



2021 **VIRTUAL**
WALK-RUN
MOSEY FOR HOMES
JULY 15 - 31, 2021

**sponsorship
opportunities**



Join us for special virtual events/activities this July!

sponsorship opportunities

COVID-19 has changed how we navigate all areas of our life in order to keep loved ones and ourselves safe and healthy. Because the Habitat Walk draws a large crowd, we have made the decision to host a Virtual Habitat Walk.

2021 Habitat Walk/Run/Mosey

Our goal is \$90,000 to sponsor the new construction of a home in the Buckeye-Woodhill neighborhood. This house will be 1 of 40 houses that Habitat is constructing on four adjacent streets in the Buckeye-Woodhill neighborhood (2019-2024).

Your support not only builds one home and changes the life of one family, your support transforms a community.

How the Virtual Walk Works

Participate anytime from July 15th-31st. Choose any intentional movement- a run, a walk, a hike or even line dancing, rocking in your chair, or kayaking. You decide what works for you and your crew. Then determine your route or length of time and complete your intention!

1. Participants can sign up as individuals or create a team at cleHabitatwalk.org.
2. Participants can create their own walk route in their neighborhood, a park or wherever their imagination takes them.
3. We ask participants to post videos or pictures and tag @clehabitat and/or at #cleHABITATwalk. This can be done on Facebook (facebook.com/clehabitat), Twitter (@CLEHabitat) or on Instagram (@clehabitat).

Spirit of the Walk

We pride ourselves on throwing a meaningful and fun event that is inclusive of people of all ages and socio-economic backgrounds. We never require a registration fee, as we don't want anyone to be deterred. A fundraiser who raises \$20 or more is eligible for a t-shirt. Everyone is welcome to participate in the activities and contests.

We are still your same family friendly, dog friendly and donut friendly walk.

Activities

We are posting downloadable PDFs for kids of all ages to enjoy as they participate in the Walk. These include: the Silly Walking game, I Spy game, creating a Habitat Logo Window Sign and more. For adults: we have downloadable prayers and meditations on gratitude and home.

Contests

Participants can enter contests- Best T-shirt, Best Silly Walk, Best Walking/Running/Moseying with a Donut Photo and Best Walking/Running/Moseying with a Dog (or pet) Photo. Winners will be announced by 3pm on Monday, August 2nd.

Engagement

Habitat will launch the walk on July 15th with a bang...or a video and announcements on all our platforms.

Join Habitat virtually on Saturday July 17th, 24th, & 31st at 11am as we visit Cleveland neighborhoods meeting new friends.

Recap of 2020 Walk/Run/Mosey

In 2020, we had over 400 people, many dogs and a few cats join us over the course of a month to raise awareness for affordable homeownership. Together we raised over \$85,000, ate donuts and made the world a better place for a Cleveland family and neighborhood.

Habitat's Program

Cleveland Habitat serves people who earn 30-80% of the area median income connecting them to homeownership opportunities. Habitat families volunteer a minimum of 200 hours and pay an affordable mortgage.

In 2020, over 4,000 donors and volunteers connected 15 families to affordable homes in Cleveland.

Why Support Habitat Now?

Safe, affordable housing is more important than ever. Many of us are fortunate that we have a place to shelter in during this pandemic. However, many Clevelanders do not have stable housing- especially low-to-moderate income earners. Many families pay more than 50% of their TAKE HOME pay in rent. This leaves little left to purchase food and necessities.

The COVID-19 pandemic is a public health emergency. The longer it goes on, the more it also becomes a housing emergency. The families Habitat serves are already vulnerable. They are going to need a hand up now more than ever.

Together, we can help another family shelter in a safe, affordable home.

Questions? Contact Kimberly Pride at kpride@clevelandhabitat.org or 216.325.5578



2021 Sponsorship Opportunities		Neighborhood By Neighborhood \$5,000	Street By Street \$3,500	Block By Block \$2,500	Home By Home \$1,000	Family By Family \$500	Step By Step \$250
# of walk t-shirts	20	15	12	8	4	2	
Pre-Event Benefit							
Name/logo on signage at our ReStore locations and placed on 2021 event-sponsored Habitat house.	•	•	•	•	•	•	
Sponsor-created video to be shared weekly.	• ≤ :60s	• ≤ :45s	• ≤ :30s	• ≤ :15s			
Name/logo displayed on all pre-event promo communication materials.	•	•	•				
During Event Benefit							
Sponsor-created video to be shared during event.	• ≤ :60s	• ≤ :45s	• ≤ :30s	• ≤ :15s			
Verbal recognition during any live event or video.	• + Speaking opp.	•	•	•			
Name/logo included in event engagement activities and promotional communication.	•	•	•				
Post-Event Benefit							
Name/logo included on Habitat-created thank you communications -social media, website, newsletter (~25k reach).	•	•	•	•	•	•	
Invitation to event-sponsored Habitat house dedication.	• + Speaking opp.	•	•	•	•	•	

Rolling deadlines apply. Beginning May 1st updates on electronic materials will occur weekly.



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For more than 34 years, Greater Cleveland Habitat for Humanity has relied on the support of the community to partner with families in Cleveland to build better lives through safe and affordable homeownership. Join us in raising critical funds and awareness for this very special mission.

The Virtual Walk supports a newly-constructed home in the Buckeye-Woodhill neighborhood.

Our goal is \$90,000.

We hope you will team up with us to support neighborhood revitalization in Cleveland - one home, one family at a time!

Join us for special virtual events/activities from
July 15th thru 31st!

To be included in the kick-off event, please return by July 1st!

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____ Website: _____
Contact Name: _____ Title: _____
Contact Phone: _____ Contact Email: _____

Yes! I want to support the 2021 Habitat Walk/Run/Mosey for Homes

☐ **\$5,000** Neighborhood By Neighborhood

☐ **\$1,000** Home By Home

other amount

☐ **\$3,500** Street By Street

☐ **\$500** Family By Family

☐ \$ _____

☐ **\$2,500** Block By Block

☐ **\$250** Step By Step

in-kind sponsor/donor

☐ _____

_____ Check Enclosed \$ _____ (payable to Cleveland Habitat)

_____ Credit Card \$ _____ Card No. _____

Name on Card: _____ Exp _____ / _____ CVV _____

For your records, our Tax ID #: 31-1209423

Mail sponsorship to: Cleveland Habitat | 2110 W 110th St. | Cleveland, OH 44102
Questions? Kimberly Pride: kpride@clevelandhabitat.org | 216.325.5578