



# 2025 Sponsorship Opportunities

## About Us

**At Habitat for Humanity Portland Region, we believe that everyone deserves a decent, affordable place to call home – especially those historically left out of homeownership.**

We are the largest developer of affordable homes for sale in the Portland region, working with our community and supporters like you to build and repair more than 100 homes each year, from Gresham to Hillsboro. Habitat for Humanity is invested in creating a region where everyone can have a stable and affordable place to call home – not just today but for generations to come.

## 2024 – Our Work at a Glance



**150 people** - 67 of which are children - now have safe, affordable homes.



**76 people** received critical home repairs allowing them to stay in their homes.



**72% of Habitat Homeowners** are people of color, helping to close the homeownership gap.



**40% of Habitat Homeowners** have a family member with a disability or long-term illness.

## Our Audience



**35,000+**  
Email Newsletter



**23,700+**  
Facebook



**4,000+**  
Instagram



**2,700+**  
X



**2,900+**  
LinkedIn

## 2025 SPONSORSHIP OPPORTUNITIES

# FRAME A FUTURE

A summer campaign with featuring a signature build-site event on October 1<sup>st</sup> in Lake Oswego.

**The Frame A Future campaign begins in August**, inviting our community across the Portland Region to help build a future where everyone can reach their full potential. The campaign lasts until the fall and will be featured across all of our social channels, newsletter, in an advertising campaign, and direct outreach to our current donors.

### Frame a Future Event: Wednesday, October 1<sup>st</sup> in Lake Oswego.

The Frame a Future campaign culminates in a Habitat build site celebration to honor campaign contributors and recognize their impact. The event features Habitat homeowners, our CEO and esteemed elected officials, all with stories of hope, resilience, and the importance of community. Guests and sponsors have the unique opportunity to tour a Habitat home and see firsthand Habitat's sustainable building practices.

	Title Sponsor <b>100K</b> Frame a Full Home	Emerald Sponsor <b>50K</b> Frame a Half Home	Diamond Sponsor <b>25K</b> Frame a First Story	Platinum Sponsor <b>15K</b> Frame a Kitchen & Living Room	Gold Sponsor <b>10K</b> Frame a Child's Room	Silver Sponsor <b>5K</b> Frame a Porch	Bronze Sponsor <b>3K</b>	Supporting Sponsor <b>1.5K</b>
<b>Frame a Future Sponsor Benefits</b>								
Logo in campaign results newsletter article	✓	✓	✓	✓	✓	✓	named	named
Logo on campaign webpage	✓	✓	✓	✓	✓	✓	named	named
Logo in Portland Business Journal ad	✓	✓	✓	✓	✓	✓	named	named
Lumber signing opportunity	✓	✓	✓	✓	✓	✓	✓	✓
Verbally thanked in program	✓	✓	✓	✓	✓	✓	✓	
Day-of event group VIP tour	✓	✓	✓	✓	✓	✓		
Habitat CEO LinkedIn post	✓	✓	✓	✓	✓			
Private VIP tour	✓	✓	✓	✓				
Logo on event invitation	✓	✓	✓	✓				
Dedicated Habitat newsletter article	✓	✓						
2 minute speaking opportunity at the event	✓							
Opportunity for a 30-second video on Habitat support	✓							