



30 miles over 30 days to celebrate 30 years

Corporate Sponsorship Opportunities

Be a part of a brand new, virtual walk experience and:

- Create a sense of unity and community as we virtually "come together" to support Habitat for Humanity of Northern Virginia (Habitat NOVA) and celebrate 30 years of building stronger communities while also practicing social distancing.
- Raise funds for Habitat NOVA to support programs that help lower income families achieve their dreams of affordable homeownership.
- Encourage Habitat NOVA partners and their employees to get some exercise, promote healthy habits, and enjoy the fresh Fall air for an incredibly valuable cause.

What is a virtual walk and how does it work?

Once a participant signs up, they will receive an email with a link to our Movespring map where you will be able to join the event, track your miles and follow along with our interactive map. You can download the Movespring app and connect your fitness tracker to automatically track your steps. You can also manually enter your miles or exercise of choice to the website.

As you move, you will follow along our map where you'll be able to discover and trace our milestones along the way. You can also connect with other participants and share your journey as you complete the challenge. We will have a special walk playlist, as well as an online photo album on facebook where participants will be able to share photos as they move with fellow walkers and their friends and family.

Registration occurs October 13th to October 31st

Walk Towards Home Event will start on November 1st and end on November 30th

Each participant who registers by November 1st will receive a special gift, delivered to their home.

Registration Fees:

\$40 per person

\$35 per person for a corporate team of 10 or more

\$20 per child (13 years or younger) - each child will receive a registration packet but will track their miles under a parent or guardians account

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Sign up your employees to participate in this unique activity. It's fun, healthy, and a great way to engage your staff members in safely supporting Habitat for Humanity of Northern Virginia.

Want to do even more? Consider being an event sponsor!

MARQUIS SPONSORSHIP: \$10,000 (ONE AVAILABLE)

- Your company logo prominently included on the Walk Towards Home registration website and on the informational card in the gift to attendees
- Your company logo included on event promotion to Habitat NOVA supporters, reaching thousands of stakeholders via email and social media marketing
- Opportunity to submit a 1 minute video, welcoming participants to the Walk Towards Home as the event's Grand Marshal, to be shared with participants as they begin
- Social media recognition, as we will tag your company's social media accounts and link to your website!
- Opportunity to submit recommended songs for a custom Walk Towards Home Spotify playlist
- Opportunity for three sponsorship postings on the Walk Towards Home downloadable app
- Recognition at two future Habitat NOVA events, either virtual or in-person
- Invitation to a Habitat NOVA home dedication ceremony
- One team of up to ten complementary event participants

GOLD SPONSORSHIP: \$7,000 (ONE AVAILABLE)

- Your company name included on the Walk Towards Home registration website
- Naming rights to the virtual photo album of participants photos
 - "Habitat NOVA Walk Towards Home Photos, Sponsored by Your Company."
 - We will tag your social media channels and link to your website!
- Social media shout outs from Habitat NOVA platforms
- Opportunity to submit recommended songs for a custom Walk Towards Home Spotify playlist
- Opportunity for two sponsorship postings on the Walk Towards Home downloadable app
- Recognition at a future Habitat NOVA event, either virtual or in-person
- Invitation to a Habitat NOVA home dedication ceremony
- One team of up to seven complementary event participants

SILVER SPONSORSHIP: \$5,000

- Social media shout outs from Habitat NOVA platforms
- Your company logo included on the Walk Towards Home registration website
- Opportunity to submit recommended songs for a custom Walk Towards Home Spotify playlist. Recognition at a future Habitat NOVA event, either virtual or in-person
- One team of up to five complementary event participants

BRONZE SPONSORSHIP: \$2,500

- Social media shout outs from Habitat NOVA platforms.
- Your company name included on the Walk Towards Home registration website
- Recognition at a future Habitat NOVA event, either virtual or in-person
- One team of up to three complementary event participants

**To confirm your sponsorship, please contact Michael Burke, Director of Corporate & Foundation Relations:
mburke@habitatnova.org or 703-521-9890 x.104.**