

# UpScale ReSale

INTERIOR DESIGN CHALLENGE



SPONSORSHIP PACKET

**VIP PREVIEW PARTY**

FRIDAY, MARCH 15  
6PM TO 9PM

**GENERAL ADMISSION**

SATURDAY, MARCH 16  
9AM TO 2PM



Cape Fear  
 **Habitat for Humanity®**  
**ReStore**

# THANK YOU FOR YOUR CONSIDERATION

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Dear Friend of Cape Fear Habitat for Humanity,

We invite you to partner with us as a sponsor for the UpScale ReSale & Design Challenge to benefit Cape Fear Habitat for Humanity. The UpScale ReSale is more than a design show; it is Wilmington's most creative fundraising event that supports affordable housing efforts in our community.

As Director of our area ReStores, I am committed to making this an enjoyable community event that raises substantial awareness concerning the need for affordable housing in the Cape Fear region. So far, the past seven UpScale ReSale events have raised over \$175,000 toward that effort. In this our 8th year, we are determined to build off the success of past events and raise \$50,000 to support our mission of building homes, communities, and hope.

Supporting the UpScale ReSale event will provide you with an opportunity to support local affordable housing efforts while also increasing your company's brand in the community. Together with your help and generosity, we will reach our goal.

With that in mind, enclosed are ways in which you can support the UpScale ReSale & Design Challenge!

Sincerely,



**BRENT BYERS**

Director of ReStores & UpScale ReSale Committee Chair



# ABOUT THE UPSCALE RESALE

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The UpScale ReSale & Design Challenge is 2-day fundraising event that brings together local designers in our community, who stage 10x10 vignettes using recycled, refinished and repurposed merchandise selected from Habitat ReStores. These beautiful vignettes are displayed at our Friday night VIP Preview Party, where guests vote for the People's Choice and Most Creative Transformation awards. Awards are presented at the VIP Preview Party, where guests are given the opportunity to purchase the professionally repurposed vignette items to benefit Cape Fear Habitat for Humanity.

# ABOUT CAPE FEAR HABITAT FOR HUMANITY

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**Our Vision:** A world where everyone has a decent place to live.

Cape Fear Habitat for Humanity was established in 1987 and has served more than 200 hard-working families through the construction and rehabilitation of homes in the Cape Fear Region. Our families partner with us throughout the build process and pay affordable mortgages on the completed homes. Individuals in need of affordable housing are able to build strength, stability & self-reliance through our homeownership program. The ReStore is a donation center and home store that supports Cape Fear Habitat while offering affordable access to home goods and building supplies in our community. Together, we strive to build homes, hope and community in the Cape Fear Region.

# PLATINUM TITLE • \$5,000

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## Sponsorship Benefits:

- Maximum brand visibility
  - "Presented by" status on ALL digital communications, website & marketing campaigns
  - Company logo on volunteer aprons worn at the event and year-round at our ReStores
  - Logo placement on exterior signage of Ogden ReStore (exposure to over 40,000 cars in traffic volume each day!)
  - 8+ exclusive social media posts highlighting your company's support
- Presence at the UpScale ReSale
  - 8 complimentary VIP Event Tickets
  - Help to kick off Friday night's VIP Preview Party Present the awards ceremony



# GOLD SPONSOR • \$3,500

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## Sponsorship Benefits:

- Superior brand visibility
  - Logo placement on all event banners, website, digital communications & marketing campaigns
  - Company logo on volunteer aprons worn at the event and year-round at our ReStores
  - 4+ exclusive social media posts highlighting your company's support
- Presence at the UpScale ReSale
  - 6 complimentary VIP Event Tickets

## SILVER SPONSOR • \$2,500

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### Sponsorship Benefits:

- Generous brand exposure
  - Logo placement on marketing & promotional materials
  - Hyperlinked name in all email marketing
  - Acknowledgement for contribution in thank you messages & marketing campaigns
  - 2+ exclusive social media posts highlighting your company's support
- Presence at the UpScale ReSale
  - 4 complimentary VIP Event Tickets



## BRONZE SPONSOR • \$1,000

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### Sponsorship Benefits:

- Moderate brand visibility
  - Logo placement on marketing & promotional materials
  - Inclusion in all email marketing
  - Acknowledgement for contribution in thank you messages & marketing campaigns
  - 1+ exclusive social media posts highlighting your company's support
- Presence at the UpScale ReSale
  - 2 complimentary VIP Event Tickets



# COMMUNITY REACH



AS OF DECEMBER 2023

## RESTORE PRESENCE



**2,200+**  
TRANSACTIONS  
PER WEEK

**3**

CAPE FEAR  
HABITAT RESTORE  
LOCATIONS

**40,000+**  
CARS PER DAY TO VIEW  
SIGNAGE AT OGDEN

## SOCIAL MEDIA IMPACT



FOLLOWERS ON  
FACEBOOK

**11K+**  
POST REACH  
PER MONTH



**2,580**  
FOLLOWERS ON  
INSTAGRAM

## ON SITE MARKETING AT THE EVENT

SPONSOR POSTERS ON DISPLAY

SPONSOR SHOUT OUTS

OPPORTUNITY TO SPEAK/PROMOTE YOUR  
BUSINESS (PLATINUM SPONSORS)

## DIGITAL MARKETING

**40,000**

DIRECT EMAIL CONTACTS



**STRONG EMAIL CAMPAIGN**  
via Constant Contact  
promoting the UpScale  
ReSale event



**RADIO ADS**  
Played on multiple popular  
stations for months leading  
up to event



**RESTORE TV**  
Promoting UpScale ReSale,  
including Platinum & Gold  
sponsors on TVs in ReStores

# READY TO BECOME A SPONSOR?

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Please reach out with any questions or to commit to your sponsorship package today!

Thank you for supporting our mission to bring our community together to build homes, communities & hope.

BRENT BYERS  
RESTORE DIRECTOR  
910-762-4744 EXT. 127  
BRENT@CAPEFEARHABITAT.ORG

[CAPEFEARHABITAT.ORG/UPSCALE-RESALE](https://CAPEFEARHABITAT.ORG/UPSCALE-RESALE)

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Habitat for Humanity®  
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