



**Habitat**  
for Humanity®  
of the Charlotte Region



**Friday, April 26th**

**The Revelry  
at Camp North End**

PRESENTED BY: **ally**  
do it right.

## 2024 Blue Jean Bash Corporate Partnership Opportunities

The only gala in town where denim is desired, Habitat Charlotte Region's Blue Jean Bash raises funds to create and preserve affordable homeownership while advancing racial equity in housing.

# Blue Jean Bash 2024

## Partnership Opportunities & Benefits

SPONSORSHIP LEVEL	PRESENTING \$50,000	TITLE* \$25,000	LEAD \$10,000	SUPPORTING \$5,000	SUSTAINING \$2,500
<b>Publicity &amp; Engagement</b>	<b>SOLD OUT!!</b>				
Listing in annual Community Impact Report	✓	✓	✓	✓	✓
Recognition in <i>Charlotte Business Journal</i> Thank You ad	logo	logo	name	name	
Recognition on the Blue Jean Bash website	Presenting level	Title level	Lead level	Supporting level	Sustaining level
Featured in post-event coverage	✓	✓			
Volunteer days with reserved site & priority scheduling	2	1			
Pre- and post-event social media mentions	3	2	1		
Use of Habitat Charlotte Region logo (in accordance w/ Habitat brand guidelines)	✓	✓	✓	✓	✓
<b>Event Benefits</b>					
Tickets	20 tickets	14 tickets	12 tickets	10 tickets	8 tickets
Recognition on event materials	logo	logo	logo	name	name
Ad during event slideshow	✓	✓	✓	✓	
Verbal recognition from the podium	✓	✓			
Logo presence on Blue Jean Bash invitation**	✓	✓			
Opportunity to speak at the event	✓				
Solo logo presence on Blue Jean Bash showcase video	✓				
Tax deductible value of sponsorship	\$48,000	\$23,600	\$8,800	\$4,000	\$1,700

**All sponsorship commitments must be received by April 12, 2024 to receive program recognition.**

\* 3 opportunities available: Cocktail Hour, Golden Ticket, Fund the Mission

\*\* Sponsorship commitment must be received by February 16, 2024  
for logo recognition on invitations



Ready to confirm your sponsorship  
or have questions for us?  
704-716-7052  
partnerships@habitatcltregion.org