

# UpScale ReSale

INTERIOR DESIGN CHALLENGE



## VIP PREVIEW PARTY

FRIDAY, APRIL 24TH  
6PM TO 9PM

## GENERAL ADMISSION

SATURDAY, APRIL 25TH  
9AM TO 2PM



Cape Fear  
 Habitat for Humanity®  
**ReStore**



# ABOUT UPSCALE RESALE

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The UpScale ReSale & Design Challenge is a two-day fundraising event that engages local designers to create 10 x 10 vignettes using repurposed, refinished, and recycled items sourced from Habitat ReStores. These professionally staged displays are unveiled during Friday's VIP Preview Party, where guests vote for the People's Choice and Most Creative Transformation awards and have the opportunity to purchase featured items. The event opens to the public on Saturday, with all proceeds benefiting Cape Fear Habitat for Humanity.

# ABOUT CAPE FEAR HABITAT FOR HUMANITY

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Cape Fear Habitat for Humanity was established in 1987 and has served more than 400 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. Families are able to build their future home and financial independence 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.

# OUTREACH CAPACITY\*

\*AS OF SEPTEMBER 2025

## RESTORE PRESENCE



**2,500+**  
TRANSACTIONS  
PER WEEK

NEW HANOVER COUNTY  
RESTORE LOCATIONS IN  
MONKEY JUNCTION & OGDEN

**90,500+**  
CARS PER DAY TO VIEW  
SIGNAGE AT RESTORES

## EVENT SITE MARKETING

*UpScale ReSale*

**400+ PEOPLE**

- SPONSOR POSTERS ON DISPLAY
- SPONSOR SHOUT OUTS
- OPPORTUNITY TO SPEAK/PROMOTE

## SOCIAL MEDIA IMPACT



FOLLOWERS ON  
FACEBOOK



**11K+**

POST REACH  
PER MONTH



**2,900**

FOLLOWERS ON  
INSTAGRAM



Cape Fear  
**Habitat for Humanity**

**SIGNAGE AT  
UPSCALE  
HOMEBUILD**



**RESTORE TV AND  
DIGITAL SIGN ADS**

## MARKETING PLATFORMS

DIRECT EMAIL CONTACTS



**48,000**

RESTORE TV



DIGITAL & PRINT



BILLBOARDS



RADIO ADS



30 OFF LOCAL



DIGITAL & PRINT



BILLBOARDS



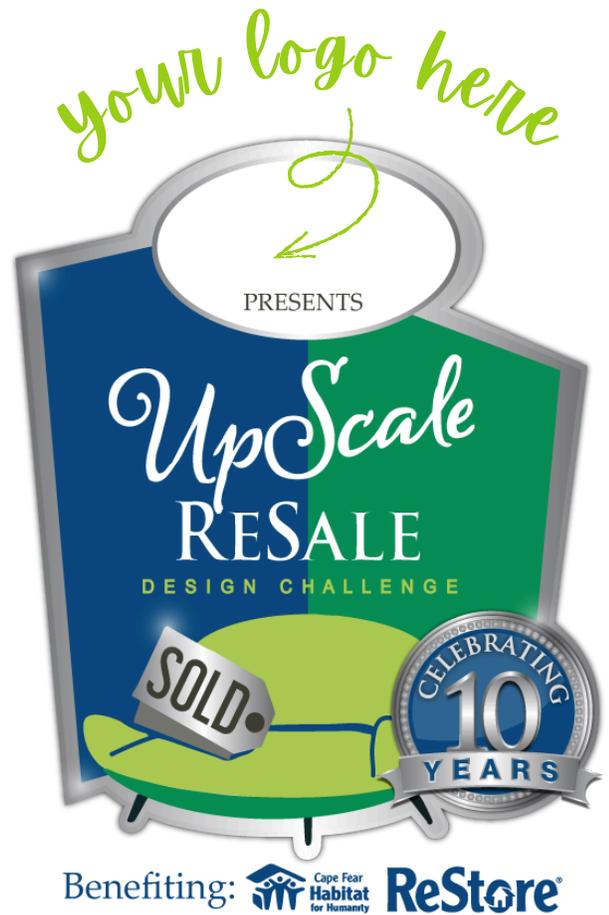
LOCAL DAILY MEDIA



# PRESENTING SPONSOR • \$10,000

## POWERFUL IMPACT. PREMIUM EXPOSURE.

- **Exclusive "Presented by" Sponsorship Status**
  - **Maximum Brand Visibility** through our extensive network of advertising partners, direct email, social media & more!
  - **High-impact signage** displays your logo everywhere UpScale is promoted, including billboards, exterior signage at Ogden & Monkey Junction ReStores (*exposure to > 90,500 cars each day!*), and at the UpScale Homebuild Construction Site.
- **VIP Presence at the UpScale ReSale**
  - 8 complimentary VIP Event Tickets
  - Speaking and awards presentation opportunities
  - Join us in kicking off Friday night's VIP Preview Party
- **Commemorative Plaque** for your business to display in your office as Presenting Sponsor of UpScale ReSale
- **Acknowledgement** for your generous contribution in public thank you messages, posts, and our newsletter.
- **Staff Development and Enrichment** opportunities: Housing build days, UpScale wall painting, Shabby Chic furniture



# BREEZEWAY BOUTIQUE SPONSOR • \$7,500

## All Perks of a Framework Sponsor AND:

- Exclusive BreezeWay Boutique sponsor at event
- Sign recognition (in BreezeWay)
- Signage and logo visibility on tables
- Shoutouts by MC at VIP event
- Exclusive social media posts highlighting your company's support
- Hyperlinked name in all email marketing
- Staff development and culture enrichment opportunities: Housing build days, UpScale wall painting, Shabby Chic furniture
- Total of 8 complimentary VIP Event Tickets
- Free furniture pick up 1-2 days before event

FINANCIAL GIFT OR IN-KIND FURNITURE DONATIONS ACCEPTED

# BEER GARDEN SPONSOR • \$5,000

## All Perks of a Framework Sponsor AND:

- Exclusive Beer Garden sponsor at event
- Sign recognition (in Beer Garden)
- Logo paired with UpScale ReSale logo on all cups at VIP event
- Signage and logo visibility on outdoor bar and tables in garden area
- Shoutouts by MC at VIP event
- Hyperlinked name in all email marketing
- Exclusive social media posts highlighting your company's support
- Staff development and culture enrichment opportunities: Housing build days, UpScale wall painting, Shabby Chic furniture
- Total of 6 complimentary VIP Event Tickets

FINANCIAL GIFT OR IN-KIND FURNITURE DONATIONS ACCEPTED

# COURTYARD SPONSOR • \$3,000

## All Perks of a Framework Sponsor AND:

- Sign recognition (in Courtyard tent)
- Signage and logo visibility on Courtyard tent and at every table
- Shoutouts by MC at VIP event
- Exclusive social media posts highlighting your company's support
- Hyperlinked name in all email marketing
- Staff development and culture enrichment opportunities: Housing build days, UpScale wall painting, Shabby Chic furniture
- Total of 6 complimentary VIP Event Tickets

# FRAMEWORK SPONSOR • \$2,000

## Sponsorship benefits:

- Generous brand exposure
  - Logo placement on website, digital communications, marketing campaigns, ReStore TV, Digital Road Signs
- Logo and brand recognition at VIP event
- Acknowledgement for contribution in thank you messages & marketing campaigns
- Group social media posts highlighting your company's support
- 4 complimentary VIP Event Tickets

# OTHER WAYS TO SUPPORT

EVERY UPSCALE SPONSORSHIP HELPS SUPPORT  
**CAPE FEAR HABITAT FOR HUMANITY'S MISSION**  
TO BUILD HOMES, COMMUNITIES, AND HOPE

⎵ A DONATION OF THE AMOUNT BELOW COULD HELP WITH ⎵  
THE FOLLOWING ITEMS FOR THE EVENT:

\$100 PRINTING SUPPLIES  
\$200 LIGHTING & ELECTRICAL  
\$300 SHABBY CHIC SUPPLIES  
\$350 TEAM FOOD & DRINKS  
\$500 OFFICIAL RAFFLE  
\$750 AUDIO EQUIPMENT  
\$1,000 THE ET CETERA FUND  
& SILENT AUCTION ITEMS

## Sponsorship Benefits:

2 complimentary VIP Event Tickets per \$200 sponsorship • Logo & brand displayed on item throughout event  
Acknowledgement for contribution in thank you messages

*All levels are also available by request as "Silent Sponsorships" for those who prefer not to be publicly recognized*



# READY TO BECOME A SPONSOR?

Please reach out with any questions or to commit to your sponsorship

Dear Friend of Cape Fear Habitat for Humanity,

Thank you for your interest in partnering with us as a sponsor for the Cape Fear Habitat for Humanity UpScale ReSale & Design Challenge. 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. In the past 9 years, this event has raised over \$180,000 toward that effort. We are determined to build off the success of past events and raise \$50,000 in a single event 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.

Sincerely,

*Brent Byers*

**BRENT BYERS**

Director of ReStores & UpScale ReSale Committee Chair

910-762-4744 EXT. 127

[Brent@capefearhabitat.org](mailto:Brent@capefearhabitat.org)



Cape Fear  
Habitat for Humanity®  
ReStore