Build-the-Block Partner
– $250,000 to $500,000

ENGAGEMENT
- Homeowner Thank You
- Meet Your Homeowner family selfie and Thank You letter
- Build progress updates

OPTIONAL
- Create a house-warming basket for your sponsored homebuyer family
- Write a letter of support to the homebuyer family (kids can help with this too!)
- Build a bench, birdhouse, tool caddy to donate to your sponsored family or Atlanta Habitat ReStore
- Let Atlanta Habitat help with your at-home-build project by viewing our Home Maintenance videos to complete your project and share it on #habitatathome

BRANDING
- Atlanta Habitat Build staff wears sponsor-branded T-shirt (optional)
- Commemorative gift (framed family/house photo)
- Logo recognition on signage at build site
- Feature on Atlanta Habitat’s home page
- Short feature in Annual Report
- Use of Atlanta Habitat’s logo for one year

MEDIA
- Partnership announcement News Release
- atlantahabitat.org (50,000 organic, monthly page views)
- Feature in Atlanta Habitat ReStore shoppers E-Blast (24k subscribers)
- Feature in Atlanta Habitat homeowners E-Blast (1,050 subscribers)
- Two Social posts

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Master-Builder Partner
– $100,000

ENGAGEMENT
- Homeowner Thank You
- Meet Your Homeowner family selfie and Thank You letter
- Build progress updates

OPTIONAL
- Create a house-warming basket for your sponsored homebuyer family
- Write a letter of support to the homebuyer family (kids can help with this too!)
- Build a bench, birdhouse, tool caddy to donate to your sponsored family or Atlanta Habitat ReStore
- Let Atlanta Habitat help with your at-home-build project by viewing our Home Maintenance videos to complete your project and share it on #habitatathome

BRANDING
- Commemorative gift (framed family/house photo)
- Logo recognition on signage at build site
- Feature on Atlanta Habitat’s home page
- Short feature in Annual Report
- Use of Atlanta Habitat’s logo for one year

MEDIA
- Partnership announcement News Release
- atlantahabitat.org (50,000 organic, monthly page views)
- Two Social posts

Due to the coronavirus pandemic and the continued rise in cases in Fulton and surrounding counties, traditional house dedication events are postponed until next year. As the situation improves and we move into Phase 2 of our reopening plan and beyond, there will be additional opportunities for engagement. The Atlanta Habitat Sponsorship team is available to provide additional details on how our homebuyers will thank you for your dedicated support during this time.

Phase 1 July, 2020