UpScale ReSale

DESIGN CHALLENGE

HOTEL BALLAST | 301 N WATER ST



SPONSORSHIP PACKET



VIP PREVIEW PARTY

FRIDAY, MAY 7TH

6PM TO 9PM

GENERAL ADMISSION

SATURDAY, MAY 8TH

9AM TO 2PM

ReStore®

Cape Fear Habitat for Humanity



ABOUT UPSCALE RESALE

The UpScale ReSale Design Challenge celebrates creativity, sustainability, and community. Local designers showcase beautifully curated 10 x 10 vignettes featuring donated ReStore items they have reimagined, repurposed, and upcycled. Guests vote for their favorite designs and shop the vignettes, with every dollar raised reinvested to support Cape Fear Habitat for Humanity's mission.

ABOUT CAPE FEAR HABITAT FOR HUMANITY

Since 1987, Cape Fear Habitat for Humanity has partnered with more than 500 local families to build affordable homes and complete critical home repairs throughout the Cape Fear region. Families work alongside volunteers and purchase their homes through affordable mortgages, creating pathways to stability and financial independence. Proceeds from the ReStore help fund this work while providing affordable home goods and building materials to local residents. Together, we are building homes, communities, and hope.

ABOUT YOU

Your sponsorship provides exposure for your brand before, during, and beyond the event while connecting your business with a local audience that cares deeply about their community.

OUTREACH CAPACITY*

*AS OF SEPTEMBER 2026

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

ON-SITE EVENT MARKETING

UpScale RESALE

400+ PEOPLE

- COMPLIMENTARY TICKETS
- BRAND ACTIVATION
- MC SHOUT OUTS
- SPEAKING OPPORTUNITIES
- SPONSOR POSTERS ON DISPLAY

SOCIAL MEDIA IMPACT

16K+ FOLLOWERS ON FACEBOOK

70K+ POST VIEWS PER MONTH

3,300 FOLLOWERS ON INSTAGRAM

RESTORE TV AND DIGITAL SIGN ADS

ReStore

SIGNAGE AT UPSCALE HOMEBUILD



MARKETING PLATFORMS

DIRECT EMAIL CONTACTS

48,000

DIGITAL & PRINT

Social Indoor

BILLBOARDS

GREY OUTDOOR, LLC

RADIO ADS

30 OFF LOCAL

WILMINGTONBIZ — WILMINGTON'S HOMEPAGE FOR BUSINESS

WILMA

DIGITAL & PRINT

LAMAR

BILLBOARDS

SUNRISE BROADCASTING

93.7 FM THE DUDE — www.GottaLoveTheDude.com

SUNNY 103.7 — More Music · More Variety

LOCAL DAILY MEDIA

THE PENGUIN 98.3FM

Z107.5 fm

SPONSORSHIP LEVELS & BENEFITS

	UpScale ReSale Sponsorship Levels & Benefits	Presenting Sponsor $10,000	VIP Experience Sponsor $2,000-$5,000	Community Sponsor $1,000-2,000	Supporter $500	BreezeWay Boutique Sponsor $10,000 (IN-KIND)
The Build Up	**Co-Branded Press Release**	✓				
	Co-Branded Billboards ($5k Value)	✓				
	ReStore (Roadside + TV) Signage (100K Views Per Day!)	✓	✓	✓		
	Additional Marketing & Partner Promotions	✓				
	UpScale ReSale Website	Featured Spotlight	Logo	Logo	Logo or Name	Logo
	Social Media Promo Posts & Reels	Multiple Customized	Customized	Customized	Group posts	Customized
	Newsletter	Premium Placement (Multiple Mentions)	✓	✓	✓	✓
The Event	**Tickets to VIP Preview Party** (Friday)	10	4-8	2-4	2	6
	Tickets to General Admission (Saturday)	10	6	4	2	6
	Framed Logo at Donor Recognition Table	✓	✓	✓	✓	✓
	Step & Repeat Photo Op	✓				
	Prominent Signage	✓	✓			✓
	Speaking Opportunities	✓	✓	✓		✓
	MC Acknowledgement	Individual (Multiple Mentions)	Individual	Individual	Group	Individual
Post-Event & Ongoing Impact	**Proud Sponsor Plaque**	✓				
	Social Media Thank Yous	Individual Acknowledgment	Group Acknowledgment	Group Acknowledgment	Group Acknowledgment	Group Acknowledgment
	DIGITAL Badge (Showcasing Support of Habitat)	✓	✓	✓		✓
	Impact Report Acknowledgment	Logo	Name	Name		Name
	Priority Option for Next Year	✓	✓	✓	✓	✓
	Post-Event Good Vibes	✓	✓	✓	✓	✓

All levels are **customizable** & can include an **in-kind** portion.

Please reach out to Shannon@CapeFearHabitat.org to explore options.

PRESENTING SPONSOR • $10,000

POWERFUL IMPACT. PREMIUM EXPOSURE. LASTING LEGACY.

- **Premium Brand Visibility** through press releases, direct emails, social media, our website and extensive network of advertising partners in the Cape Fear region.
- **High-Impact Signage** means your logo goes everywhere UpScale is promoted, including billboards (**$5k+ value**), exterior signage at Ogden & Monkey Junction ReStores *(exposure to **over 90,500** cars each day!)*, and at the UpScale Homebuild Construction Site.
- **Co-Created content** to meet your marketing needs.
- **VIP Presence at UpScale ReSale**
  - 10 Complimentary VIP Event Tickets
  - Speaking and awards presentation opportunities
  - Optional activation space at the event
  - Co-branded Step & Repeat for event photo ops
  - Priority placed framed logo at Donor Recognition table
- **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, social posts, our annual Impact Report, and monthly newsletter.
- **Staff Development and Enrichment** opportunities like Housing build days, UpScale wall painting, and more!



Benefiting: ReStore
Cape Fear Habitat for Humanity



BREEZEWAY BOUTIQUE SPONSOR • $10,000*

- Exclusive BreezeWay Boutique sponsor at event
- Sign recognition (in BreezeWay)
- Signage and logo visibility on tables
- Free furniture pick up 1-2 days before event
- Staff enrichment opportunities: Housing build days, UpScale wall painting, and more!
- Customized social media posts highlighting your company's support
- Shoutouts by MC at VIP event
- Logo displayed at Donor Recognition Table
- 6 complimentary VIP Event Tickets
- 6 General Admission Tickets

*IN-KIND FURNITURE DONATIONS ACCEPTED

VIP EXPERIENCE SPONSOR • $2,000 - $5,000

- Activation Space for your brand/product OR your brand's logo & "Sponsored By" signage at VIP Experience of your choice.
- Brand exposure on website, digital communications, and Sponsor ad on ReStore digital road signs (*Limited Quantity*)
- Staff enrichment opportunities: Housing build days, UpScale wall painting, and more!
- Customized social media posts highlighting your company's support
- Shoutouts by MC at VIP event
- Logo displayed at Donor Recognition Table
- 4-6 complimentary VIP Event Tickets
- 6 General Admission Tickets

COMMUNITY SPONSOR • $1,000 - $2,000

- Brand exposure on website, digital communications, and Sponsor ad on ReStore digital road signs (*Limited Quantity*)
- Staff enrichment opportunities: Housing build days, UpScale wall painting, and more!
- Customized social media posts highlighting your company's support
- Shoutouts by MC at VIP event
- Logo displayed at Donor Recognition Table
- 2-4 complimentary VIP Event Tickets
- 4 General Admission Tickets

SUPPORTER • $500

- Logo or name displayed at Donor Recognition Table
- MC group shout-out at VIP Preview Party (thanking "All UpScale Supporters")
- Name listed on website, social media as supporter
- Thanked in group social posts
- 2 complimentary VIP Event Tickets
- 2 General Admission Tickets

READY TO BECOME A SPONSOR?

Please reach out with any questions or to begin your sponsorship

Dear Friend of Cape Fear Habitat for Humanity,

Every year, one Wilmington event showcases the power of creativity, sustainability, and the remarkable ripple effect of giving.

The Cape Fear Habitat for Humanity UpScale ReSale & Design Challenge demonstrates how donated furniture and décor can be reimagined into beautiful vignettes while showing what's possible when our community comes together around a common goal.

Every ticket purchased, sponsorship secured, and item sold helps Cape Fear Habitat create opportunities for local families to build and purchase safe, affordable homes.

As we prepare for the 2027 UpScale ReSale event, we invite you to be part of this story. Your sponsorship demonstrates your commitment to our community while connecting your brand with an audience that values creativity, sustainability, and giving back.

Together, we can create lasting change for families throughout the Cape Fear region.

Sincerely,

Brent Byers

BRENT BYERS
Director of ReStores & UpScale ReSale Committee Chair
910-762-4744 EXT. 127
Brent@capefearhabitat.org



ReStore
Cape Fear Habitat for Humanity