



2026 Big House Party Sponsorship Package

Message from our CEO

Housing is about more than four walls - it creates stability, opportunity and stronger communities. When families have a safe, affordable place to call home, children thrive, parents can plan for the future and communities become more resilient.

Creating these opportunities takes a community. That's why Habitat for Humanity Waterloo Region's **Big House Party, our signature annual fundraising event**, is so important. Each year, local businesses, community leaders and supporters come together to raise critical funds that help more families achieve affordable homeownership.

The success of the Big House Party is made possible through the generosity of corporate partners. Sponsorships and in-kind contributions directly support Habitat's affordable homeownership program, helping provide the resources needed to make housing more accessible for local families.

Supporting the Big House Party is more than sponsoring an event, it's an investment in stronger neighbourhoods, a healthier local economy and a community where more families have the opportunity to thrive. Your partnership demonstrates a commitment to creating lasting local impact while aligning your organization with one of Waterloo Region's most meaningful community events.

Together, we can open more doors to affordable homeownership and create brighter futures for local families.



A handwritten signature in black ink, which appears to read 'Philip Mills'.

Philip Mills
CEO

This annual event offers a range of sponsorship opportunities to suit budgets of all sizes and strives to develop collaborative partnerships that are meaningful for both Habitat Waterloo Region and those who support us.

We invite you to explore the options in this package and encourage you to reach out to us with any questions - we're always open to discussing how a Big House Party sponsorship can align best with your community investment goals.

Exclusive Sponsorships
Community Builder Matching Donor
\$25,000

Presenting Sponsor
\$15,000

Silent Auction Sponsor
\$5,000

Food or Beverage Sponsor
\$2,500

Additional BHP Sponsorships
Multiple of each available
Range from \$500-\$5,000

Please read through this package to learn more about the recognition benefits associated with each sponsorship level and don't hesitate to reach out to us with any questions or ideas about how you could be involved.



What We're Working On

Habitat for Humanity Waterloo Region is excited to be working with local partners on projects across the region.

Shantz Hill Towns

- ❖ Located in Cambridge
- ❖ 24 stacked townhomes
- ❖ 2-, 3- & 4-bedroom units
- ❖ Partnering with Activa for building

St. George Street

- ❖ Located in Kitchener
- ❖ 4 semi-detached homes
- ❖ 5-bedroom units, designed for large families
- ❖ Barrier-free main floor living space

BUILD NOW

— BY HABITAT FOR HUMANITY WATERLOO REGION —

Holborn Court, Kitchener

- ❖ 60 units for homeownership and rental
- ❖ Land donated by City of Kitchener

University Avenue East, Waterloo

- ❖ The largest affordable housing project in Canada
- ❖ Land donated by City of Waterloo

7th Annual Big House Party

Event Sponsorships

Our annual fundraising event is happening on Thursday, October 22nd and runs in conjunction with our online auction. Recognition for some sponsorship levels begin as early as late August and continue through to the completion of the silent auction on October 25th.

In 2025, we were able to raise \$85,000 through this event and hope to surpass that in 2026.

Exclusive Sponsorships

Community Builder Matching Donor \$25,000

- ✓ Recognition of sponsorship "doubling the impact" of funds raised up to \$25,000 in all BHP and Silent Auction promotion - confirming early ensures maximum recognition
- ✓ Remarks, at the BHP, from sponsor representative, promoting your business and voicing your support of our work
- ✓ Recognition in Habitat CEO's BHP speech, highlighting matching donations
- ✓ Company logo prominently featured in all BHP promotions - webpage, signage, e-blasts
- ✓ Logo featured on Donation Station signage at the BHP
- ✓ Recognition on Silent Auction platform
- ✓ Media recognition - social media, radio shout-outs, print media (as available)
- ✓ Recognition in BHP Impact Report article
- ✓ Eight (8) tickets to the BHP
- ✓ One (1) Team Engagement opportunity for your team



Presenting Sponsor \$15,000

- ✓ Remarks, at the BHP, from sponsor representative, promoting your business and voicing your support for our work
- ✓ Recognition in Habitat CEO's BHP speech
- ✓ Company logo prominently featured in all BHP promotions - webpage, signage, e-blasts
- ✓ Media recognition - social media, radio shout-outs, print media (as available)
- ✓ Recognition in Impact Report
- ✓ Six (6) tickets to the BHP
- ✓ One (1) Team Engagement opportunity for your team

7th Annual Big House Party

Event Sponsorships

(continued)

Exclusive Sponsorships

Silent Auction Sponsor

\$5,000

- ✓ Recognition in BHP speech that highlights the Silent Auction
- ✓ Company logo featured in all Silent Auction promotions - webpage, signage, e-blasts
- ✓ Prominent recognition on Silent Auction platform
- ✓ Logo featured on Silent Auction table flyers and signage at the BHP
- ✓ Media recognition - social media, radio shout-outs, print media (as available)
- ✓ Recognition in Impact Report
- ✓ Four (4) tickets to the BHP



Food or Beverage Sponsor

\$2,500 each (or \$5,000 for both)

- ✓ Signage with logo at food and/or beverage stations
- ✓ Recognition in BHP speech
- ✓ Company logo in all BHP promotions - webpage, signage, e-blasts
- ✓ Thank you post on social media
- ✓ Recognition in Impact Report
- ✓ Two (2) tickets to the BHP - Four (4) tickets, if both



7th Annual Big House Party

Event Sponsorships

(continued)

Additional BHP Sponsorships Multiple Available

Building Futures Sponsor

\$2,500-\$5,000

- ✓ Company logo in all BHP promotions - webpage, signage, e-blasts
- ✓ Recognition in BHP speech
- ✓ Thank you post on social media
- ✓ Recognition in Impact Report
- ✓ Four (4) tickets to the BHP



Building Hope Sponsor

\$2,000

Housewarming Sponsor

\$1,000

Friendly Neighbour

\$500

- ✓ Company logo (sized by level) in BHP promotions - webpage, signage, e-blasts
- ✓ Thank you post on social media
- ✓ Recognition in Impact Report
- ✓ Two (2) tickets to the BHP

Big House Party promotion starts in late August!

Confirming your sponsorship in August ensures maximum recognition

If you have any questions or want to join this year's event, you can email us at development@habitatwr.ca

Thank You to Our 2025 Big House Party Sponsors

COMMUNITY BUILDER



PRESENTING SPONSOR Miller Thomson

SILENT AUCTION SPONSOR ABA Architects

BEVERAGE SPONSOR HIP Developments

INDEPENDENCE BUILDERS Cowan Insurance NEO Architecture GSP Consultants Drewlo Holdings Doane Grant Thornton

EXHIBIT SPONSOR Arcadis

FOOD SPONSOR mcCallumSather

HOUSEWARMING SPONSORS Toyota Motor Manufacturing Canada Ferrara TD Wealth Advisory Group

FRIENDLY NEIGHBOUR MTE Consultants

ENTERTAINMENT SPONSOR Something's Always Flying

To join us as a 2026 Big House Party Sponsor,
contact us at development@habitatwr.ca

7th Annual Big House Party

SAVE THE DATE

A Fundraising Event by
Habitat Waterloo Region
Thursday, October 22nd
THEMUSEUM
10 King St W Kitchener
6:00pm-9:00pm

Tickets on sale September 10th

Scan QR code

or visit us at habitatwr.ca

Limited number of tickets available

