

HABITAT FOR HUMANITY GREATER OTTAWA'S 21<sup>ST</sup> ANNUAL

# Steel Toes & Stilettos Gala



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

Proudly Presented by:

**LAURIN** 

## Sponsorship Package

2026

**Prepared by**

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Director of Fund Development



## Join Habitat Greater Ottawa on November 14<sup>th</sup>, 2026 at the Infinity Convention Centre for our 21<sup>st</sup> Annual Steel Toes & Stilettos Gala.



### Opening doors to affordable homeownership

For over 30 years, Habitat for Humanity Greater Ottawa has been the **only local charity offering a sustainable path to affordable homeownership** for our community members in Ottawa and surrounding community.

As the housing crisis deepens, more working households are facing unaffordable rents, overcrowded spaces, and unsafe conditions. Habitat is responding with action, with **over \$20 million in builds planned this year alone**.

We build safe, decent homes that bridge the gap between rental housing and traditional home buying for low- to middle-income families – and our Habitat homes remain affordable forever. **But we cannot do this alone. Your generous support is needed now to help us build a brighter future for Greater Ottawa.** Through your 2026 Gala sponsorship, you help build **permanent solutions that open doors for families and strengthen communities for generations.**



Habitat Greater Ottawa is building **100 homes by 2030**, with 35 new homes under construction now!



**87%** of Habitat Ottawa homeowners see their child's grades improve & **1/4** received a promotion since moving into their home.



Habitat's existing homeowners are expected to **lift Canada's GDP by an additional \$35.7 million each year.**



2025 Gala Guest Speaker and homeowner, Rebecca Panter, shares how **partnering with Habitat Ottawa unlocked a path to affordable homeownership for her and her son**, which transformed their lives.

*"You've helped us build more than a home; you've built stability, confidence, and opportunity that will last for generations."*

- Rebecca Panter, 2025

# UNLOCK AFFORDABLE HOMEOWNERSHIP AT OUR MOST ANTICIPATED EVENT OF THE SEASON!



**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 community members.

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

**Join us in ending the housing affordability crisis.**



## ONE OF THE WORLD'S MOST RECOGNIZED BRANDS

The Harris Poll Equitrend Equity Score ranked **Habitat for Humanity one of the world's most recognizable brands**.

Habitat **brand perception quality scored within the top 10% of all brands** tested, and one of the top 5 brands considered when choosing a charity to engage with. Habitat also received **top scores for emotional connection & social impact**.



## ENGAGEMENT OPPORTUNITIES

Engaging in **hands-on employer supported volunteer programs resulted in higher productivity and engagement scores**. Our top sponsorship packages not only include tickets to the Gala but an **opportunity to participate in a Team Day on site of Habitat's build in Orleans!**



## MULTI-CHANNEL PROMOTION

Our Habitat network of supporters includes tens of thousands of individuals across multiple platforms.

By becoming a Gala Sponsor, **your company name and logo will be prominently featured across these channels leading up to and during the event**.

**18.7k**

followers across  
social media  
platforms

**12k+**

newsletter  
subscribers

**82k+**

unique annual  
website visitors

**500+**

Gala Guests -  
including industry  
leaders and  
influencers!

# Sponsorship Opportunities

2026 Steel Toes & Stilettos Gala

## AWARDS SPONSOR

**\$15,000**



**Sponsor and Present the 'Excellence in Action' or Annual Volunteer Award**



**Recognition in  
CEO Gala Speech**



**10 Gala Tickets**

- Preferred seating
- Corporate logo on table



**Team Build Day for 10 Participants**

- Photos & social media spotlight;
- Build Team featured at 2027 Gala

### SPONSORSHIP ALSO INCLUDES:



- Full page program advertisement
- Corporate name and logo on Gala Communications
- Sponsorship acknowledgment in Annual Report



- One year of recognition on our website with company logo.
- Social media recognition (LinkedIn, Facebook, Instagram).
- 1 Year opportunity to use our logo on your corporate website.

## HOPE BUILDER SPONSORSHIP

**\$12,000**



**Recognition in  
CEO Gala Speech**



**10 Gala Tickets**

- Preferred seating
- Corporate logo on table



**Team Build Day for 10 Participants**

- Photos & social media spotlight;
- Build Team featured at 2027 Gala



### SPONSORSHIP ALSO INCLUDES:



- Full page program advertisement
- Corporate name and logo on Gala Communications
- Sponsorship acknowledgment in Annual Report



- One year of recognition on our website with company logo.
- Social media recognition (LinkedIn, Facebook, Instagram).
- 1 Year opportunity to use our logo on your corporate website.



# Sponsorship Opportunities

2026 Steel Toes & Stilettos Gala

## ROOF RAISER SPONSORSHIP

**\$7,000**



### 10 Gala Tickets, Preferred Seating

- Corporate logo on table



- Full page program advertisement
- Corporate name and logo on Gala Communications
- Sponsorship acknowledgment in Annual Report



- One year of recognition on our website with company logo.
- Social media recognition (LinkedIn, Facebook, Instagram).
- 1 Year opportunity to use our logo on your corporate website.



## FOUNDATION BUILDER SPONSORSHIP

**\$4,000**



### 10 Gala Tickets

- Corporate logo on table



- Full-page program advertisement
- Corporate logo on event slideshow throughout dinner
- Sponsorship acknowledgment in Annual Report



## EVENT EXPERIENCE SPONSORSHIP

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

### Entertainment Sponsor

**\$4000**

### Decor Sponsor

**\$4000**

### Wine Sponsor

**\$3500**

### Photobooth Sponsor

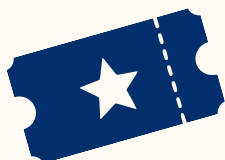
**\$3000**



### EVENT EXPERIENCE SPONSORSHIP ALSO INCLUDES:



- Half page program advertisement
- Corporate logo on event slideshow throughout dinner
- Sponsorship acknowledgment in Annual Report



## INDIVIDUAL GALA TICKETS

**Early-Bird Tickets:** \$275 (until Sept 1, 2026)

**General Admission:** \$325

[CLICK HERE TO GET YOUR TICKETS](#)



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*"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

**Be part of an unforgettable  
evening while creating lasting  
change in your local community!**

**Reach out to Shawna today!**



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habitatgo.ca/gala