



HOUSING EDUCATION ALLIANCE RESIDENTIAL TRIUMPH

HEART AWARDS

Full Steam Ahead

Get ready to take a step back in time – then a step forward – as we transport you to where history meets mystery during the sixth annual HEART Awards! You'll experience the heart of a Victorian-aged city morphed into the modern age where anything is possible! It's full steam ahead for this celebration of housing heroes and annual fundraising party to bring the dream of homeownership to life for those served by this award-winning nonprofit organization.



Wednesday, October 23, 2019
Armature Works, Tampa

Attached is a sampling of benefits we can bring together to create a meaningful sponsorship package for your company. Of course, our event designers would be pleased to work with you on any specific ideas you may have as well. *What's important is that you join us in helping to make the dream of homeownership possible for everyone.*

Housing & Education ~ 9215 N. Florida Avenue, Suite 104 ~ Tampa
HeaUsa.org ~ 813.932.HOME



Event: The HEART Awards: Full Steam Ahead
Recognizing Champions of Housing

Date: Wednesday, October 23, 2019
Reception 6 pm; Dinner & Ceremony 7-10 pm
Promotion Timeframe: Through December 2019

Location: Armature Works
1910 N. Ola Avenue, Tampa, FL 33602



Expected Attendance: 350+ Community Leaders and Organization Supporters

Beneficiary: Housing & Education Alliance

Emcee: Lissette Campos, 7-time Emmy Award Winning Journalist

Event Description: The **HEART Awards** has become the premier event in Tampa Bay recognizing individuals and organizations that support housing education, development, and financing for first-time homeowners or home owners at risk. This special event is unparalleled in celebrating those involved in the housing community and features individual success stories from the organizations' constituents and the recipients of the awards themselves during a dynamic evening of celebration and camaraderie. Going into its sixth year, The **HEART Awards** is the Signature Event for the award-winning Housing & Education Alliance – both the host and recipient of this heartfelt fundraising and awareness-building experience.

It's full steam ahead for the **HEART Awards** this year as we transport guests back in time – and where history meets mystery – in one of Tampa's most historic venues! From the heart of the Victorian-era to futuristic fantasies of what tomorrow may bring, *Steam* will be brought to life through thematic décor featuring aesthetic designs inspired by 19th-century industrial steam-powered machinery, plus food and beverage offerings and entertainment. But most importantly, awards given to selfless volunteers and business leaders will celebrate the American dream of home ownership. The **HEART Awards** has consistently provided guests and sponsors alike a one-of-a-kind experience and the 2019 event will be no different – with triumphant stories, high-energy entertainment, and a festive awards party.

Following a sit-down dinner, guests will have an opportunity to demonstrate their support of the Housing & Education Alliance through a brief but valuable fundraising 'ask.' Whether they are attending the **HEART Awards** as an existing supporter of the Housing & Education Alliance or because they want to attend a great party, this is their chance to participate in HEA's success in educating and empowering individuals and families interested in homeownership.



A HEART for Sponsorship:

Just like this event, sponsorship of the **HEART Awards**, to benefit the Housing & Education Alliance, is our focus – ensuring that your investment makes an impact for your company, event guests and those served by the organization. While every dollar raised benefits the mission of the organization, we don't assume that we know what will drive your decision to help provide a solid foundation for this fundraising event. Perhaps it's the brand exposure your company can garner through the marketing and promotion; perhaps it's an opportunity to entertain friends and clients, or simply the much-appreciated generous gesture of corporate philanthropy. Whatever it is, the Housing & Education Alliance team has a HEART for *your* sponsorship – customizing every aspect to make sense for *your* business – at a variety of financial levels.



The **HEART Awards** celebrate the love of home and the American Dream of homeownership which are at the very core of the services the Housing & Education Alliance provides to individuals and families that are facing financial crisis or are in need of guidance and coaching on how to purchase a home the right way. This task is daunting and certainly cannot be done alone, therefore, to recognize the outstanding contributions of leaders in the community (as they relate to helping with housing issues), and celebrate success stories of those they serve, HEA will host the sixth annual **HEART** (H= housing E = education A = alliance R = residential T = triumph) **Awards** - an entertaining and inspiring evening event and recognizing outstanding achievement by individuals, groups and businesses in the following categories:

_____ **Collaboration Award:** Recognizes an individual, organization or partner agency that has made an extraordinary commitment to collaborate with HEA or other organizations to support housing issues throughout the Tampa Bay area and beyond.

_____ **Housing Award:** Recognizes an individual or organization that has excelled in the development or promotion of either a single-family or multi-family development to increase and improve housing opportunities for families and individuals.

_____ **Finance Award:** Recognizes an individual or organization that has helped individuals or groups overcome financial barriers to achieve or sustain homeownership.

_____ **Real Estate Award:** Recognizes an individual or organization that has demonstrated an above and beyond approach to provide professional services to existing or future homeowners.

_____ **HEART for the Homeless Award:** Recognizes an individual or organization that has demonstrated an unwavering commitment to abate homeless issues in the community.

_____ **Education Award:** Recognizes an individual or organization that has made an extraordinary commitment to educating groups and/or individuals about achieving or sustaining homeownership.

_____ **Volunteerism Award:** Recognizes an individual who, without concern for personal gain, has dedicated their time and talent to support education on achieving or sustaining homeownership.

_____ **Leadership Award:** Honors an individual or organization that has made a significant contribution to helping individuals or groups achieve or sustain homeownership.

_____ **P3 Award:** The Public/Private Partnership Award will be given to those Public entities (Cities, Counties) who have demonstrated effective leadership through partnering with Private entities to facilitate catalytic redevelopment projects. Together they will have created healthy communities with gathering spaces, substantial, sustainable housing components that bring into being resident opportunities for individuals



***HEA Named Nonprofit of the Year by PBS; Tampa Latin and Hispanic Chambers of Commerce
Finalist, Tampa Bay Business Journal***



Visionary Sponsor

The **HEART Awards Visionary Sponsor** sees the big picture as it relates to home ownership and building communities while demonstrating their support for the Housing Education & Alliance and its essential services. This important sponsorship role provides funding for this vital fundraising and awareness-building Signature Event. In exchange, the **Visionary** sponsor has the opportunity to build brand loyalty with tickets to the event – that can be used with current or prospective clients or to reward staff, and the highest level of marketing benefits and branding opportunities including company exposure on all event materials as detailed below.

ONSITE

- ◆ Exclusive **category** sponsorship for **your company**
- ◆ Sponsorship benefits tailor-made to meet your company's specific marketing goals
- ◆ Opportunity for **your company** to be introduced at the ceremony and, in conjunction with the emcee, present one award
- ◆ (20) Tickets / Two Tables at the Awards Dinner with premium placement and table signage
- ◆ Opportunity for a static, branded display during the event's reception
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ One full page advertisement in commemorative Awards program, front inside cover
- ◆ Logo included on all **HEART Awards** promotional materials distributed through October 2019
- ◆ All press releases promoting the event
- ◆ Sponsor opportunity to brand company products with **HEART Awards** logo through October 2019
- ◆ Opportunity to provide branded corporate products to all event guests

ONLINE

- ◆ Ad on the **HEART Awards** webpage, with click through to sponsor website through December 2019
- ◆ Sponsor logo on HeaUsa.org home page with click through until December 30, 2019
- ◆ Sponsor recognition on the Housing & Education Alliance's Facebook page through December 2019
- ◆ Logo included on all eblasts promoting the event to current HEA supporters

OPTIONAL

- ◆ A representative from your organization can choose to serve on the committee that selects the award recipients
- ◆ Your company can choose to have one named award, for instance COMPANY NAME *Finance Award* OR be named the Dinner Sponsor



Sponsorship Investment: \$30,000



SOLD!

Development Sponsor

The **HEART Awards Development Sponsor** supports the development of home ownership, while demonstrating their partnership with and for the ongoing development of the Housing Education & Alliance and its essential services. This meaningful sponsorship role provides funding this vital fundraising and awareness-building Signature Event. In exchange, these benefits will afford the sponsor the opportunity to build brand loyalty with tickets to the event – that can be used with current or prospective clients or to reward staff, and a high level of marketing benefits and branding opportunities including company exposure on all event materials as detailed below.

ONSITE

- ◆ Exclusive **category** sponsorship
- ◆ Opportunity to be introduced during the awards ceremony and, in conjunction with the emcee, present one award
- ◆ (20) Tickets / Two Tables at the Awards Dinner with premium placement and table signage
- ◆ Opportunity for a static, branded display during the event's reception
- ◆ Verbal recognition during the ceremony
- ◆ Your company logo included on power point/video presentation and during ceremony
- ◆ All custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIP's throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ One full page advertisement in commemorative Awards program, inside back cover
- ◆ Logo included on all **HEART Awards** promotional materials distributed through October 2019
- ◆ All press releases promoting the event
- ◆ Sponsor opportunity to brand company products with **HEART Awards** logo through October 2019
- ◆ Opportunity to provide branded corporate products to all event guests

ONLINE

- ◆ Ad on the **HEART Awards** webpage, with click through to sponsor website through December 2019
- ◆ Sponsor recognition on the Housing & Education Alliance's Facebook page through October 2018
- ◆ Logo included on all eblasts promoting the event to current HEA supporters

OPTIONAL

- ◆ A representative from sponsor organization can choose to serve on the committee that selects the award recipients

Sponsorship Investment: \$20,000 **SOLD**





Architect Sponsor

The **HEART Awards Architect** Sponsor creates the foundation from which this event is based – the love of home and home ownership – and demonstrates their support for the Housing & Education Alliance and its essential services. In exchange, the **Architect** sponsor receives tickets to the event and powerful marketing benefits and branding opportunities including company exposure on event materials as detailed below.

ONSITE

- ◆ Verbal acknowledgement of your sponsorship from center stage
- ◆ Prominent seating at one VIP table of 10 (10 guests) with company signage
- ◆ Company logo included on power point/video presentation and during ceremony
- ◆ Company Logo on custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIPs throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ One half page, color advertisement in commemorative event program
- ◆ Logo included on all event promotional materials distributed through October 2019
- ◆ All media releases promoting the event

ONLINE

- ◆ Logo on the **HEART Awards** webpage, with click through to sponsor website through December 2019
- ◆ Logo included on a minimum of three eblasts promoting the event to current HEA supporters

Sponsorship Commitment: \$10,000





General Contractor Sponsor

Overseeing the nuts and bolts of building a home, and keeping the project on-track, the **HEART Awards General Contractor** demonstrates their support for the Housing & Education Alliance and its essential services. In exchange, the **General Contractor** sponsor receives tickets to the event and meaningful marketing benefits and branding opportunities including company exposure on event materials as detailed below.

ONSITE

- ◆ Prominent seating at one VIP table of 10 (10 guests) with company signage
- ◆ Company logo included on power point/video presentation and during ceremony
- ◆ Company Logo on custom signage created for display at the event site

IN PRINT

- ◆ Logo included on event invitations mailed to VIPs throughout the Tampa Bay area
- ◆ Logo included on any/all advertising placed in daily newspapers or monthly magazines
- ◆ One quarter, color advertisement in commemorative event program
- ◆ Logo included on all event promotional materials distributed through October 2019

ONLINE

- ◆ Logo on the **HEART Awards** webpage, with click through to sponsor website through December 2019
- ◆ Logo included on a minimum of two eblasts promoting the event to current HEA supporters

Sponsorship Commitment: \$7,500





Builder Sponsorship Opportunities at \$5,000 each

DÉCOR SPONSOR: This year's *Full Steam Ahead* theme will be brought to life through authentic centerpieces, table linens and a variety of native enhancements throughout the event. As the sponsor of the décor, your company will receive branding with a logo on every table sign placed on every guest table (30-35 tables).

COMMEMORATIVE GIFT SPONSOR: To celebrate the fifth year of this Signature Event, we are introducing a commemorative gift that guests will be encouraged to purchase as a collector's item that is also a means to raise funds for HEA. The sponsor of this gift will receive brand recognition on the gift itself that we hope supporters of the Housing & Education Alliance will cherish for a lifetime, and begin a collection which can be added to each year.

RECEPTION SPONSOR: The Reception Sponsor will be acknowledged through branded carpet clings leaving a lasting impression on guests not only as they enter the event and enjoy the reception but also as they leave once the party is over.

APPAREL SPONSOR: The venue's wait and bar staff working the event will humanize your brand by sporting branded shirts, hat or ties throughout the party.

In addition to benefits mentioned above your company will receive:

ONSITE

- ◆ Preferred seating at one table of 10 (10 guests) with signage
- ◆ Company logo included on power point/video presentation and during ceremony
- ◆ Company Logo on custom signage created for display at the event site

IN PRINT

- ◆ Listing on event invitations mailed to VIPs throughout the Tampa Bay area
- ◆ Name included on all event promotional materials distributed

ONLINE

- ◆ Recognition on the **HEART Awards** event webpage and social media platforms through December 2019





Designer Sponsorship Opportunities at \$3,000 each

TAKE HOME DESSERT SPONSOR: The **HEART Awards** guests will leave the event with a sweet memory thanks to the Sponsor of take-home dessert and coffee. Sponsor branding will be included on the disposable cups and dessert bags that attendees will be able to take home.

LIBATIONS SPONSOR: The party will start with a Signature Cocktail, branded with the sponsor's logo, and then continue with complimentary beer and wine offered at branded bars throughout the evening.

ENTERTAINMENT SPONSOR: Your sponsorship sets the tone for the *Full Steam Ahead* theme and will keep guests tapping their toes as our entertainment will encourage them to take a walk on the wild side!

In addition to benefits mentioned above your company will receive:

ONSITE

- ♦ Four tickets to event for company representatives or clients
- ♦ Company Logo on custom signage created for display at the event site

IN PRINT

- ♦ Listing in commemorative event program

