

## 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 eighth 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.

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 9, 2025  
Noon - 5:30 p.m.

### LOCATION:

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

### 2025 THEME: TBD

### 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...

- 3,000+ Richmond neighbors live in safe, stable, high-quality homes
- 1,035 residents receive support services from BHC staff to improve economic, academic and/or health outcomes
- 347 households maintain housing stability through BHC's resident retention program
- 430 senior residents benefited from health and wellness initiatives
- 35% of our lowest income residents engaged in asset building and workforce development programs
- 125 buildable lots for single-family homes in North Richmond in partnership with 4 other Richmond affordable housing nonprofits

...and so much more!

## FOR MORE INFORMATION

Call Kayla Smith at (804) 644-0546 x118 or email [k.smith2@betterhousingcoalition.org](mailto:k.smith2@betterhousingcoalition.org).

# 2024 HIGHLIGHTS - 'Fairy Tales, Fables, & Folklore'



2024 HIGHLIGHTS:  
• \$57,066 raised  
• VIP tickets sold out  
• Featured on local news, radio and print outlets  
• 350+ guests  
• 18 teams

# Gingerbread House Challenge

## Sponsorship Levels and Benefits

Benefits	\$500	\$1,000	\$2,500	\$5,000	\$15,000
VIP Tickets		2	4	6	10
Recognition in BHC Annual Report	X	X	X	X	X
Recognition on BHC website	X	X	X	X	X
Mention in event program	X	X	X	X	X
Recognition from podium at event	X	X	X	X	X
Prominent mention in event promotions (print and online) to BHC and Hardywood followers			X	X	X
Team entry *subject to availability				1	2
Opportunity to distribute giveaways					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
<input type="checkbox"/> Frosting	\$500

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:

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*Payable by October 13, 2025*

\*Logos must be received by October 13, 2025, to be included on printed materials.

Please return this agreement to:

Better Housing Coalition  
Attn: Gingerbread Competition  
P.O. Box 12117  
Richmond, VA 23241

Or email to:

Kayla Smith, Director of Community Engagement  
k.smith2@betterhousingcoalition.org

