



Building in
Brampton, Caledon,
Toronto & York Region

PRIDE BUILD 2017

Sponsorship Opportunities

June 8 – 9, 2017 | 8:00AM – 4:00PM | Pinery Trail Build supporting 50 families

habitatgta.ca

About Habitat GTA

Habitat for Humanity Greater Toronto Area:

Over 25 years ago, Habitat for Humanity Greater Toronto Area (HFH GTA) was established in response to the affordable housing crisis in Toronto and beyond. As a non-profit homebuilder, our mission is to mobilize volunteers and community partners to provide simple, decent and affordable housing in partnership with hardworking, low-income families. We empower families by partnering with them to become homeowners

through a no down payment and no interest mortgage. This helps hardworking families build equity and capital so they no longer need to put their income toward substandard housing.



Meet the Mouldey Family: A Habitat GTA Family Partner

Michelle Mouldey is a single mother trying to take care of her two sons, Jason (15) and Jordan (11), and her young daughter, Jada Lyn (2). But keeping them safe is difficult. The building where they live is so unsafe that she is afraid to let the boys play outside. Just a few years ago, there were shootings near their apartment building and other criminal activity. This means that her two boys, who love sports, biking and swimming, are often kept inside for their own safety.

The boys have big dreams and talk about becoming police officers and lawyers when they grow-up so they can help other people who live in fear of crime. For her part, Michelle dreams of a home in a community where she and her children can go on bike rides together, have friends and family over to visit, and live securely, free from fear. Their move into a new home at 140 Pinery Trail will provide her family with a safe, decent and affordable place to live.



“Owning a home will change our lives for the better. Now my children have something to look forward to and I will have something to pass on to them. We are so grateful to Habitat for the opportunity”, comments Michelle.



PRIDE BUILD

PRIDE BUILD 2017

On **June 8 & 9, 2017**, Habitat for Humanity GTA is hosting its fourth annual Pride Build. Pride Build welcomes friends and supporters of the LGBTQA communities to swing a hammer and build with us in support of our vision of a world where everyone has a safe and decent place to live. Individual participants are asked to fundraise \$250 each (plus \$25 registration fee) to help fund the completion of homes at our Pinery Trail build site.

“It was our pleasure to participate in such a worthy cause. It was certainly the highlight of my weekend.”

- Troy, Norton Rose Fulbright LLP

50 new homes for 50 Families

140 Pinery Trail – the largest Habitat build site in Habitat GTA history; located near the intersection of Neilson Road and McLevin Avenue in Scarborough. Construction is currently underway at this site (as of July 2016).

This site is part of a residential subdivision with 2-storey townhouse dwellings and 3-4 storey stacked townhouses. It is located in walking distance from a grocery store and other retailers. It is also close to the Malvern Community Recreation Centre, which has a library, ice rink, gymnasium, and other community facilities. Multiple parks, schools, and social services are available in the surrounding community.



Habitat is no stranger to this community; the site is located across the street from another Habitat development, 150 Pinery Trail (36 units completed in 2007). The site is also located very close to another recently completed build at 270-280 McLevin Avenue.

Why PRIDE BUILD?

In one of Canada’s most affluent cities, it may be shocking to learn that one in five families lives in poverty. Habitat GTA believes that everyone has the right to a simple, decent and affordable home. By inviting volunteers to build, fundraise and raise awareness, Pride Build harnesses the power of Pride month to help low-income families build strength, stability, and self-reliance.

Building affordable homes is everyone’s business and Pride Build provides a great way to celebrate diversity by helping to build up our communities!



Habitat for Humanity GTA | PRIDE BUILD Sponsorship Package

Your PRIDE

We invite you to be part of the affordable housing solution by considering sponsorship of the fourth anniversary of this special event. With more builders, and more fun, we are confident that your sponsorship will provide your company numerous impressions as well as strengthen your brand among your clients and potential clients

Pride Build will give you the opportunity to engage with those who celebrate and support Pride during one of the largest annual tourist events in the city — one that draws over a million visitors to shop and celebrate our diversity. And, if that isn't enticing enough, funds raised through this event will go directly towards purchasing building materials for our current homebuilding projects in the GTA, as our ten ReStores cover our administrative and fundraising costs. Building affordable homes is everyone's business and Pride Build provides a great way to celebrate the collective impact of the community in making a difference in the lives of others in our community.

MAKE AN IMPRESSION

An independent study has shown that Habitat for Humanity has global brand recognition comparable to FedEx or Starbucks in the consumer marketplace. With over 12,700 followers on our Twitter account, 77,000+ eblast recipients and 5,000 followers on Facebook, Habitat for Humanity GTA gets the word out!

- 100+ event participants and volunteers per day
- Participant Demographics:
 - 39% between 25 - 34 years of age; 34% between 35 - 44 years of age
 - Average Income:
 - 25% earn \$55,000 - \$75,000 annually; 27% earn \$75,000 - \$94,000 annually and; 20% earn over \$115,000 annually
- Social/digital media ad campaign (Twitter, Facebook, LinkedIn, Google Ad Words)
- Peer-to-peer fundraising and awareness campaign via social media
- Efforts to secure pro bono advertising in community newspapers/magazines
- Efforts to secure promotion on Breakfast Television and other media outlets
- Public event listings (Toronto Life, Blog TO, Pride Start, Daily Xtra etc.)
- E-blast to Habitat GTA member base (77,000+)
- Media Release



Engagement & Sponsorship Opportunities

Pride Build serves as a low-cost, high-impact way to engage your workplace colleagues and customers in a challenging and meaningful activity. By getting involved in Pride Build, your company will be aligned with a high profile and widely respected charitable activity focused on celebrating diversity and empowerment.

DAY SPONSOR: \$10,000 (1 available-June 9th)

Benefits:

- 25 team build spots for staff, clients, stakeholders, etc.
- Complimentary Team building day (\$3,000 value; subject to availability)
- Opportunity for pre-event participation engagement and/or on-site brand activation
- Opportunity to distribute samples, flyers, or coupons in event gift bags
- Opportunity to give remarks on your team's build day
- Public acknowledgement during speeches
- Invitation for you and guests to attend Pride Build and Habitat GTA related activities



Recognition:

- Logo feature on event signage
- Logo feature on event website, fundraising pages and event e-blasts
- Logo feature on Pride Build t-shirts
- Logo feature on Habitat GTA e-newsletter
- Social media engagement
- Use of Habitat for Humanity GTA's logo
- Sponsorship recognition certificate

VOLUNTEER & T-SHIRT SPONSOR: \$5,000

Benefits:

- 10 team build spots for staff/clients/committees, etc.
- Opportunity to distribute samples, flyers, or coupons in event gift bags
- Opportunity to give remarks on your team's build day
- Public acknowledgement during speeches
- Invitation for you and guests to attend Pride Build and Habitat GTA related activities

Recognition:

- Logo feature on event signage
- Logo feature on event website, fundraising pages and event e-blasts
- Logo feature on Pride Build t-shirts
- Logo feature on Habitat GTA e-newsletter
- Social media engagement
- Sponsorship recognition certificate



PHOTO BOOTH & SOCIAL MEDIA: \$5,000

Benefits:

- 10 build spots for staff/clients/committees, etc.
- Opportunity to distribute samples, flyers, or coupons in event gift bags
- Opportunity to give remarks on your team's build day
- Public acknowledgement during speeches
- Invitation for you and guests to attend Pride Build and Habitat GTA related activities

Recognition:

- Logo feature on each printed souvenir photo taken by participants
- Logo feature on photo booth signage
- Logo feature on event signage
- Logo feature on event website, fundraising pages and event e-blasts
- Logo feature on Pride Build t-shirts
- Logo feature on Habitat GTA e-newsletter
- Social media engagement
- Sponsorship recognition certificate

SAFETY SPONSOR: \$3,000

Benefits:

- 5 team build spots for staff/clients/committees, etc.
- Opportunity to distribute samples, flyers, or coupons in event gift bags
- Public acknowledgement during speeches
- Invitation for you and guests to attend Pride Build and Habitat GTA related activities

Recognition:

- Logo feature on event hard hats
- Logo recognition featured on safety equipment station signage
- Logo feature on event signage
- Logo feature on event website, fundraising pages and event e-blasts
- Logo feature on Pride Build t-shirts
- Logo feature on Habitat GTA e-newsletter
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CORPORATE TEAM MATCHING PARTNER: \$2,500

Corporate Matching Partners support the fundraising efforts of their employees by matching their funds raised. Set your company's match amount and encourage your employees to fundraise towards that same goal. Minimum \$2,500 for a team.

Corporate Matching Partners will receive special recognition throughout Pride Build while also benefiting from the positive impacts of Habitat for Humanity Greater Toronto Area's ultimate team-building experience.





“The build was a ton of fun and the whole team was extremely impressed by Habitat for Humanity GTA.”

- Lane, Fasken Martineau DuMoulin LLP



Thank you for your consideration

We look forward to seeing you on the build site!

Contact Us:

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