



**HARD  
HAT & Black Tie**

**40<sup>th</sup> ANNIVERSARY**

**April 26, 2025**



# Sponsorship Opportunities







# About Twin Cities Habitat for Humanity

## Our Mission

It is our mission to bring people together to create, preserve, and promote affordable homeownership and advance racial equity in housing.

## Our Vision

We envision an equitable Twin Cities region where all families have access to the transformational power of homeownership.

## Hard Hat & Black Tie Gala

### Event Overview

Twin Cities Habitat for Humanity's premier fundraising event, Hard Hat & Black Tie raised over \$1 million in 2024! The evening is filled with fun, networking, and lots of laughter as guests arrive in their best 'construction couture' all in the spirit of supporting Habitat's mission.

### Audience & Reach

Approximately 1,000 supporters of Twin Cities Habitat for Humanity, including executives and professionals from Minnesota's active business community, attend the Hard Hat & Black Tie Gala each year.

### Venue

The 2025 Hard Hat & Black Tie Gala will be held at:

The Depot – Minneapolis  
225 3<sup>rd</sup> Avenue South, Minneapolis, MN 55401

### Become a Gala Sponsor

We invite you to join us as a 2025 Hard Hat & Black Tie corporate sponsor. As a benefit, your business will receive outstanding recognition and visibility at the party that's always a little less formal, and *a lot more fun!*



Contact Events Manager Bryanna Nagan at 612-305-7108 or email [bryanna.nagan@tchabitat.org](mailto:bryanna.nagan@tchabitat.org)

# Sponsorship Opportunities & Benefits

	<b>SOLD</b> Presenting \$50,000	Title \$30,000	Contractor \$18,000	Framer \$12,000	Builder \$7,500	Carpenter \$4,500
<b>Public Recognition</b>						
Name in Mpls. St. Paul Magazine thank-you ad	●	●	●	●	●	●
<b>Habitat Publications</b>						
Logo recognition on <b>tchabitat.org</b> prior to event (20,000 visitors per month)	Exclusive Presenting	Title	Contractor	Framer	Builder	Carpenter
Recognition in the <i>Habitat Wire</i> e-newsletter (circulation 20,000+)	Exclusive Logo	Logo	Name	Name	Name	Name
<b>Event Recognition</b>						
Logo on signage at gala, night-of printed program, and dinner slideshow	●	●	●	●	●	●
Seating	30 (3 tables)	20 (2 tables)	20 (2 tables)	20 (2 tables)	10 (1 table)	10 (1 table)
Printed event program ad	Full-page, color	½-page, color	½-page, b/w	¼-page, color	¼-page, b/w	
Exclusive President's Reception invitations	30	20	12	6	2	
Verbal recognition from the podium	●	●	●			
Social media mention in March	●	●	●			
Tailored sponsorship benefits, as agreed on	●	●	●			
Premier table seating	●	●				
Exclusive sponsor-level recognition on all marketing pieces	●	●				
Drink ticket for each guest	●	●				
Two social media mentions in April, one social media mention night of the gala	●					
<i>Tax deductible value of sponsorship</i>	\$47,000	\$28,250	\$16,500	\$10,500	\$6,750	\$3,750

Contact Events Manager Bryanna Nagan at 612-305-7108 or email [bryanna.nagan@tchabitat.org](mailto:bryanna.nagan@tchabitat.org)

# Gala Sponsorship Response Form

## Sponsor Contact Information

Company Name (as it should appear in print): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

## Sponsorship Level

Please include my company as a sponsor of the 2025 Hard Hat & Black Tie Gala at the following level of support:

**~~SOLD~~ Presenting: \$50,000** (\$47,000 tax deductible)  
Response needed by January 12, 2025 to be included on the event invitation.

☐ **Title: \$30,000** (\$28,250 tax deductible)  
Response needed by January 12, 2025 to be included on the event invitation.  
Opportunities include Fund-a-Need Sponsor, Photo Booth Sponsor, **President's Reception Sponsor**, Auction Sponsor, Dinner Sponsor, and After Party Sponsor.

☐ **Contractor: \$18,000** (\$16,500 tax deductible)  
Opportunities include Coat Check Sponsor, Registration Sponsor, and Valet Sponsor.

☐ **Framer: \$12,000**  
(\$11,250 tax deductible)

☐ **Builder: \$7,500**  
(\$6,750 tax deductible)

☐ **Carpenter: \$4,500**  
(\$3,750 tax deductible)

## Method of Payment

☐ Payment enclosed ☐ Please invoice me



**Return  
This Form**

Thanks for considering sponsorship for the 2025 Hard Hat & Black Tie Gala!

Completed forms should be returned to Events Manager, Bryanna Nagan at  
[bryanna.nagan@tchabitat.org](mailto:bryanna.nagan@tchabitat.org) or mail to the address below:

Twin Cities Habitat for Humanity | 1954 University Ave. W. | St. Paul, MN 55104