

## SPONSORSHIP OPPORTUNITY

# 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 seventh annual Gingerbread House Challenge dares local businesses, nonprofits, student groups, artists, neighbors and families to form teams and *literally* display their holiday spirit and creativity by constructing a gingerbread house based on a central theme, which this year is 'Great Works of Art'.

We are excited to return to Hardywood Park Craft Brewery during 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 2,000 Richmonders.

Hosted by BHCyp, the young professionals board of the Better Housing Coalition, event attendees will vote on their favorite displays, and an expert judging panel will crown the \$1,000 Grand Prize Winner! 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 12, 2023  
Noon - 5:30 p.m.

### LOCATION:

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

**2023 THEME:** Great Works of Art

### TICKETS:

**VIP \$ 25** - Available in advance only  
(Includes 5 votes, gingerbread cookie,  
VIP koozie, Hardywood drink ticket)

**General Admission** - \$5/2 votes; \$10/5 votes  
Available at the door only

## Your Support Makes a Difference...

- 2,500+ Richmond neighbors live in safe, stable, high quality homes;
- 1,372 residents receive counseling services from a licensed social worker;
- 649 households will remain stably housed through BHC's eviction prevention program
- 359 residents are readied for better jobs or higher education;
- 32 beautiful new single family homes under construction in Church Hill;
- 20 young people who've aged out of foster care will have a home and a critical support system

...and so much more!

## FOR MORE INFORMATION

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

## 2022 HIGHLIGHTS - 'RVA Neighborhoods'



- 2022 HIGHLIGHTS:
- \$48,628 raised
  - VIP tickets sold out
  - Featured on local news and print outlets
  - 350+ guests
  - 20 teams

# Gingerbread House Challenge

## Sponsorship Levels and Benefits

Benefits	\$1,000	\$2,500	\$5,000	\$15,000
VIP Tickets	2	4	6	10
Recognition in BHC Annual Report	X	X	X	X
Recognition on BHC website	X	X	X	X
Mention in event program	X	X	X	X
Recognition from podium at event	X	X	X	X
Prominent mention in event promotions (print and online) to BHC and Hardywood followers		X	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

### 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 17 multi-family rental communities – eight of which are for low-wealth seniors – with 1,500 rental units, and 250+ 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.

### 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.*



## Gingerbread House Challenge Sponsorship Commitment

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

<input type="checkbox"/> TAKEN Presenting	\$15,000
<input type="checkbox"/> Gingerbread	\$5,000
<input type="checkbox"/> Candy Cane	\$2,500
<input type="checkbox"/> Gum Drop	\$1,000

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

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

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

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

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### Method of Payment:

Check (enclosed) payable to 'Better Housing Coalition'

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

*Payable by October 15, 2023*

**\*Logos must be received by October 15, 2023, 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  
s.fernald@betterhousingcoalition.org  
804.644.0546 x118