

## SPONSORSHIP OPPORTUNITY

# Hardywood Gingerbread House Challenge

## Benefiting Better Housing Coalition

If you're a fan of festive craft beer, delightful desserts turned into architectural masterpieces and a jolly good time, 'yule' love this event!

The inaugural *Hardywood* Gingerbread House Challenge dares local businesses, nonprofits, student groups, artists, neighbors and mall Santas to form teams and *literally* display their holiday spirit and creativity by constructing a gingerbread house centered around the 2017 theme: "**Holidays in RVA**"

Thanks to the goodwill of Hardywood Park Craft Brewery, this exciting event coincides with the release of their popular **Gingerbread Stout** (which *BeerAdvocate* calls "freagin' Christmas in a bottle.") Sponsors of the event will have the opportunity to be highly visible to a diverse and merry crowd as the weekend of the release has historically drawn over 2000 Richmonders.

Hosted by BHCyp, the young professionals board of the Better Housing Coalition, event attendees will vote on their favorite houses, and a celebrity judging panel will crown the \$1,000 Grand Prize Winner! Houses will be up for auction, and 100% of proceeds will support BHC's mission of changing lives and transforming communities through high-quality affordable housing.

So don't be a Scrooge - join the fun and support a great cause!

## EVENT DETAILS

### DATE & TIME:

Sunday, November 5, 2017  
Noon - 5:30 p.m. • Judging around 4 p.m.

### LOCATION:

Hardywood Park Craft Brewery  
2410 Ownby Ln., Richmond, VA

**2017 THEME:** 'Holidays in RVA'

### TICKETS:

**VIP \$ 20** - Available in advance only  
(Includes 2 votes, commemorative gingerbread man, exclusive VIP cup koozie, Hardywood taproom gift card)

**General Admission \$5** - Available at the door only  
(Includes 1 vote in the competition)

## FOR MORE INFORMATION

Call Sarah Fernald at (804) 644-0546 x118 or email [s.emmich@betterhousingcoalition.org](mailto:s.emmich@betterhousingcoalition.org).



## Your Support Makes a Difference

- 2,440 Richmond neighbors will live in safe, stable, high quality homes;
- 128 kids will partake in fitness activities;
- 70 North Richmond residents will be readied for better jobs;
- 16 beautiful new single family homes built and sold;
- \$96,000 in free groceries will be distributed to senior residents;
- 20 young people who've aged out of foster care will have a home and a critical support system;
- \$80M will be invested in your community;

...and so much more!

# Hardywood Gingerbread House Challenge

## Sponsorship Levels and Benefits

Benefits	\$500	\$1000	\$2500*	\$5000*
VIP Tickets	4	6	8	10
Recognition in BHC Annual Report	X	X	X	X
Recognition on BHC website	X	X	X	X
Recognition from podium at event	X	X	X	X
Recognition on event signage		X	X	X
Prominent mention in event promotions (print and online) to BHC and Hardywood followers			X	X
Opportunity to distribute giveaways			X	X
Exclusivity in sponsorship level				X
One representative to serve on judging panel				X
Speaking opportunity from podium at event				X

*\* Sponsors at this level are automatically enrolled in BHC's Community ROI Circle, a business giving circle with exclusive benefits.*

### About BHCyp

Better Housing Coalition Young Professionals (BHCyp) is a group of enthusiastic young professionals from the Greater-Richmond area who are interested in spreading the word about the work of the Better Housing Coalition (BHC). With a focus on diversity, they come from a variety of backgrounds, such as social work, urban planning, health care, law, finance, and real estate. They are active in social media, in their communities, and in their professions.

*The mission of Better Housing Coalition Young Professionals is to build community awareness of and provide support to the Better Housing Coalition, enhancing its ability to change lives and transform communities through high-quality, affordable housing the greater Richmond region.*

### About Better Housing Coalition

As Richmond's largest not-for-profit affordable housing developer, BHC's mission is to change lives and transform communities through high-quality affordable housing. Since 1988, BHC has revitalized several historic communities and developed new ones in Richmond, Chesterfield, Henrico and Petersburg.

Its portfolio includes the development and operation of 15 multi-family rental communities – eight of which are for low-wealth seniors – with 1,500 rental units, and 200 new or renovated single-family homes sold to first-time home buyers. BHC communities are characterized by attractive homes for people of mixed incomes; eco-friendly features and sustainable development; collaborations with residents and community partners; neighborhood preservation, and architectural features not typically associated with affordable housing. BHC also provides free and voluntary resident support services to help children reach their aspirations, adults become more self-reliant, and seniors age in place and lead healthier lives. The organization relies on philanthropic support to advance its mission.



## House Party Sponsorship Commitment

Thank you for your generous support by sponsorship at the level indicated below:

<input type="checkbox"/> Presenting*	\$5,000
<input type="checkbox"/> Gold*	\$2,500
<input type="checkbox"/> Silver*	\$1,000
<input type="checkbox"/> Bronze	\$500

Sponsor's Name (as it should appear in promotional materials):

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Method of Payment:

Check (enclosed) payable to 'Better Housing Coalition'

Send invoice to: \_\_\_\_\_

*Payable by October 1, 2017.*

**\*Logos must be received by October 1, 2017, to be included on printed materials.**

Please return this agreement to:  
Better Housing Coalition  
Attn: Gingerbread Competition  
P.O. Box 12117  
Richmond, VA 23241

Questions? Contact:  
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804.644.0546 x118