HABITAT FOR HUMANITY GREATER OTTAWA'S 21ST 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 14th, 2026 at the Infinity Convention Centre for our 21st 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 helps 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

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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 chosing 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 prominentely 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

- Half-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

- Digital 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:

Decor Sponsor — sold — $4000

Entertainment Sponsor — $4000

Wine Sponsor — sold — $3500

Photobooth Sponsor — sold — $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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Steel Toes & Stilettos Gala

"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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