



**SPONSORSHIP**

**DECK**

2014

[www.habitatla.org](http://www.habitatla.org)



HOLLYWOOD FOR HABITAT FOR HUMANITY  
**BUILD-A-THON**  
 2014

**the FACTS**

The Hollywood for Habitat for Humanity Build-A-Thon (HBAT) is a **tribute to our veteran community** for their service to our country and in recognition of Veterans Day on November 11th. This hands-on building experience will bring together more than 200 volunteers per day to further Habitat's vision of a world where everyone has a decent place to live. We will begin building on two new homes in the **City of Long Beach** while also helping to revitalize the surrounding neighborhood. The build is in partnership with the local government and community stakeholders, including Long Beach Rescue Mission, Lydia House, The Guidance Center and Un Mundo de Amigos Preschool. Entertainment industry executives and talent, corporate leaders, veterans, government officials, community stakeholders and residents and faith groups will build side-by-side with Habitat for Humanity of Greater Los Angeles partner homebuyers during this three-day event.

**the SCHEDULE**

- ★ **TUESDAY, NOVEMBER 4<sup>TH</sup>**  
 Online Twitter Party  
 11 AM - 12 PM  
 Follow @HabitatLA & #HBAT14
- ★ **WEDNESDAY, NOVEMBER 5<sup>TH</sup>**  
 Kickoff Reception  
 6 PM - 8 PM
- ★ **THURSDAY, NOVEMBER 6<sup>TH</sup>**  
 Build Day  
 9 AM - 4 PM
- ★ **FRIDAY, NOVEMBER 7<sup>TH</sup>**  
 Build Day  
 9 AM - 4 PM
- ★ **SATURDAY, NOVEMBER 8<sup>TH</sup>**  
 Build Day  
 9 AM - 4 PM

**the BENEFITS**

**EMPLOYEE ENGAGEMENT**

An opportunity for a select number of high-level executives to build together during the HBAT.

**BRANDING**

Multiple branding opportunities at this build event positions your Company in front of a broad audience.

**MEDIA**

Garner attention for your Company through event specific social and traditional media outreach.

**VISIBILITY**

Position your Company as a socially responsible entity by having representation at the HBAT.

★ *If interested in sponsorship opportunities, a full partnership ★ overview is available upon request.*

**previous SPONSORS**

- ABC ★ Bank of America ★ CAA ★ Cotton Incorporated ★ DirecTV ★ Dow ★ Ernst & Young  
 Faithful Central Bible Church ★ Filmtrack Software ★ Fox Broadcasting Company  
 The Gary Magness Family Foundation ★ HBO ★ Hollywood Sierra Kitchen ★ JCPenney  
 Location Managers Guild of America ★ Lowe's ★ Malarkey Roofing Products ★ Mosaic L.A. ★ NRG  
 O'Melveny & Myers ★ PepsiCo ★ Pepperdine University ★ PricewaterhouseCoopers ★ Sony Pictures Entertainment  
 UCLA ★ Union Bank ★ U.S. Bank ★ USC ★ United Talent Agency ★ Valspar ★ Variety ★ The Vons Foundation  
 The Walt Disney Company ★ Warner Bros. Entertainment ★ Wells Fargo ★ Whirlpool ★ William Morris Endeavor



**WE SERVE. WE HONOR. WE BUILD.**

[www.habitatla.org](http://www.habitatla.org)

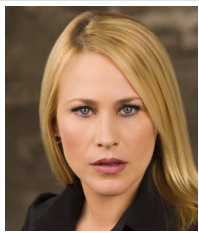


*about*

# HOLLYWOOD FOR HABITAT FOR HUMANITY

Hollywood for Habitat for Humanity (HFHFH) is an entertainment industry partnership with Habitat for Humanity of Greater Los Angeles. Founded in 2000 by Screenwriter, Director and Producer Randall Wallace (*Braveheart*, *Secretariat*, *Heaven is For Real*), HFHFH encourages the entertainment industry to support Habitat for Humanity's goal of eliminating substandard housing worldwide. HFHFH works with talent and industry leaders who support the organization through donations, volunteer hours and advocacy.

## notable **PAST GUESTS**



Patricia Arquette  
Actress



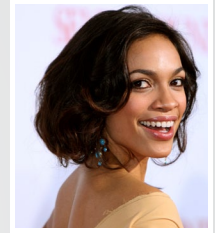
Camilla Belle  
Actress



Julie Bowen  
Actress



Garth Brooks  
Singer-songwriter



Rosario Dawson  
Actress



Matt Kemp  
L.A. Dodgers



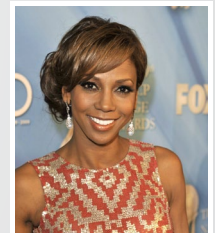
Jared Leto  
Actor/Musician



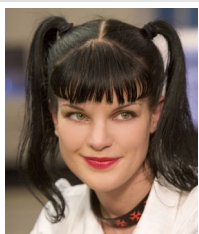
Linkin Park  
Musicians



Ricky Martin  
Musician



Holly Robinson Peete  
Actress



Pauley Perrette  
Actress



Luc Robitaille  
L.A. Kings



Maria Shriver  
Journalist



Robin Williams  
Actor



Chandra Wilson  
Actress



*“Habitat for Humanity is a perpetual motion miracle; everyone who receives, gives and everyone who gives, receives. If you want to live complacent and uninspired, stay away from Habitat. Come close to Habitat and it will change you and make you part of something that changes the world.”*

-Randall Wallace  
Founder, Hollywood for Habitat for Humanity

# HABITAT FOR HEROES

## VETERANS INITIATIVE

The Habitat for Humanity of Greater Los Angeles (Habitat LA) Habitat for Heroes program is an outreach initiative seeking to assist, engage, mobilize and educate military members and veterans about our programs and services.

- ★ **HOMEOWNERSHIP:** Habitat LA recognizes that our veteran population is rapidly growing, with thousands throughout Los Angeles struggling to meet everyday needs, including decent and affordable housing. Habitat LA encourages low-income veterans interested in homeownership to apply.
- ★ **HOME REPAIR:** Habitat LA also has a home repair program for low-income veteran homeowners. Repairs include interior and exterior improvements.
- ★ **VOLUNTEERISM:** Veterans, military personnel and their families understand the meaning of service better than anyone and can play a key role in shaping our communities. We invite our veteran community to join us through one of the various volunteer opportunities available including: working on new homes, renovating and repairing rehabs, volunteering in our ReStore and serving on committees or special event teams.
- ★ **ADVOCACY:** Many veterans in Los Angeles County lack permanent housing. With the rising number of returning military personnel, the need for affordable housing options will continue to increase. Building more homes is not the only solution. Changes in legislative policies are equally important and we encourage our veteran partners to become advocates for change and let their voices be heard!

## VETERANS ADVISORY COUNCIL

The Veterans Advisory Council (VAC) helps guide the outreach efforts of Habitat LA within the veteran community. The VAC assists in the implementation of existing veteran focused programs and helps shape the direction of Habitat LA's veterans outreach initiative. The VAC is comprised of veterans and veteran support organizations that can help steer Habitat LA towards having the greatest possible impact in the Los Angeles veteran community.

**Jorge Betito**  
*CEO/Founder*  
In Helping Others

**PO Sean Culler**  
*Recruiter*  
Recruiting Office L. A.

**CDR Darcie Cunningham**  
*Commanding Officer*  
Base L. A. Long Beach

**Sgt. Thomas Dantin**  
*NCOIC*  
Communications Branch

**Willie Dawson**  
Veterans Outreach  
The Mission Continues

**Ericka Gutierrez**  
*VA/FA Specialist*  
Long Beach City College  
Veterans Services Office

**Kristine Hesse**  
*Women Veterans*  
*Outreach Coordinator*  
National Veterans  
Foundation

**Val Lerch**  
*Former Long Beach*  
*Councilmember*  
D-9

**Ricardo Linarez**  
*Field Deputy*  
Office of  
Councilmember  
Steven Neal, D-9

**Wes Murray**  
*Director*  
Veterans Resource  
Center

**Lydia Ortega**  
Homeless Female  
Veteran & Veteran  
with Families,  
Central San Gabriel  
Valley Work Source

**Tom Rooney**  
*HFH GLA Volunteer*

### Partnering Organizations

*Goodwill SoCal*  
*In Helping Others*  
*The Mission Continues*  
*The National Veterans Foundation*  
*Team Rubicon*  
*The US Air Force*  
*The US Coast Guard*  
*The Veterans Resource Center*

**WE SERVE. WE HONOR. WE BUILD.**

HOLLYWOOD FOR HABITAT FOR HUMANITY BUILD-A-THON



HOLLYWOOD FOR HABITAT FOR HUMANITY

# BUILD-A-THON

2014

- This hands-on building experience will bring together more than 600 high profile volunteers to further Habitat’s mission of eliminating substandard housing one house at a time.
- This event will engage and recognize veterans for their contribution to our country in honor of Veterans Day on November 11<sup>th</sup>.
- This build will focus on our work in the City of Long Beach. In addition to building two new homes, we will also help revitalize the surrounding neighborhood through a variety of repair projects.
- Entertainment industry executives, corporate leaders, veterans, government officials and other volunteers will build side-by-side with Habitat for Humanity of Greater Los Angeles partner homeowners.
- Overall, the Hollywood for Habitat for Humanity Build-A-Thon is designed to increase awareness of Habitat for Humanity’s mission of eliminating substandard housing while raising funds and inspiring people into action.

These projects feature the construction of two new housing units on a 5,000 sq. ft. lot in the City of Long Beach.

## 105 W 14th St



The new home:

- is two stories
- is 1,655 sq. ft.
- has 5 bedrooms
- has 3 bathrooms
- is fully handicap accessible
- has an attached two car garage

## 1411 Pine Ave



The new home:

- is one story
- is 1,330 sq. ft.
- has 4 bedrooms
- has 2 bathrooms
- is fully handicap accessible
- has an attached two car garage

The homes have many green features including:

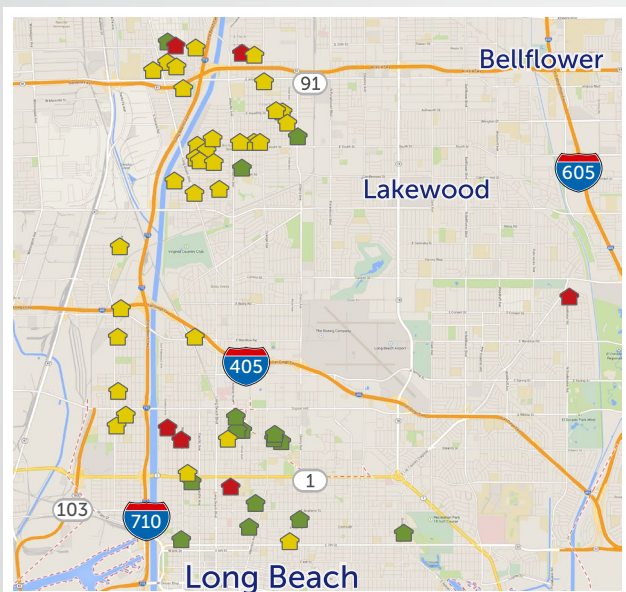
- Drought tolerant yard
- Energy efficient heating system
- Insulation with recycled content
- Low-flow plumbing fixtures
- Solar ready system

*Hollywood for Habitat for Humanity  
Build-A-Thon Impact Area*

# LONG BEACH

Overall, the City of Long Beach has been an important focus area of revitalization for Habitat for Humanity of Greater Los Angeles (Habitat LA).

## PROJECTS IN LONG BEACH



■ Home Repair   
 ■ Rehab   
 ■ New Home

\*Map is not to scale.

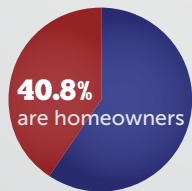
- ★ Since 1990, we have built or renovated 73 homes in the City of Long Beach, resulting in an economic impact of **\$168.6 million** over the last 23 years.
- ★ Our Habitat LA homeowners see an annual savings value of approximately \$7,000 paying their mortgage versus average market rate rent.
- ★ The total number of houses built or renovated in Long Beach result in property tax revenue of over \$310,000 annually.

### Population

2013 estimate - 469,428  
Violent Crimes – 324 (2012)  
Property Crimes – 343 (2012)  
Crime Rate – 3%

**7.0%** <5 yrs  
**24.9%** <18 yrs  
**9.3%** ≥65 yrs

### Homeownership



### Race

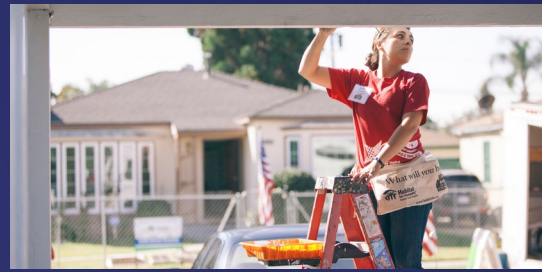
**13.5%** African American alone  
**12.9%** Asian alone  
**40.8%** Hispanic or Latino  
**29.4%** White alone

### Living Below the Poverty Line

**22.8%** Total Population  
**19.3%** Families  
**32.7%** under 18 yrs  
**11.0%** 65 yrs or older

The poverty level is 68.7% greater than the state average and 85.7% greater than the national average.

\*Habitat LA focus area within the Washington neighborhood



2014

**PARTNERSHIP OPPORTUNITIES  
AND BENEFITS**



# PARTNERSHIP *overview*

Habitat for Humanity of Greater Los Angeles seeks to work closely with leading brands who appeal to our target audience. Past partners include:

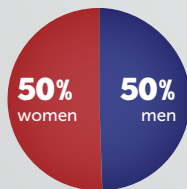


PEPPERDINE UNIVERSITY

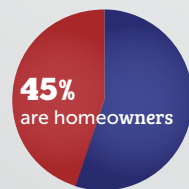


## volunteer **DEMOGRAPHICS\***

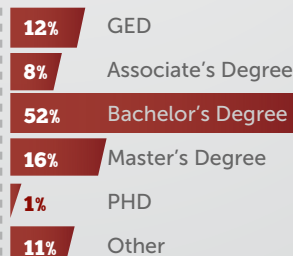
### Gender Distribution



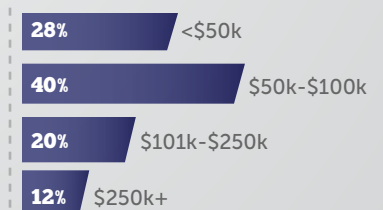
### Homeownership



### Education



### Annual Household Income



\* Based on Hollywood for Habitat for Humanity Build-A-Thon 2013 stats



# Hollywood for Habitat for Humanity

## BUILD-A-THON 2013 IMPACT

### Neighborhood Revitalization Snapshot: **LYNWOOD**

- **\$2.46 million** invested into City of Lynwood
- **1,000+** volunteers, government dignitaries, celebrities and corporations mobilized
- Results (in 7 days): **7 new homes**, **7 restored homes** of veterans and fixed-income families, 2 rehabilitated places of worship and 1 freshly painted commercial building

### **MEDIA** Exposure

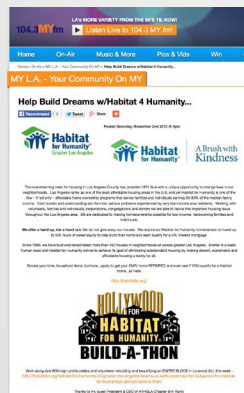
Partners will have the potential to garner significant exposure through event participation. Media opportunities across multiple platforms will include: national and local print, online, national and local TV, as well as social media.



KCAL and KCBS Reporter Julie Sharp interviews President Erin Rank during the Hollywood Build-A-Thon.



Reporter Julie Sharp tweets about the event with members of Kool & The Gang.



104.3 MYFM posts an interview with Erin Rank to their website.



Hollywood for Habitat for Humanity Build-A-Thon 2013 received significant exposure through traditional media (TV and radio) as well as social media (Twitter, Facebook and Instagram) that raised awareness about the event and our work in the City of Lynwood.

**Media Impressions: 7.86M**



2014

# **PARTNERSHIP IMPACT**

*The Fundraising Goal:*

**\$550,000**

*The neighborhood impact  
over the three days:*

**Build two new homes while helping  
revitalize the surrounding neighborhood.**



# Partnership **LEVELS**

STANDARD SPONSORSHIP	\$5k	\$10k	\$15k	\$25k	\$50k	\$75k	\$100k	\$150k
Number of Corporate Build Days <i>(Wed-Sat for up to 20 employees in 2014-15)</i>			1	2	3	4	5	6
Number of Build Spots <i>(During 3-day HBAT)</i>	3	4	5	6	10	12	15	20
Annual Report	★	★	★	★	★	★	★	★
Monthly E-newsletter <i>(52,000+)</i>	★	★	★	★	★	★	★	★
Year-End Corporate Event Invitation	★	★	★	★	★	★	★	★
Guest Blogger Opportunity	★	★	★	★	★	★	★	★
Logo on Registration Website	★	★	★	★	★	★	★	★
Habitat LA's Logo/Link on Company's Website	★	★	★	★	★	★	★	★
Social Media Exposure	★	★	★	★	★	★	★	★
1-hour Twitter Party Invitation	★	★	★	★	★	★	★	★
Product/Marketing Material Featured at Event	★	★	★	★	★	★	★	★
Name in Printed Color Program	★	★	★	★	★	★	★	★
Name/Logo on Event Sponsor Banner	★	★	★	★	★	★	★	★
Logo on Back of Official HBAT T-shirt		★	★	★	★	★	★	★
Inclusion in Event Press Release				★	★	★	★	★
Half Page Ad in Printed Color Program					★	★	★	★
Logo in Printed Color Program					★	★	★	★
Annual Sponsor Recognition Ad					★	★	★	★
Annual Sponsor Recognition Billboard						★	★	★
Corporate Banner						★	★	★
Full Page Ad in Printed Color Program							★	★
Highlighted in Habitat LA's Newsletter Story on Event							★	★
Logo on Step and Repeat							★	★
Partnership Banner							★	★
Logo on Invitation							★	★
Speaking Opportunity							★	★
Logo on Habitat LA's Homepage								★
Partnership Recognition Billboard								★
Partnership Press Release								★



## *Recognition* **BENEFITS**

- ★ **Corporate Build Days:** Opportunity to participate in corporate build day(s) (as available Wednesday - Saturday).
- ★ **Hollywood for Humanity Build-A-Thon:** Build spot(s) for company executives during the annual Hollywood for Habitat for Humanity Build-A-Thon (HBAT) event.
- ★ **Event Press Release:** Inclusion in press release announcing event.
- ★ **Event Sponsor Banner:** Company's logo or name included on HBAT sponsor banner.
- ★ **Printed Color Program:** Company's logo or name in HBAT printed color program.
- ★ **Product/Marketing Material:** Opportunity to showcase product/marketing material to participants during the HBAT.
- ★ **Twitter Party:** The collective use of a specific hashtag within a specified time, with the goal of promoting the HBAT.
- ★ **Social Media Exposure:** Company recognition on Habitat for Humanity of Greater Los Angeles (Habitat LA) social media sites (e.g. Facebook, Twitter, Instagram, Flickr).
- ★ **Guest Blogger Opportunity:** Company representative to write a guest post for Habitat LA's blog ([www.buildingagreaterla.blogspot.com](http://www.buildingagreaterla.blogspot.com)).
- ★ **Year-End Corporate Event Invitation:** Invitation(s) for Company representative(s) to attend Habitat LA's year-end corporate event.
- ★ **Monthly E-newsletter:** Recognition in Habitat LA's monthly email newsletter (with circulation of more than 45,000).
- ★ **Annual Report:** Recognition in Habitat LA's annual report.
- ★ **Partnership Press Release:** Press release highlighting partnership between Company and Habitat LA.
- ★ **Partnership Recognition Billboard:** Habitat LA to create co-branded billboard to recognize partnership with Company.
- ★ **Logo on Habitat LA's Homepage:** Company's logo to be listed on Habitat LA's website homepage ([www.habitatla.org](http://www.habitatla.org)).
- ★ **Speaking Opportunity:** Speaking opportunity for a Company representative at HBAT.
- ★ **Partnership Banner:** Habitat LA to create co-branded banners to be displayed during HBAT and after the event in Habitat LA's ReStores.
- ★ **Event Step 'N Repeat:** Company logo included on backdrop to be used for photo opportunities during HBAT.
- ★ **Corporate Banner(s):** Company has the opportunity to display corporate banner(s) at HBAT.
- ★ **Annual Sponsor Recognition Billboard:** Company logo included on the annual sponsor recognition billboard.
- ★ **Annual Sponsor Recognition Ad:** Company logo in the annual sponsor recognition newspaper ad to be featured in a prominent L.A. newspaper.