

SPONSORSHIP OPPORTUNITIES

Building Hope Together

You are
Blessed!
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Ordinarily we would love to see you in person and talk face to face at our annual Affiliates in Motion Conference. 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.

Registration and payment are due on or before October 1, 2021 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: \$15,000

- 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
 - 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 sponsor page (*share a video, share files, 1:1 video meetings available*)
 - All other benefits of a [Structural 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 (*tentative schedule for May 2022*).

PLENARY SPONSOR: \$10,000 (3 AVAILABLE)

- 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
 - 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 sponsor page (*share a video, share files, 1:1 video meetings available*)
 - Push notifications on the conference app highlighting sponsorship
 - All other benefits of a [Threshold Partner](#)
 - Other customized benefits available by request
- This sponsorship level also includes 4 complimentary volunteer opportunities for Habitat Michigan's premiere Capitol Build event (*tentative scheduled for May 2022*).

COMMUNITY SPONSOR: \$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)
- Posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
- Complimentary virtual sponsor page (*share a video, share files, 1:1 video meetings available*)
- Company name listed in print materials, conference app and program slides
- All other benefits of a [Hearthstone Partner](#)

PROGRAM SPONSOR: \$3,000

- Posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
- Complimentary virtual sponsor page (*share a video, share files, 1:1 video meetings available*)
- Company name listed in print materials, conference app and program slides

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

SESSION SPONSOR: \$500

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

SUPPORT THE CONFERENCE EVENT

- Don't see what you're looking for to sponsor? 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 2021 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.

Sponsor Gift Offers: Sponsors will have the opportunity to provide items for 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. Swag items must fit in a 9x12" mailing envelope.

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.

REGISTRATION FORM

Conference Sponsorship Opportunities:

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

AIM Presenting Sponsor \$15,000

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 \$10,000

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

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.

Program Sponsor \$3,000

This sponsorship helps cover costs to provide engaging educational opportunities to our conference experience.

Mission Sponsor \$1,500

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

Session Sponsor \$500

Includes company name in conference program next to sponsored sessions and acknowledgement at the beginning of sponsored session.

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:

We will support the educational event at another amount:



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.