

SPONSORSHIP OPPORTUNITY

Gingerbread House Challenge

Benefiting Better Housing Coalition

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

Historically held at Hardywood Park Craft Brewery, the event draws over 500 guests in conjunction with the release of the highly coveted Gingerbread Stout. But, Gingy (our faithful gingerbread mascot) thinks the old way of doing things isn't the best way in 2020. Enter Better Housing Coalition's First (and hopefully last) Virtual Gingerbread House Challenge!



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The fourth annual Gingerbread House Challenge dares households, neighbors, families, pandemic pods, and small, socially distanced groups to *literally* display their holiday spirit and creativity by constructing a gingerbread house centered around the 2020 theme, 'Hometown Holidays' which was announced on Instagram Live on September 1st!

In true Gingerbread House Challenge fashion, teams will compete for glory and prizes. Competitors are challenged to fundraise for their creation, and the display raising the most money will take home the "People's Choice" award. They will also vie for the juried grand prize of \$1,000!

Hosted by BHCyp, the young professionals board of the Better Housing Coalition, 100% of proceeds will support BHC's mission of changing lives and transforming communities through high-quality affordable housing. In a year when the pandemic has made a stable home more important than ever, we are tirelessly working to provide safe, affordable homes for our neighbors of modest means.

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

EVENT DETAILS

2020 Theme: Hometown Holidays

Team Fundraising: November 1 - 30

Virtual Judging: December 2 & 3

Virtual Awards Ceremony: Friday, December 4 @ Noon

Your Support Makes a Difference

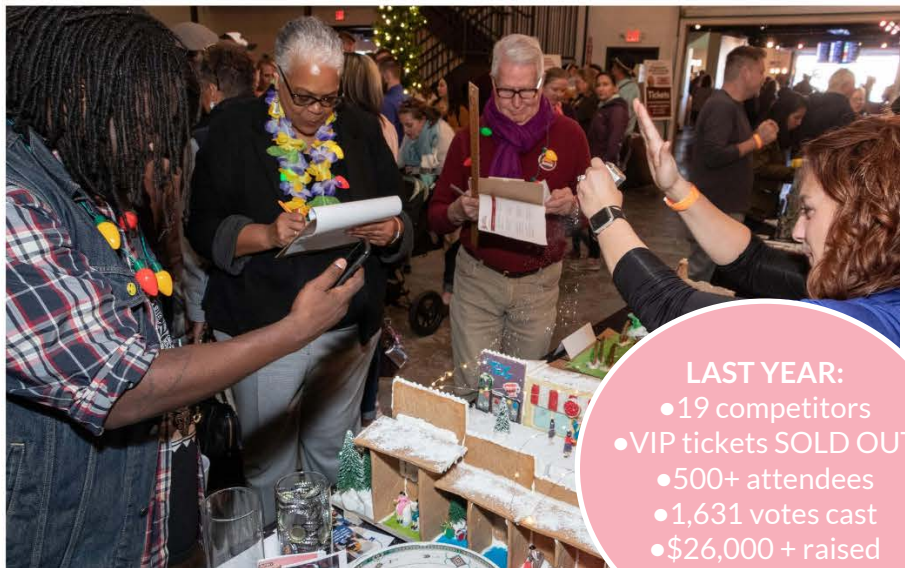
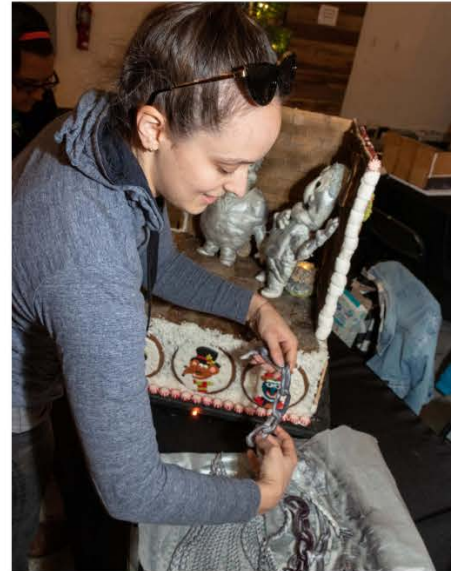
- 2,200+ Richmond neighbors will live in safe, stable, high quality homes;
- 190 households will receive eviction diversion support;
- 55 North Richmond residents will be readied for better jobs;
- 25 beautiful new single family homes built and sold;
- \$295,200 in free groceries will be distributed to senior residents;
- 20 young people who've aged out of foster care will have a home and a critical support system;
- \$14M+ will be invested in your community!

...and so much more!

FOR MORE INFORMATION

Call Sarah Fernald at (804) 644-0546 x118 or email s.fernald@betterhousingcoalition.org

2019 HIGHLIGHTS - 'HOLIDAY SONGS'



LAST YEAR:

- 19 competitors
- VIP tickets SOLD OUT
- 500+ attendees
- 1,631 votes cast
- \$26,000 + raised

Gingerbread House Challenge

Sponsorship Levels and Benefits

Benefits	RESERVED			
	\$1,000	\$2,500	\$5,000	\$15,000
Recognition in BHC Annual Report	X	X	X	X
Recognition on BHC and event websites	X	X	X	X
Mention during 'live' awards ceremony	X	X	X	X
Logo displayed in event materials		X	X	X
Sponsor spotlights on social media			X	X
Exclusivity in sponsorship level				X
One representative to serve on judging panel				X
Speaking opportunity during 'live' awards ceremony				X

ROI

You may ask, "Will sponsoring a virtual event give me as much exposure as the previous years' events at Hardywood?" We are proud to say that this isn't our first virtual rodeo. BHC's Stay Home RVA Non-Event Gala in April of 2020 reached a whopping 15,000 people who interacted with our social media posts; 3,100 people read our targeted email communications, and the Stay Home RVA website had more than 500 visitors. Now, that's some awesome exposure!

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, service-enriched, affordable housing. Since 1988, BHC has revitalized several historic communities and developed new ones in Richmond, Chesterfield, Henrico and Petersburg.

Our portfolio includes the development and operation of 16 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. We advance our mission through philanthropic support.

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). This is a diverse group of young people who are committed to their professions, our community and are active on social media. They generously share their expertise in social work, urban planning, health care, law, finance and real estate.

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.



Gingerbread House Challenge Sponsorship Commitment

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

RESERVED	Presenting*	\$15,000
___	Gingerbread*	\$ 5,000
___	Candy Cane*	\$ 2,500
___	Gum Drop	\$ 1,000

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 31, 2020.

***Logos must be received by October 1, 2020, 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:

Sarah Fernald, Director of Community Engagement
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804.644.0546 x118