _____

Contact Phone: _____ Contact Email: _____

Yes! I want to support the 2023 Walk/Run/Mosey for homes!

\$25,000 Neighborhood by Neighborhood

\$3,500 Family by Family

\$15,000 Street by Street

\$2,000 Brick by Brick

\$10,000 Block by Block

\$1,000 Step by Step

\$5,000 Home by Home

\$500 Nail by Nail

Other amount

In-kind sponsor/donor/add-on package/other

\$ _____

_____ Check Enclosed \$ _____ (payable to Cleveland Habitat)

_____ Credit Card \$ _____ Card No. _____

Name on Card: _____ Exp / CVV _____ Zip _____

For your records, our Tax ID #: 31-1209423

To be included on day-of marketing materials, please return sponsorship with name and logo by **June 26th**.

Mail sponsorship to: Cleveland Habitat | 2110 W 110th St. | Cleveland, OH 44102
Questions? Kimberly Pride: kpride@clevelandhabitat.org | 216.325.5578