



Habitat  
for Humanity®

## Jimmy & Rosalynn Carter Work Project

# corporate sponsorships

MINNEAPOLIS AND ST. PAUL, MINNESOTA | 2024



# After 37 projects around the world,

the donation of time and hands-on labor by former U.S. President Jimmy Carter and former first lady Rosalynn Carter continues to inspire and multiply Habitat for Humanity's global impact. These large-scale building projects raise awareness of the critical need for affordable housing – the heart of Habitat's mission. Through the Jimmy & Rosalynn Carter Work Project:

More than **106,100** volunteers  
have built, renovated and repaired  
**4,417** homes in  
**14** countries.

In addition, we're pleased to announce that Habitat Humanitarians Garth Brooks and Trisha Yearwood will host the 2024 project. Garth and Trisha have volunteered with Habitat for more than a decade, beginning with helping to rebuild the 1,000th and 1,001st post-Hurricane Katrina Habitat homes on the U.S. Gulf Coast.



# When

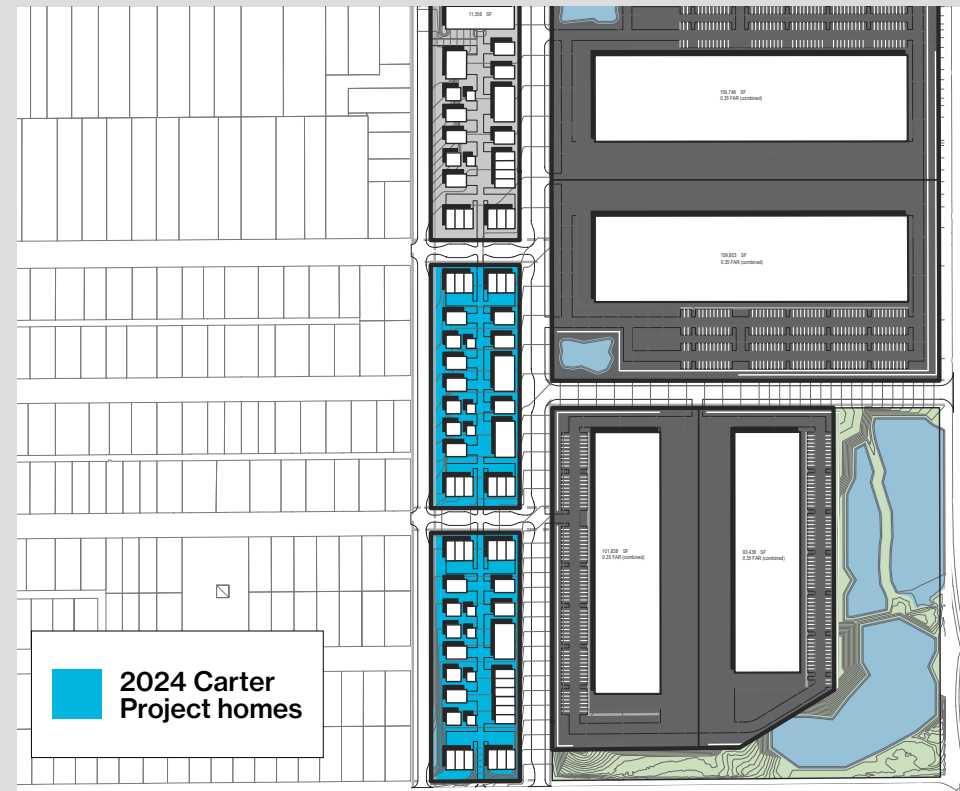
Sunday-Friday  
Sept. 29 to  
Oct. 4, 2024

# Where

*Habitat for Humanity's 38th Jimmy & Rosalynn Carter Work Project will take place in Minneapolis and St. Paul, Minnesota.*

# What

During the 2024 Jimmy & Rosalynn Carter Work Project, volunteers and community members will build more than 35 new homes in partnership with families in need of affordable housing. The project will launch Twin Cities Habitat for Humanity's construction efforts at The Heights, a transformational 112-acre redevelopment of a former golf course in St. Paul's richly diverse and vibrant East Side community. The Heights will deliver more than 1,000 housing units, 1,000 jobs, and a new community with greenspaces and amenities. Starting with the Carter Work Project, Twin Cities Habitat for Humanity plans to build up to 150 homes across four city blocks over five years – the affiliate's largest development to date. When that development is completed, the new community will deliver the safety, stability and wealth-building potential of affordable homeownership to more than 500 people. Twin Cities Habitat has been building and working in the East Side community for decades and is honored to be part of this historic project.



# We need your support.

It takes the incredible commitment of sponsors, donors, community partners and volunteers alike to make Habitat's mission possible. To help bring independence to families in the Twin Cities in need of a safe and affordable place to live, Habitat needs your support. We urge you to get involved by engaging your team in our efforts.

**We invite your organization to consider the following sponsorship opportunities.**

## Corporate sponsorship packages:

\$1 million	—	Diamond
\$500,000	—	Platinum
\$250,000	—	Gold
\$100,000	—	Dream Maker
\$50,000	—	Roof Raiser
\$25,000	—	Community



# Diamond

# \$1 million

## ENGAGEMENT OPPORTUNITIES

- Build opportunity for 150 volunteers – 30 per day for five build days.
- One executive speaking opportunity during morning build-day remarks (two minutes). Workday will be assigned by Habitat for Humanity International.
- An executive group photo backstage before the opening ceremony.
- Twenty reserved seats for representatives at the opening ceremony.
- Ten invitations to the Carter Work Project VIP event during the project week.
- Lunch table for sponsors, hosted by Habitat's senior leaders. Hosted day will be assigned by Habitat for Humanity International.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

## ACTIVATION OPPORTUNITIES

- Habitat for Humanity International marketing liaison available to work with corporate marketing representatives to help guide and review communications and branding and tailor ideas to enhance the partnership.
- Leading up to the event, a feature story on [habitat.org](https://www.habitat.org) will be prepared by Habitat for Humanity International and promoted on Habitat's social channels.
- Enhanced social media recognition across Habitat for Humanity International and Twin Cities Habitat channels on a predetermined date and time during the build week. This will include a series of customized posts, an interview with a key spokesperson while on the build site, and ongoing engagement with posts on the partner's channels throughout the week, along with engagement from Twin Cities Habitat's social media channels for all of the above.
- Recognition in Carter Work Project 2024 kickoff press release distributed on PR Newswire, posted on Habitat for Humanity International's website and distributed to Habitat for Humanity International's newsroom subscribers.



- Ability to bring sponsor video and social teams on the work site during the project to capture visuals of the event.
- Carter Work Project communications toolkit, messaging/talking points and approved social media materials.
- Customized sizzle reel from the week, highlighting participation in the event. Delivered for partner use within two weeks after the event.
- Additional social recognition on Habitat for Humanity International and Twin Cities Habitat for Humanity channels during and after the event.
- Customized set of photos from Habitat for Humanity photographers one day during the week for use on the partner's social channels.
- Access to general event photography for use on the partner's social channels.
- Carter Work Project 2024 post-event summary report, including highlights of media coverage, volunteer attendance and photos from the week of building.
- Recognition in two prominent Twin Cities media outlets.
- Recognition in Twin Cities Habitat for Humanity's newsletter (*Habitat Herald*) and annual report.

## BRANDING OPPORTUNITIES

- Premium corporate logo position on signage at the project site and other events during the Carter Work Project.
- Premium corporate logo position on Carter Work Project nail apron (deadline applies).
- Premium corporate logo position on the sponsor pages of the Habitat for Humanity International ([habitat.org](https://www.habitat.org)) and Twin Cities Habitat for Humanity ([tchabitat.org](https://www.tchabitat.org)) websites.
- Right to use Carter Work Project branding on corporate T-shirts for project teams/volunteers (designs to be approved by Habitat for Humanity International) and right to use the Carter Work Project type treatment and wordmark for one year.
- Opportunity to provide branded corporate items in volunteer welcome bags (deadline applies).

# Platinum

# \$500,000

## ENGAGEMENT OPPORTUNITIES

- Build opportunity for 100 volunteers – 20 each day for five build days.
- One executive speaking opportunity during morning build-day remarks (two minutes). Workday will be assigned by Habitat for Humanity International.
- Twelve reserved seats for representatives at the opening ceremony.
- Six invitations to the Carter Work Project VIP event during the project week.
- Lunch table for sponsors, hosted by Habitat's senior leaders. Hosted day assigned by Habitat for Humanity International.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

## ACTIVATION OPPORTUNITIES

- Habitat for Humanity International marketing liaison available to work with corporate marketing representatives to help guide and review communications and branding, and tailor ideas to enhance the partnership.
- Social media recognition across Habitat for Humanity International and Twin Cities Habitat for Humanity channels. This includes one dedicated story check-in during the build week, which may feature a spokesperson or highlight general build activities involving employee volunteers. Additionally, there will be ongoing engagement with posts on the partner's channels throughout the week.
- Recognition in Carter Work Project 2024 kickoff press release distributed on PR Newswire, posted on Habitat for Humanity International's website and distributed to Habitat for Humanity International's newsroom subscribers.
- Customized set of photos from Habitat for Humanity photographers one day during the week for use on the partner's social channels.



- Access to general event photography for use on the partner's social channels.
- Ability to bring sponsor video and social teams on the work site during the project to capture visuals of the event.
- Carter Work Project 2024 communications toolkit, messaging/talking points and approved social media materials.
- Carter Work Project 2024 post-event summary report, including sizzle reel with highlights from the week, highlights of media coverage, volunteer attendance, and photos from the week of building.
- Recognition in two prominent Twin Cities media outlets.
- Recognition in Twin Cities Habitat for Humanity's newsletter (*Habitat Herald*) and annual report.

## BRANDING OPPORTUNITIES

- Corporate logo on signage at the project site and other events during the Carter Work Project.
- Corporate logo on the sponsor pages of the Habitat for Humanity International (habitat.org) and Twin Cities Habitat for Humanity (tchabitat.org) websites.
- Right to use Carter Work Project branding on corporate T-shirts for project teams/volunteers (designs to be approved by Habitat for Humanity International) and right to use the Carter Work Project type treatment and wordmark for one year.
- Opportunity to provide branded corporate items in volunteer welcome bags (deadline applies).

# Gold

# \$250,000

## ENGAGEMENT OPPORTUNITIES

- Build opportunity for 60 volunteers – 12 each day for five build days.
- Ten reserved seats for representatives at the opening ceremony.
- Four invitations to the Carter Work Project VIP event during the project week.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

## ACTIVATION OPPORTUNITIES

- Social media recognition across Habitat for Humanity International and Twin Cities Habitat for Humanity channels, with emphasis on the partner's priority channels and ongoing engagement with posts on the partner's channels.
- Access to general event photography for use on the partner's social channels.
- Ability to bring sponsor video and social teams on the work site during the project to capture visuals of the event.
- Carter Work Project 2024 communications toolkit, messaging/talking points and approved social media materials.
- Carter Work Project 2024 post-event summary report, including sizzle reel with highlights from the week, highlights of media coverage, volunteer attendance, and photos from the week of building.
- Recognition in two prominent Twin Cities media outlets.
- Recognition in Twin Cities Habitat for Humanity's newsletter (*Habitat Herald*) and annual report.



## BRANDING OPPORTUNITIES

- Corporate logo on signage at the project site and other events during the Carter Work Project.
- Corporate logo on the sponsor pages of the Habitat for Humanity International ([habitat.org](https://www.habitat.org)) and Twin Cities Habitat for Humanity ([tchabitat.org](https://www.tchabitat.org)) websites.
- Right to use Carter Work Project branding on corporate T-shirts for project teams/volunteers (designs to be approved by Habitat for Humanity International) and right to use the Carter Work Project type treatment and wordmark for one year.
- Opportunity to provide branded corporate items in volunteer welcome bags (deadline applies).



# Dream Maker

## \$100,000

### ENGAGEMENT OPPORTUNITIES

- Build opportunities for 40 volunteers – eight each day for five build days.
- Eight reserved seats for representatives at the opening ceremony.
- Two invitations to the Carter Work Project 2024 VIP event during the project week.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

### ACTIVATION OPPORTUNITIES

- Recognition in group social media posts on select Habitat for Humanity International and Twin Cities Habitat for Humanity channels, along with ongoing engagement with posts on the partner's channels.
- Access to general event photography for use on the partner's social channels.
- Ability to bring sponsor video and social teams on the work site during the project to capture visuals of the event.
- Carter Work Project 2024 communications toolkit, messaging/talking points and approved social media materials.
- Carter Work Project 2024 post-event summary report, including sizzle reel with highlights from the week, highlights of media coverage, volunteer attendance, and photos from the week of building.
- Recognition in one prominent Twin Cities media outlet.
- Recognition in Twin Cities Habitat for Humanity's newsletter (*Habitat Herald*) and annual report.



### BRANDING OPPORTUNITIES

- Corporate text treatment recognition on signage at the project site and other events during the Carter Work Project.
- Corporate text treatment recognition on the sponsor pages of the Habitat for Humanity International ([habitat.org](https://www.habitat.org)) and Twin Cities Habitat for Humanity ([tchabitat.org](https://www.tchabitat.org)) websites.
- Right to use Carter Work Project branding on corporate T-shirts for project teams/volunteers (designs to be approved by Habitat for Humanity International) and right to use the Carter Work Project type treatment and wordmark for one year.

## Roof Raiser

# \$50,000

### ENGAGEMENT OPPORTUNITIES

- Build opportunities for 20 volunteers – four each day for five build days.
- Five reserved seats for representatives at the opening ceremony.
- Two invitations to the Carter Work Project 2024 VIP event during the project week.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

### ACTIVATION OPPORTUNITIES

- Carter Work Project 2024 communications toolkit, messaging/talking points and approved social media materials.
- Carter Work Project 2024 post-event summary report, sizzle reel with highlights from the week, highlights of media coverage, volunteer attendance, and photos from the week of building.

### BRANDING OPPORTUNITIES

- Corporate text treatment recognition on signage at the project site and other events during the Carter Work Project.
- Corporate text treatment recognition on the sponsor pages of Habitat for Humanity International ([habitat.org](https://www.habitat.org)) and Twin Cities Habitat for Humanity ([tchabitat.org](https://www.tchabitat.org)) websites.
- Right to use the Carter Work Project 2024 type treatment and wordmark for one year.



## Community Sponsor

# \$25,000

### ENGAGEMENT OPPORTUNITIES

- Build opportunities for 10 volunteers – two each day for five build days.
- Two reserved seats for representatives at the opening ceremony.
- Inclusion in the house group photo during the build week. Photos will be made available by Habitat for Humanity photographers.

### ACTIVATION OPPORTUNITIES

- Carter Work Project 2024 communications toolkit, messaging/talking points and approved social media materials.
- Carter Work Project 2024 post-event summary report, sizzle reel with highlights from the week, highlights of media coverage, volunteer attendance, and photos from the week of building.

### BRANDING OPPORTUNITIES

- Corporate text treatment recognition on signage at the project site and other events during the Carter Work Project.
- Corporate text treatment on the sponsor page of the Twin Cities Habitat for Humanity (tchabitat.org) website.
- Right to use the Carter Work Project 2024 type treatment and wordmark for one year.



# Benefit categories

	Diamond \$1 million	Platinum \$500,000	Gold \$250,000	Dream Maker \$100,000	Roof Raiser \$50,000	Community Sponsor \$25,000
<b>ENGAGEMENT OPPORTUNITIES</b>						
Number of volunteer opportunities.	150 volunteers 30 per day	100 volunteers 20 per day	60 volunteers 12 per day	40 volunteers 8 per day	20 volunteers 4 per day	10 volunteers 2 per day
Premium seats for representatives at the opening ceremony.	20	12	10	8	5	2
Invitations to the Carter Work Project VIP event.	10	6	4	2	2	
Inclusion in the house group photo during the build week.	●	●	●	●	●	●
Lunch table hosted by Habitat for Humanity senior leaders on one day during the build week.	●	●				
One executive speaking opportunity during morning build day remarks (two minutes).	●	●				
An executive group photo backstage before the opening ceremony.	●					
<b>ACTIVATION OPPORTUNITIES</b>						
Carter Work Project 2024 post-event summary report including general sizzle reel.	●	●	●	●	●	●
Ability to bring sponsor video and social teams on site.	●	●	●	●	●	●
Carter Work Project 2024 communications toolkit.	●	●	●	●	●	●
Recognition in Carter Work Project 2024 kickoff press release distributed on PR Newswire.	●	●				
Recognition in prominent Twin Cities media outlets	2	2	2	1		
Dedicated Habitat for Humanity International marketing liaison.	●	●				
Feature story posted on HFHI's website and promoted on Habitat's social channels.	●					
Social media recognition across HFHI and Twin Cities Habitat channels.	●	●	●			
Recognition in group social media posts on select HFHI channels.				●		
Engagement with social posts on partner channels.	●	●	●	●		
Customized set of photos one day during the week for partner's social channels.	●	●				
Access to general event photography for use on partner's social channels.	●	●	●	●		
Customized sizzle reel from the week, highlighting the partner's participation in the event.	●					
Additional social recognition on HFHI's and Twin Cities Habitat channels during and after the event.	●					
<b>BRANDING OPPORTUNITIES</b>						
Right to use Carter Work Project 2024 type treatment and wordmark for one year.	●	●	●	●	●	●
Opportunity to provide branded corporate items in volunteer welcome bags.	●	●	●			
Premium corporate logo position on signage at the project site and other events during the week.	●					
Premium corporate logo position on Carter Work Project nail apron.	●					
Premium corporate logo position on sponsor pages of HFHI's website.	●					
Corporate logo on signage at the project site and other events during the Carter Work Project.		●	●			
Corporate logo on sponsor pages of HFHI's website.		●	●			
Corporate text treatment recognition on signage at the project site and other events during the week.				●	●	●
Corporate text treatment on sponsor pages of HFHI's website.				●	●	●

**everyone**  
needs a place to call home



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