



For over 30 years, Habitat for Humanity has been the leader in affordable homeownership in Waukesha County, transforming streets and neighborhoods in partnership with deserving families.

Please join us in sponsorship of our eighth annual Gingerbread Build on December 10th at Von Maur in the Corners of Brookfield. As a sponsor, you will help six families obtain homeownership by helping to build three new townhomes in Prairieville Village off White Rock Avenue.

Your sponsorship of the Gingerbread Build gives your business a partnership with one of the strongest nonprofit brands in the country - Habitat for Humanity. You'll also receive many valuable marketing opportunities for your business, including:

- Logo on digital advertising on The Corners LED screens for up to 1 month prior to the event
- Recognition on signage at the event
- Featured on Habitat Waukesha's social media channels with a combined 4,000+ followers
- Inclusion in Gingerbread Build marketing to Habitat Waukesha's large support base of more than 4,400 individuals.

We anticipate thousands more impressions at the event, where you will have the opportunity to further promote your business. Please refer to the enclosed information for the many benefits you will receive. Please contact Brett Peloquin, Director of Development & Marketing with any questions or to secure your sponsorship, or simply return the enclosed Sponsor Commitment Form.

By supporting the Gingerbread Build, you will help families attain the American dream of homeownership. I look forward to seeing you at Von Maur and appreciate your support of Habitat for Humanity of Waukesha County.

A handwritten signature in black ink, appearing to read "Melissa Songco".

Melissa Songco, CEO

melissa@habitatwaukesha.org

262-309-6025 ext.207



Habitat
for Humanity®
of Waukesha County



Habitat for Humanity of Waukesha County's **8TH ANNUAL GINGERBREAD BUILD**

Saturday, December 10th | Noon - 4 PM | Von Maur at The Corners Brookfield

\$5000 - SUGARPLUM SPONSOR

Benefits:

- Be the lead contributor for this event, and be featured on all promotional materials
- Event signage in Von Maur before and during the event
- Printed marketing materials (flyers, registration forms, banners, etc.)
- Social media and website promotion
- Logo on digital advertising on The Corners LED screens 1 month prior to the event (194 Billboard, Bluemound Billboard, Market Square & 6x Digital Kiosks — \$4k value!)
- Entry into the Gingerbread Build competition with a prebuilt house for an additional opportunity to promote your company!

\$2500- CANDY CANE SPONSOR

Benefits:

- Event signage in Von Maur during the event
- Your logo on printed marketing materials (flyers, registration forms, banners, etc.)
- Social media and website promotion
- Entry into Gingerbread Build competition with a prebuilt house for additional opportunity to promote your company!

\$1000 - GUMDROP SPONSOR

Benefits:

- Event signage in Von Maur during the event
- Social media and website promotion
- Entry into Gingerbread Build competition with a prebuilt house for additional opportunity to promote your company!

Custom Sponsorships Also Available

For more information or questions please contact Brett at brett@habitatwaukesha.org, call 262-309-6025 x209 or visit www.habitatwaukesha.org/gingerbread2022





Habitat for Humanity of Waukesha County's
8TH ANNUAL GINGERBREAD BUILD

Saturday, December 10th | Noon - 4PM | Von Maur at The Corners Brookfield

Sponsor Commitment Form

Sponsor Level:

- Sugarplum Sponsor | \$5,000
- Candy Cane Sponsor | \$2,500
- Gumdrops Sponsor | \$1,000

Sponsor Name: _____

Contact Name: _____

Address: _____ Zip Code: _____

Phone: _____ Email: _____

Payment Options:

- Check Enclosed
- Send Invoice
- Pay Online at www.habitatwaukesha.org/gingerbread2022

Return completed sponsorship form to:
Gingerbread, Habitat for Humanity of Waukesha County
2020 Springdale Road, Waukesha, WI 53186

To maximize your sponsor benefits, please send a print-ready logo to brett@habitatwaukesha.org no later than November 30th, 2022. Contact Brett at 262-309-6025 ext. 209 with questions.



Habitat
for Humanity®
of Waukesha County



THE CORNERS
TOWN of BROOKFIELD

Habitat for Humanity of Waukesha County's **8TH ANNUAL GINGERBREAD BUILD**

Saturday, December 10th | Noon - 4PM | Von Maur at The Corners Brookfield

BUILD AND DECORATE A GINGERBREAD HOUSE

Enter the competition by Sunday, November 27th, 2022.

- Enter to promote your business, organization, church, or youth group, or build your own house!
- Professional Category Grand Prize: \$300 in gift cards to the Corners
- Amateur Category Grand Prize: \$150 in gift cards to the Corners
- Kids Category Grand Prize: \$75 gift card for Kid's Cooking Class at Chef Pam's Kitchen
- A limited number of premade, undecorated houses will be available
- Register online at www.habitatwaukesha.org/gingerbread2022

VIEW AND VOTE FOR YOUR FAVORITE HOUSE

Saturday, December 10th Noon - 4 PM at Von Maur at The Corners

- Open to the public!
- See all the gingerbread house entries and vote for your favorite
- Houses will be on display at Von Maur from noon - 4 PM, and on the Habitat Facebook page.
- Voting is done on our website or in person and closes at midnight on Sunday, December 11th.
- The winner will be announced on Habitat's website and Facebook page at noon on Monday, December 12th.

PURCHASE YOUR FAVORITE HOUSE

After the event, give your favorite house a home!

- Houses are available for purchase during the event; pick-up at 4 PM from Von Maur.
- Any homes not purchased during the event will be on display and ready for purchase at the Habitat for Humanity ReStore until December 17th or while supplies last.



All proceeds from Gingerbread Build help provide a warm, safe, and affordable home to Waukesha families. To learn more about

Habitat Waukesha, visit www.habitatwaukesha.org!

