

Habitat for Humanity  
Greater Ottawa Presents

# STEEL TOES & STILETTOS GALA

20th Emerald Anniversary  
*there's no place like home!*

**November 8th, 2025**  
Infinity Convention Centre

Proudly presented by:

**LAURIN** 



Greater Ottawa  
**Habitat for Humanity®**  
**Habitat pour l'humanité®**  
La Grande Région d'Ottawa

# opening doors to affordable homeownership

At **Habitat for Humanity Greater Ottawa**, we believe that a safe, decent, and affordable home is the foundation for a brighter future. Yet today, far too many families in our own community are trapped in a cycle of unaffordable rents, overcrowded conditions, or unsafe and unhealthy living environments. We are in a housing crisis, and it can no longer be ignored. **Over 80% of Canadians now feel the dream of homeownership — once a cornerstone of stability and prosperity — is increasingly out of reach.**

**We are changing that. And we invite you to join us.**

---

## the Habitat solution

For over 30 years Habitat Greater Ottawa has been the **only** local charity offering families in Ottawa and surrounding communities a sustainable path to affordable homeownership. We build safe and decent housing that bridge the gap between rental and traditional home buying for low- to middle-income families, and our Habitat homes remain affordable forever. Our Affordable Homeownership model provides:

- 🔑 **Affordable, geared-to-income mortgages** that ensure no local family pays more than 30% of their gross income on housing and families never pay a down payment.
- 🔑 **A hand-up, not a handout** where families contribute 500 volunteer hours to their community and participate in financial literacy and home maintenance education.
- 🔑 **Long-term impact for families and communities.** Habitat homeowners gain the stability to pursue higher education, advance careers, improve health, and contribute to their community.



Habitat Greater Ottawa has helped **over 100 families** access safe and affordable housing, including over 200 children!



A vast majority of Habitat homeowners report **improved physical health and mental well being.**



Habitat homeowners have earned **\$65 million** more in total income relative to if they continued renting.

*"It has only been a few months since we moved into our home, but we have already seen countless small and big changes in our lives. We no longer have the anxiety of living paycheck to paycheck and uncertainty of the future. We look forward to being able to save up for our children's education.*

*– Amang & Ceu, Habitat Homeowners*





Guests from eQ Homes at our 18<sup>th</sup> Annual Steel Toes & Stilettos Gala in 2023.

## join us for an emerald celebration!

Habitat Greater Ottawa invites you to our most anticipated event of the season! Join us for our **20<sup>th</sup> annual Gala** on **November 8<sup>th</sup>, 2025**, at the **Infinity Convention Centre**. In celebration of this emerald anniversary, guests—including **industry leaders and influencers from the private and public housing sector**—will experience an unforgettable evening in celebration of building better, brighter futures for local families.

Investing in affordable homeownership offers businesses like yours an opportunity to **demonstrate leadership** in corporate social responsibility while **contributing to a healthier, more productive society**.

## lead the way with Habitat Greater Ottawa

Our Habitat network of supporters includes **tens of thousands** of individuals across multiple platforms. By becoming a Gala Sponsor, your company name or logo will be prominently featured across these channels leading up to and during the event.

**18.7k**

followers across  
social media  
platforms.

**10k**

newsletter  
subscribers.

**82k**

annual website  
visitors.

**500+**

Gala guests  
including industry  
leaders and  
influencers!

## build your brand

while building homes.

Not only is partnering with Habitat a great way to help families and communities, it's good for business. The Harris Poll 2016 Equitrend Equity Score ranked Habitat for Humanity as one of the world's most recognizable brands.

Habitat brand perception quality scored within the top 10% of all brands tested, and was scored as one of the top five brands considered when choosing a charity to engage with. Additionally, Habitat received top scores for emotional connection and social impact.

### Key consumer insights:

- 93% of Habitat Greater Ottawa supporters would switch brands to one associated with Habitat Greater Ottawa if price and quality were the same.
- 95% of people agree that companies should support good causes.

### Key employee insights:

- 80% of employer-supported volunteers believe that group volunteering strengthens their relationships with colleagues and clients.
- Engaging in hands-on employer supported volunteer programs resulted in higher productivity and engagement scores.

# GALA SPONSORSHIP OPPORTUNITIES

## Awards Sponsor \$15,000

- 🏠 Ten tickets, preferred seating and corporate logo on table
- 🏠 Present the annual Excellence in Action or Volunteer Leadership Award
- 🏠 Corporate name and logo on Gala communications
- 🏠 Full-page program advertisement
- 🏠 Recognition in CEO or Board member's Gala speech
- 🏠 One year of recognition on our website, including company logo
- 🏠 Social media recognition (Facebook, Instagram, LinkedIn)
- 🏠 Opportunity to use our logo on your corporate website for one year
- 🔨 Team Day for 10 participants, including additional photos and social media team featured at the 2026 Steel Toes & Stilettos Gala
- 🏠 Sponsorship acknowledgment in Habitat Greater Ottawa's Annual Report

---

## Hope Builder \$12,000

- 🏠 Ten tickets, preferred seating and corporate logo on table
- 🏠 Corporate name and logo on Gala communications
- 🏠 Full-page program advertisement
- 🏠 Recognition in CEO or Board member's Gala speech
- 🏠 One year of recognition on our website, including company logo
- 🏠 Social media recognition (Facebook, Instagram, LinkedIn)
- 🏠 Opportunity to use our logo on your corporate website for one year
- 🔨 Team Day for 10 participants, including additional photos and social media team featured at the 2025 Steel Toes & Stilettos Gala
- 🏠 Sponsorship acknowledgment in Habitat Greater Ottawa's Annual Report

---

## Roof Raiser \$7,000

- 🏠 Ten tickets, preferred seating and corporate logo on table
- 🏠 Corporate name and logo on Gala communications
- 🏠 Full-page program advertisement
- 🏠 Recognition in CEO or Board member's Gala speech
- 🏠 One year of recognition on our website, including company logo
- 🏠 Social media recognition (Facebook, Instagram, LinkedIn)
- 🏠 Opportunity to use our logo on your corporate website for one year
- 🏠 Sponsorship acknowledgment in Habitat Greater Ottawa's Annual Report

---

## Foundation Builder \$4,000

- 🏠 Ten tickets, corporate logo on table
- 🏠 Corporate logo on event slideshow throughout dinner
- 🏠 Sponsorship acknowledgment in Habitat Greater Ottawa's Annual Report



# EVENT EXPERIENCE SPONSORSHIP

Your brand will be front and centre during these memorable moments of the Gala!

Choose between:

**Cocktail Sponsor | Entertainment Sponsor | Photobooth Sponsor | Wine Sponsor**

**\$3000 - \$4000**

- 🏠 Corporate name or logo on Gala print and digital communications including signage and slideshow
- 🏠 Half-page advertisement in our virtual Gala program
- 🏠 Social Media recognition (Facebook, Instagram, LinkedIn)
- 🏠 Opportunity to use our corporate logo on your website for up to one year.
- 🏠 Acknowledgement in Habitat Greater Ottawa's Annual Report

## CUSTOM SPONSORSHIP PACKAGES

Give your business the flexibility to align your brand with specific elements of the Gala that best reflect your goals and audience. Get high-impact visibility, create memorable touchpoints and showcase your brand in a way that feels unique and authentic to you.

Custom sponsorship options starting at \$3000

## INDIVIDUAL GALA TICKETS

Early-Bird tickets: \$275 (until September 1<sup>st</sup>, 2025) | General Admission: \$325

[Click here to get your tickets.](#)

Take the first step in not only making an unforgettable evening, but in creating lasting change for local families in your community!

Contact Shawna at [sblanchard@habitatgo.ca](mailto:sblanchard@habitatgo.ca), or Karlee at [kouellette@habitatgo.ca](mailto:kouellette@habitatgo.ca) for more information.

*"It's so easy to have been part of the Habitat movement this past decade. Seeing hardworking families proud and committed to building a home for their future and enriching their new communities with their values and life experiences they bring to the Habitat program. More specifically, Laurin admires the core initiative and common goals of Habitat and the families they work with. We construct some really wonderful jobs for some outstanding clients, but Habitat has given us a broader perspective to hard work, outreach and the dream of home ownership for these families that is very special indeed."*

– Andrea Laurin, Community Outreach, LAURIN.

