



CORPORATE PARTNERSHIP OPPORTUNITIES



BUILDING STRONGER COMMUNITIES

A corporate partnership with Habitat Kent provides your company with a clear and compelling way to articulate your social responsibility strategy. With your support, Habitat Kent provides:

- Affordable homeownership
- Financial education and financial literacy programs
- Volunteer experiences that bring together future homeowners, neighbors and community members

Together, we can build stronger brands while we build a better world.



YOUR IMPACT



Sponsorship is critical to our mission of bringing people together to build homes, communities and hope. You will see the impact of your contribution and feel the satisfaction of knowing that it will last for generations.

Habitat programs support families as they prepare for homeownership and help ensure that children grow up in stable, healthy homes. We do this by creating pathways to affordable homeownership and partnering with buyers throughout their homeownership journey and beyond. Our homeownership education includes classes on financial literacy, understanding a mortgage, debt reduction, home maintenance, and more. We also help homebuyers access essential down payment assistance.

Your investment in our mission provides the necessary funds to support these efforts, helping more families secure an affordable mortgage. It also ensures we can continue building new, ENERGY-STAR certified, all-electric homes, and supports our homeowner services department, which facilitates mortgage services and homebuyer education.

By investing in people, you invest in the future.

CORPORATE PARTNERSHIP OPPORTUNITIES

Your support is vital to meeting the housing needs of local families.

The sponsorship levels below can be customized to fit any budget and marketing priority and each provides valuable brand visibility and staff team building opportunities.

LEGACY

- Ability to reserve (10) volunteer days throughout the year
- Habitat volunteer t-shirts provided to build day participants
- Opportunity to present keys and speak at a home dedication
- Customized video featuring footage from your build days
- Logo inclusion on signage during construction (~9 months)
- (3) social media posts, including highlight during a build day
- Logo recognition on website
- Invitation to home dedications & special events
- Up to (3) Lunch & Learn sessions for staff (virtual or in-person)
- Prominent feature in annual Impact Report (9250+)
- Logo recognition in Habitat newsletters for one year (9000+)
- Recognition in printed materials for home dedication events

KEYSTONE

- Ability to reserve (8) volunteer days throughout the year
- Opportunity to speak at a home dedication
- Logo inclusion on signage during construction (~9 months)
- (2) social media posts, including highlight during a build day
- Logo recognition on website
- Invitation to home dedications & special events
- Up to (2) Lunch & Learn sessions for staff (virtual or in-person)
- Prominent feature in annual Impact Report (9250+)
- Logo recognition in Habitat newsletters for one year (9000+)
- Recognition in printed materials for home dedication events

CORNERSTONE

- Ability to reserve up to (6) volunteer build dates throughout the year
- Logo inclusion on signage during construction (~9 months)
- Social media post
- Logo recognition on website & Habitat newsletter (9000+)
- Invitation to home dedication events
- Lunch & Learn session for staff (virtual or in-person)
- Logo recognition in quarterly newsletter
- Logo recognition in annual Impact Report (9250+)
- Logo recognition in printed program for Home Dedication events

ADDITIONAL WAYS TO SUPPORT OUR MISSION

Event Beneficiary

Support our mission by selecting Habitat Kent to be the nonprofit beneficiary of your charity events. Whether it's a golf tournament, 5K race or silent auction, your support reflects a commitment to make a meaningful impact on affordable housing across our community.

In-Kind Support

When organizations donate goods or services, those donations are considered gifts-in-kind. Habitat Kent accepts in-kind gifts such as building materials, furniture, appliances, and more. Examples include:

- Donated shingles, which otherwise would be paid for by Habitat Kent
- Donated land on which to build a home
- A donated home to be renovated

Matching Gifts

Matching gift programs allow employees to make a financial donation to their favorite nonprofit organization, such as Habitat Kent, which their company matches with a similar or greater gift. Make sure your employees know about the opportunity to double their impact on affordable housing.

Skilled Volunteers

Many of our projects require specific skilled tradespeople. The complexity of these projects presents a unique opportunity for corporate partners to support our work. We look for skills such as:

- Electricians
- HVAC Technicians
- Carpenters
- Painters
- Site Supervisors
- Crew Supervisors

Volunteer

Our corporate partners enjoy great team-building volunteer opportunities for employees, public recognition and promotion of their commitment to Habitat Kent, positive attention in the communities where their customers and employees live, and access to special networking events.

Workplace Giving

These employer-sponsored programs may have an annual or ongoing enrollment period and may be run through third parties, such as the United Way, or directly through the employer. Employee donations are typically split between each pay period, resulting in a recurring, manageable deduction from their paycheck.

10

NEW
AFFORDABLE
HOMES WERE
STARTED

180

COMMUNITY
MEMBERS ATTENDED
HOMEOWNERSHIP
CLASSES

4,689

VOLUNTEERS
DONATED 23,000
HOURS OF
SERVICE

2025 BY THE NUMBERS

9,950

NEWSLETTER
CIRCULATION

21,300

SOCIAL MEDIA
SUBSCRIBERS

94,000

WEBSITE
VISITS

2025 REACH

TOP 2025 CORPORATE PARTNERS



THANK YOU!



Thank you for supporting our mission of providing opportunities for families to achieve homeownership. Your investment supports the construction of an individual home or a single unit within a multi-family development, as well as programming that prepares families for successful homeownership.

Volunteer engagement is optional, and organizations may choose the level of partnership that best fits their budget, objectives and goals.

Partnering with Habitat Kent provides your company with a clear and compelling way to articulate your social responsibility while helping to secure the future of our community. We hope you'll join us!

Brian Cohen, Donor Relations Specialist
Email: bcohen@habitatkent.org
Phone: (616) 588.5238

YES! We want to be a sponsor!

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Sponsorship Information

Sponsor level name: _____

Name for recognition: _____

Payment Type

*Donor Advised Funds cannot fulfill a pledge or be used to secure event sponsorships. Please consult your financial advisor for more information.

Please send an invoice

Check enclosed (payable to Habitat for Humanity of Kent County)

Credit Card (Discover, Mastercard or Visa. Also payable online at www.habitatkent.org/donate)

Card Number: _____ Expiration: _____ Security Code: _____

Name on Card: _____

Signature: _____



THANK YOU

for building stronger communities with us

Please Return To:

Habitat for Humanity of Kent County

1739 Elizabeth Ave NW
Grand Rapids, MI 49504

Brian Cohen
bcohen@habitatkent.org
(616) 588.5238

www.habitatkent.org