



Rock the Block is an event based neighborhood revitalization program organized by Habitat for Humanity Lakeside and other community partners. As part of the event, Habitat provides affordable financing for exterior home repairs and community projects in a designated neighborhood. Our community partners assist with additional services such as brush removal, lighting improvements and fire safety checks. Volunteers, neighbors and contractors carry out the work. Sponsorships and grants are essential to carrying out this event as they help pay for program materials, staffing and the upfront costs of all of our project materials. **For our 2021 event, we are looking to complete 13 projects in our target neighborhood. In order to do so, we need to raise over \$60,000.** We hope you'll consider supporting our efforts through a sponsorship or grant.

What: 2021 Rock the Block

Where: Franklin Park Neighborhood, Sheboygan

When: September 16, 18 and 19, 2021

In order to receive all benefits associated with Rock the Block sponsorships, commitments must be returned by July 30, 2021.

Lead Event Sponsors (multiple available)

\$5,000

23,112 impressions

- Recognized as a top-level sponsor in all submitted press releases and media coverage
- Company name and logo (large) will be displayed on the Rock the Block page and the homepage of the Affiliate website
- Company name and logo included in Affiliate e-newsletter article pre- and post- event
- Minimum of three live mentions during the Rock the Block event
- Logo (large) included on event collateral including event sponsor signs
- Minimum of two posts each on the Affiliate page and Rock the Block event page on Facebook
- Opportunity to have up to 20 volunteer spots reserved for your company on event dates
- Opportunity to have a representative on the event planning committee
- Opportunity to have a booth or giveaway item at the event

Associate Event Sponsors (multiple available)

\$2,500

4,993 impressions

- Company name and logo (small) will be displayed on the Rock the Block page of the Affiliate website
- Company name and logo included in Affiliate e-newsletter article pre- and post-event
- Minimum of two live mentions during the Rock the Block event
- Logo (small) included on event collateral including event sponsor signs
- Minimum of one post on the Rock the Block event page on Facebook
- Opportunity to have up to 10 volunteer spots reserved for your company on event dates

Friend of Habitat Sponsors (multiple available)

\$1,000

480 impressions

- Logo (small) included on event collateral including event sponsor signs
- Minimum of one live mention during the Rock the Block event
- Opportunity to have up to 4 volunteer spots reserved for your company on event dates

I/We would like to support the 2021 Rock the Block event as a:

- Lead Event Sponsor: \$5,000
- Associate Event Sponsor: \$2,500
- Friend of Habitat Sponsor: \$1,000
- We are unable to sponsor the event but would like to make a tax-deductible gift: \$_____

Sponsor Name (as it should appear in print):

Contact Name:

Address:

City: _____ State: _____ Zip: _____

Phone:

Email:

Payment method:

- Check enclosed (please make checks payable to Habitat for Humanity Lakeside)
- Please invoice me

Signature: _____ Date: _____

Return Sponsorship form to:

Attn: Emily Fread, Habitat for Humanity Lakeside, PO Box 973, Sheboygan, WI 53082

Email: efread@habitatlakeside.com | Phone: 920-458-3399 ext. 304