

EXHIBIT VIRTUALLY



Ordinarily we would love to see you in person and talk face to face. In the current COVID-19 pandemic environment, we are shifting our event to a virtual platform for the health and safety of our staff, our affiliate network, and all the friends and colleagues of Habitat in Michigan. Even though we can't be together in person, the AIM Conference will provide an excellent opportunity for companies and organizations interested in promoting their goods and/or services to connect with affiliate board members, staff, volunteers, community leaders, and supporters of the Habitat for Humanity mission. On average, the AIM Conference attracts around 300

attendees each year from across the state making this a truly unique learning and networking opportunity.

Space is limited and applications will be approved on a first-come, first-serve basis. **Registration and payment are due on or before October 1, 2020 in order to be recognized in the conference program and virtual platform.** Please complete the following registration form and submit to Maureen Savage at msavage@habitatmichigan.org.



SPONSORSHIP OPPORTUNITIES

AIM PRESENTING SPONSOR: \$25,000

- Your company is highlighted throughout the conference as a Presenting Sponsor, including:
 - Opportunity to address the conference audience via live-stream or video
 - Company logo on all conference print materials, advertisements, & presentation slides
 - Opportunity to mail a “swag item” to all conference attendees ahead of the conference date
 - Boosted posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
 - Push notifications on the conference app highlighting sponsorship
 - Company name included on HFHM website with link back to your company website
 - Complimentary virtual exhibit space (*live-streamed presentations, 1:1 video meetings available*)
 - All other benefits of a [Threshold Partner](#)
 - Other customized benefits available by request
- This sponsorship underwrites the conference event and also includes 5 complimentary volunteer opportunities for Habitat Michigan’s premiere Capitol Build event (*scheduled for May 26, 2021*).

PLENARY SPONSOR: \$20,000

- Your company is highlighted throughout the conference as a Plenary Sponsor, including:
 - Opportunity to address the conference audience via live-stream or video and introduce the plenary sponsor presentation
 - Company logo on any print materials, advertisements, & presentation slides
 - Opportunity to mail a “swag item” to all conference attendees ahead of the conference date
 - Boosted posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
 - Company name included on HFHM website with link back to your company website
 - Complimentary virtual exhibit space (*live-streamed presentations, 1:1 video meetings available*)
 - Push notifications on the conference app highlighting sponsorship
 - All other benefits of a [Structural Partner](#)
 - Other customized benefits available by request
- This sponsorship level also includes 4 complimentary volunteer opportunities for Habitat Michigan’s premiere Capitol Build event (*scheduled for May 26, 2021*).

VISUAL & TECHNOLOGY SPONSOR: \$15,000

- Your company is highlighted throughout the conference as a Visual & Technology Sponsor, including:
 - Company logo on any print materials, advertisements, & presentation slides
 - Opportunity to mail a “swag item” to all conference attendees ahead of the conference date
 - Boosted posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
 - Company name included on HFHM website with link back to your company website
 - Complimentary virtual exhibit space (*live-streamed presentations, 1:1 video meetings available*)
 - Push notifications on the conference app highlighting sponsorship
 - All other benefits of a [Structural Partner](#)
 - Other customized benefits available by request
- This sponsorship helps cover costs for the presenting technology, including audio visual, videos, conference app, program, and social media promotions. All proceeds over the cost of the event will go to advance the programs we deliver to affiliates.
- This sponsorship level also includes 3 complimentary volunteer opportunities for Habitat Michigan’s premiere Capitol Build event (*scheduled for May 26, 2021*).

HOSTING SPONSORS: \$10,000

- Recognition as a Conference Host during entire audience meetings
- Company logo on print materials, advertisements, & presentation slides
- Push notifications on the conference app highlighting sponsorship
- Company name included on HFHM website with link back to your company website
- Complimentary virtual exhibit space (*live-streamed presentations, 1:1 video meetings available*)
- All other benefits of a [Structural Partner](#)
- Other customized benefits by request
- This sponsorship level also includes 2 complimentary volunteer opportunities for Habitat Michigan's premiere Capitol Build event (*scheduled for May 26, 2021*).

COMMUNITY SPONSORS: \$5,000

- Option to support an affiliate's participation in the educational conference (if no affiliate is listed, HFHM will select an affiliate in need to receive sponsorship)
- Complimentary virtual exhibit space (*live-streamed presentations, 1:1 video meetings available*)
- Company name listed in print materials, conference app and program slides
- All other benefits of a [Hearthstone Partner](#)

VIRTUAL SESSION SPONSORS: \$3,000

- Company name listed in conference program next to sponsored sessions, acknowledgement at the beginning of sponsored sessions, and signage highlighting sponsorship
- Choose from a list of sessions covering topics such as: Construction, Faith and Inclusion, Fund Development, Leadership, Services, ReStore, Volunteer Management

MISSION SPONSOR: \$1,500

- This sponsorship contributes to supporting the mission of Habitat for Humanity and the educational conference opportunity
- Name will be included in list of sponsors in conference materials

CREATE YOUR OWN SPONSOR LEVEL OPPORTUNITIES

- Let's talk! Tell us how you would like to be engaged with us. Donations of any amount to support the Affiliates in Motion Conference are welcome and appreciated. If you would like to discuss other sponsorship opportunities, please contact Sandy Pearson at spearson@habitatmichigan.org, or call our office at (517) 485-1006.
- You may also indicate your sponsorship amount on the Registration Form where it states, "We will support the educational event at another amount:"
- Name will be included in list of sponsors in conference materials

**All sponsors will be recognized in HFHM's Annual Report. Any net proceeds will be used for HFHM affiliate programs, education, and direct services.*

REGISTRATION FORM

Company or Organization Name:

Company or Organization Street Address:

City, State, & Zip Code:

Attendee Name:

Attendee Title:

Attendee E-mail:

Attendee Phone Number:

Company Website:

Company Facebook/Twitter:

Please [send your logo to Maureen Savage](#) for inclusion in the Conference App

Additional Opportunities for Exposure

Can't attend the 2020 Virtual AIM Conference but want exposure for your company or organization? Place an ad in the conference program! Programs are given to every conference attendee, typically an audience of 300.

AIM Conference Program Quarter Page Ad - \$150 (2.5" x 4", no bleed, color, and vertical orientation)

AIM Conference Program Half Page Ad - \$200 (5" x 4", no bleed, color, and horizontal orientation)

Please contact Maureen Savage at msavage@habitatmichigan.org for program deadlines.

Exhibitor Partner: Allows for one individual to staff the virtual exhibitor booth and participate in networking with affiliates. Exhibitors will have the opportunity to have 1:1 video chats with attendees, participate in group networking, and provide virtual gift offers.

Commercial \$500

Non-profit \$300

Additional staff registration \$50

Attendee Name and Title:

Attendee E-mail:

Sponsor and Exhibitor Virtual Gift Offers: Sponsors and Exhibitors will have the opportunity to provide items for a virtual giveaways that will be available to every conference attendee. Examples of these giveaway items could include a product discount code, a downloadable item, or gift certificate.

REGISTRATION FORM

Conference Sponsorship Opportunities:

Please select your additional level of sponsorship from the following opportunities:

AIM Presenting Sponsor \$25,000

Your company is highlighted throughout the conference as a Presenting Sponsor, including logos on printed materials and signage and a chance to address the conference audience from the podium. Other customized benefits can be determined as requested.

Plenary Sponsor \$20,000

This sponsorship helps cover costs to provide high-level speakers to our conference experience.

Visual & Technology Sponsor \$15,000

This sponsorship helps cover costs for the presenting technology, including audio visual, videos, conference app, printed program, and social media promotions.

Hosting Sponsor \$10,000

This sponsorship is highlighted throughout the conference as a Hosting Sponsor, including your company logo on printed materials, signage, and recognition from the podium. Other customized benefits can be determined as requested.

Community Affiliate Sponsor \$5,000

This sponsorship provides the opportunity to support an affiliate's participation in the educational conference. Your company name will be included in printed materials and program slides.

Virtual Session Sponsor \$3,000

Includes company name in conference program next to sponsored sessions, acknowledgment at the beginning of sponsored sessions, and signage highlighting your sponsorship. Choose from a list of sessions covering topics such as: Fund Development, Homeowner Services, Volunteer Management, Construction, ReStore, Faith and Inclusion, or Leadership Session Preference:

Mission Sponsor \$1,500

This sponsorship contributes to supporting the mission of Habitat for Humanity and the educational conference opportunity.

We will support the educational event at another amount:

REGISTRATION FORM

Step 1: Email completed registration form to msavage@habitatmichigan.org

Step 2: Print and mail completed registration form and check to the address below:

Habitat for Humanity of Michigan
Attn: Matt Dethlefsen
618 S. Creyts Rd., Suite A, Lansing, MI 48917

Are you interested in participating with the Affiliates in Motion Conference or Habitat for Humanity of Michigan at a greater level? Please contact Event Coordinator Maureen Savage at msavage@habitatmichigan.org, or President and CEO Sandy Pearson at spearson@habitatmichigan.org to discuss partnership opportunities.



thank you

When passion meets commitment, there is no limit to what can be accomplished when we work together caring for families stability through decent housing and revitalized neighborhoods. Contact us to discuss how you can deepen your connection to Habitat for Humanity of Michigan and the communities in which you conduct business. The opportunity to impact generations into the future awaits you.