



Jimmy & Rosalynn
CARTER
WORK PROJECT
A WORLD

Habitat
for Humanity®



Jimmy & Rosalynn
CARTER
WORK PROJECT
NEPAL 2015

Jimmy & Rosalynn Carter Work Project 2015
Nepal
NOV. 1 – 6, 2015

SPONSORSHIP PACKAGE

Habitat for Humanity International's 32nd Jimmy & Rosalynn Carter Work Project

For 31 years, former President Jimmy Carter and his wife, Rosalynn, have given a week of their time to help Habitat for Humanity improve and build homes in the United States and in countries around the world. Their work helps raise awareness for the critical need for simple, decent and affordable housing.

In 2015, the Carters will focus their efforts on Majheri Patan, Pokhara, Nepal, as Habitat for Humanity Nepal hosts Habitat's 32nd annual Jimmy & Rosalynn Carter Work Project.

Who: President Jimmy Carter, former first lady Rosalynn Carter and thousands of volunteers from around the globe.
When: Sunday, Nov. 1, to Friday, Nov. 6, 2015
Where: Majheri Patan, Pokhara, Nepal
What: Serving families through new home construction and home renovations.
How: 2,000 volunteers from around the world will invest in building hope in partnership with Nepalese families.

The need for affordable housing: Majheri Patan, Pokhara, Nepal

Home to majestic Mount Everest and situated among the Himalayas between China and India, Nepal has long attracted visitors to experience its rich ancient cultures and magnificent natural beauty. Agriculture is the mainstay of the country's economy and the livelihood for the majority of Nepalese. Industry is primarily agriculture-related.

Pokhara, the host city for the 2015 Carter Work Project, is a city of great beauty against a backdrop of snowy peaks. Known as "the jewel in the Himalayas," Pokhara is Nepal's second most-visited city and the gateway to well-known mountain treks through the Annapurna range of the southern Himalayas. Pokhara revels in pristine air, tranquil lakes and lush greenery, with caves, waterfalls and Tibetan villages in the surrounding hills. In addition to mountain trekking and natural attractions, visitors may enjoy microlight flights, river rafting, paragliding and jungle safaris, along with dining and museums.

In contrast to its extravagant natural beauty, Nepal is one

of the world's poorest countries, with about 40 percent of its population living below the poverty line. In the Majheri Patan community near Pokhara, the 2015 Carter Work Project will partner with families who have been living in the same informal settlement for more than 20 years, building makeshift homes from plastics, tin sheets, wood and other discarded materials. Their livelihoods are earned mostly through manual labor, often seasonal and sporadic. When work is available, the families earn approximately 400 Nepalese rupees a day — the equivalent of US\$4.

Habitat for Humanity Nepal has worked with the community of families, local leadership and government to identify a site where 100 new homes can be built as part of the Carter Work Project. Families will contribute "sweat equity" as they help build their homes and those of their neighbors and will pay one-third of their monthly income toward the purchase of their home.

Habitat for Humanity Nepal

Habitat Nepal has worked since 1997 to address the need for decent and affordable housing, serving more than 50,000 families through housing microfinance programs, providing financial training and working with families to build their houses.

Habitat Nepal supports the preservation of the natural environment and actively promotes the development and use of sustainable building materials such as bamboo and clay. These materials will be incorporated in all houses built during the 2015 Carter Work Project.



Event sponsorship opportunities (US\$)

\$250,000Everest

\$100,000Platinum

\$50,000Gold

\$25,000Silver

\$10,000Bronze

\$5,000 to \$9,999Community

EVENT SPONSORSHIP BENEFITS INCLUDE*:

- Round-trip transportation between designated hotel and build sites.**
- Breakfast and lunch each day on the build site.
- Event T-shirt.
- Gift bag with event souvenirs.
- A complete sponsor recognition package, which may include recognition on the Habitat.org website, in general media releases about the event, on event signage, and in marketing and social media opportunities.

**Benefits packages are determined by sponsorship amount below.*

***All international volunteers are responsible for their travel costs to and from Nepal, inclusive of airfare, hotel and meals not catered at the event(s).*

Sponsorship packages

EVEREST

SPONSORSHIP AMOUNT: US\$250,000

Engagement benefits

- » Five-house sponsorship.
- » 50 volunteer slots.
- » Six invitations to a VIP event with President and Mrs. Carter.
- » Group house photo with President and Mrs. Carter.
- » One sponsor representative recognized on stage during the opening ceremony.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials for one year. *
- » Logo recognition on event sponsor signage on build site.
- » Logo recognition on sponsored house signs.
- » Opportunity to provide co-branded T-shirts for corporate volunteers. *
- » Opportunity to co-brand items in event volunteer welcome pack or on-site constructions tools. **
- » Logo recognition in post-event slideshow on Habitat.org.
- » Recognition in post-event advertisement placed in high-profile Asia/Pacific print media.
- » Logo and sponsor profile (maximum of 200 words) in sponsor profile publication included in volunteer welcome kits.

Media relations

- » Dedicated sponsorship media release on PR Newswire or Businesswire and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Recognition in overall media release about the event and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Logo and one organization profile (maximum of 200 words) in sponsor profile publication included in media kits.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Feature with logo recognition in the sponsor section of Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Customizable social media tool kit (posts, infographic).
- » One Facebook post about event sponsorship.***
- » Three tweets about event sponsorship.***
- » One Google+ post about event sponsorship.***
- » One LinkedIn post about event sponsorship.***
- » One corporate volunteer photo from event on Pinterest.***

* Habitat for Humanity will provide branding guidelines and review design before production; production costs are the responsibility of the sponsor.

** List of items and costs will be provided by Habitat for Humanity. Deadlines apply.

*** On Habitat for Humanity International official platforms.



EZRA MILLSTEIN

PLATINUM

SPONSORSHIP AMOUNT: US\$100,000

Engagement benefits

- » Two-house sponsorship.
- » 20 volunteer slots.
- » Four invitations to a VIP event with President and Mrs. Carter.
- » Group house photo with President and Mrs. Carter.
- » One sponsor representative recognized on stage during the opening ceremony.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials for one year. *
- » Logo recognition on event sponsor signage on build site.
- » Logo recognition on sponsored house signs.
- » Opportunity to provide co-branded T-shirts for corporate volunteers. *
- » Opportunity to co-brand items in event volunteer welcome pack or on-site constructions tools. **
- » Logo recognition in post-event slideshow.
- » Recognition in post-event advertisement placed in high-profile Asia/Pacific print media.
- » Logo and sponsor profile (maximum of 200 words) in sponsor profile publication included in volunteer welcome kits.

Media relations

- » Recognition in overall media release about the event and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Logo and one organization profile (maximum of 200 words) in sponsor profile publication included in media kits.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Logo recognition in the sponsor section of Habitat.org (U.S./Canada and Asia/Pacific versions).***
- » Customizable social media tool kit (posts, infographic, etc.).
- » Three tweets about event sponsorship.***
- » One corporate volunteer photo from event on Pinterest.***

* Habitat for Humanity will provide branding guidelines and review design before production; production costs are the responsibility of the sponsor.

** List of items and costs will be provided by Habitat for Humanity. Deadlines apply.

*** On Habitat for Humanity International official platforms.

GOLD

SPONSORSHIP AMOUNT: US\$50,000

Engagement benefits

- » One-house sponsorship.
- » 10 volunteer slots.
- » Two invitations to a VIP event with President and Mrs. Carter.
- » Group house photo with President and Mrs. Carter.
- » One sponsor representative recognized on stage during the opening ceremony.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials for one year. *
- » Name recognition on event sponsor signage on build site.
- » Logo recognition on sponsored house signs.
- » Opportunity to provide co-branded T-shirts for corporate volunteers. *
- » Name recognition in post-event slideshow.
- » Recognition in post-event advertisement placed in high-profile Asia/Pacific print media.
- » Name recognition in sponsor profile publication included in volunteer welcome kits.

Media relations

- » Recognition in overall media release about the event and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Name recognition in sponsor profile publication included in media kits.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Logo recognition in the sponsor section of Habitat.org (U.S./Canada and Asia/Pacific versions).***
- » Customizable social media tool kit (posts, infographic, etc.).
- » Three tweets about event sponsorship.***
- » One corporate volunteer photo from event on Pinterest.***

* Habitat for Humanity will provide branding guidelines and review design before production; production costs are the responsibility of the sponsor.

*** On Habitat for Humanity International official platforms.

SILVER

SPONSORSHIP AMOUNT: US\$25,000

Engagement benefits

- » Half-house sponsorship.
- » Five volunteer slots.
- » Two invitations to a VIP event with President and Mrs. Carter.
- » Group house photo with President and Mrs. Carter.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials for one year. *
- » Name recognition on event sponsor signage on build site.
- » Logo recognition on sponsored house signs.
- » Name recognition in post-event slideshow.
- » Name recognition in sponsor profile publication included in volunteer welcome kits.

Media relations

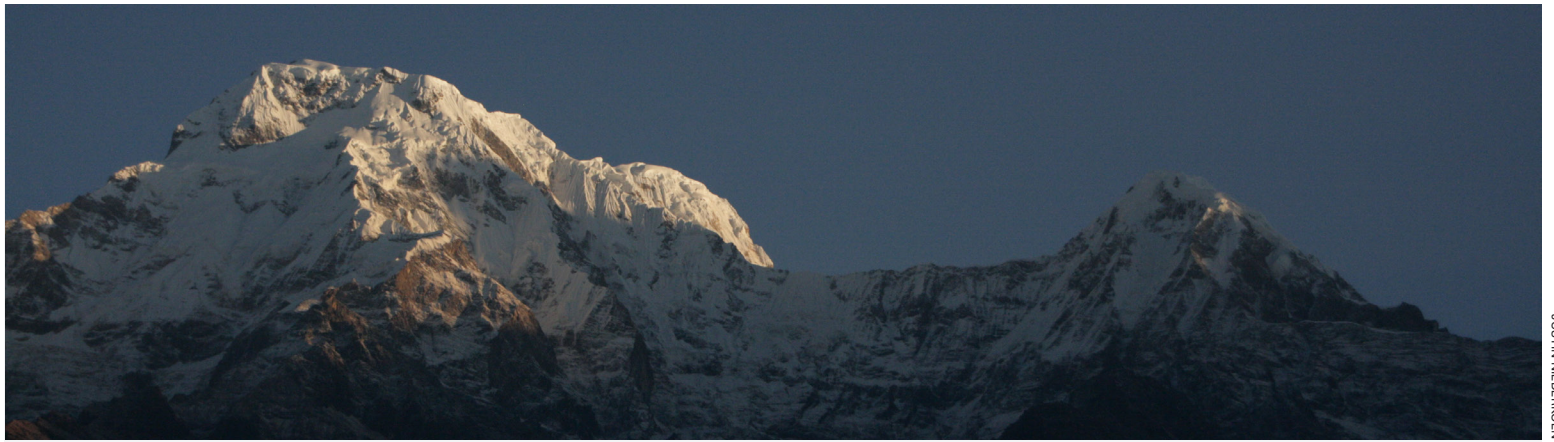
- » Recognition in overall media release about the event and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions).
- » Name recognition in sponsor profile publication included in media kits.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Name recognition in the sponsor section of Habitat.org (U.S./Canada and Asia/Pacific versions).***
- » Customizable social media tool kit (posts, infographic, etc.).
- » Two tweets about event sponsorship.***
- » One corporate volunteer photo from event on Pinterest.***

* Habitat for Humanity will provide branding guidelines and review design before production; production costs are the responsibility of the sponsor.

*** On Habitat for Humanity International official platforms.



BRONZE

SPONSORSHIP AMOUNT US\$10,000

Engagement benefits

- » Quarter-house sponsorship.
- » Two volunteer slots.
- » One invitation to a VIP event with President and Mrs. Carter.
- » Group house photo with President and Mrs. Carter.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials for one year.*
- » Name recognition on event sponsor signage on build site.
- » Logo recognition on sponsored house signs.
- » Name recognition in post-event slideshow.
- » Name recognition in sponsor profile publication included in volunteer welcome kits.

Media relations

- » Name recognition in sponsor profile publication included in media kits.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Name recognition in the sponsor section of Habitat.org (U.S./Canada and Asia/Pacific versions).***
- » Customizable social media tool kit (posts, infographic, etc.).
- » One corporate volunteer photo from event on Pinterest.***

* Habitat for Humanity will provide branding guidelines and review design before production; production costs are the responsibility of the sponsor.

*** On Habitat for Humanity International official platforms.

COMMUNITY PARTNER

SPONSORSHIP AMOUNT US\$5,000 TO \$9,999

Engagement benefits

- » One invitation to a VIP event with President and Mrs. Carter.
- » Preferential seating at opening and closing ceremonies.

Branding benefits

- » Right to use Habitat for Humanity Jimmy & Rosalynn Carter Work Project 2015 identifier and graphics provided by Habitat in corporate social responsibility materials through Nov. 6, 2015. *
- » Name recognition on event sponsor signage on build site.
- » Name recognition in post-event slideshow.

Media relations

- » Name recognition in media release distributed in Nepal.
- » Event and volunteer template media release for sponsor to distribute.

Online and social media

- » Name recognition on HabitatNepal.org.
- » Customizable social media tool kit (posts, infographic, etc.).

* Habitat for Humanity will provide branding guidelines and review and provide design before production; production costs are the responsibility of the sponsor.

JRCWP 2015 Sponsorship Matrix

	EVEREST	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY
PARTNERSHIP BENEFITS						
Sponsorship amount (US\$)	250,000	100,000	50,000	25,000	10,000	5,000-9,999
Target number of donors	2	5	10	10	10	Numerous (within Nepal)
House sponsorship	5 houses	2 houses	1 house	1/2 house	1/4 house	None
Volunteer slots	50 volunteers	20 volunteers	10 volunteers	5 volunteers	2 volunteers	None
Invitations to VIP event with President and Mrs. Carter	6	4	2	2	1	1
One representative recognized on stage during opening ceremony	x	x	x			
Preferential seating at opening and closing ceremonies	x	x	x	x	x	x
Group house photo with President and Mrs. Carter at the sponsored house	x	x	x	x	x	
Right to use Habitat for Humanity/Carter Work Project 2015 identifier in promotional materials (graphics provided by Habitat) for one year	x	x	x	x	x	
Right to use Habitat for Humanity/Carter Work Project 2015 identifier in promotional materials (graphics provided by Habitat) from sponsorship start date until Nov. 6, 2015						x
Logo recognition on Habitat for Humanity signage at CWP2015 build site	x	x				
Name-only recognition on Habitat for Humanity signage at CWP2015 build site			x	x	x	x
Logo recognition on sponsored house(s)	x	x	x	x	x	
Opportunity to provide co-branded T-shirts for corporate volunteers*	x	x	x			
Opportunity to co-brand items in volunteer welcome pack or constructions tools**	x	x	x			
Logo recognition in CWP2015 post-event slideshow on Habitat.org	x	x				
Name-only recognition in CWP2015 slideshow provided post-event			x	x	x	x
Recognized in advertisement placed in high-profile Asia-Pacific print media (post-event)	x	x	x			
Logo and one-paragraph (200 words) description of organization in sponsor profile booklet distributed to volunteers (also included in media kit)	x	x				
Name-only recognition in sponsor profile booklet distributed to volunteers (also included in media kit)			x	x	x	
Dedicated media release announcing partnership distributed through PR Newswire or Businesswire and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions)	x					
Name included in all CWP2015 media releases distributed and uploaded to Habitat.org (U.S./Canada and Asia/Pacific versions)	x	x	x	x		
Name recognition in media release distributed in Nepal						x
Logo and one-paragraph (200 words) description of organization in sponsor profile booklet included in media kit (also distributed to volunteers)	x	x				
Name-only recognition in sponsor profile booklet included in media kit (also distributed to volunteers)	x	x	x	x	x	x
Event and volunteer template releases provided (for distribution to media about organization's support for CWP2015)	x					
Feature with logo in the partner recognition section of Habitat.org (U.S./Canada and Asia/Pacific versions)***	x					
Logo recognition in the partner recognition section of Habitat.org (U.S./Canada and Asia/Pacific versions)***		x	x			
Name-only recognition in the partner recognition section of Habitat.org (U.S./Canada and Asia/Pacific versions)***				x	x	
Name-only recognition on HabitatNepal.org						x
Customizable social media tool kit (posts, infographic, etc)	x	x	x	x	x	
Facebook post****	1					
Tweets****	3	3	3	2		
Google+ post	1					
LinkedIn post	1					
Corporate volunteer photo on Pinterest	1	1	1	1	1	

* Habitat for Humanity to provide branding guidelines and given opportunity to approve design before printing. Production costs borne by sponsor.

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*** 1.2 million unique visitors per month (approx.)

**** On Habitat for Humanity International official platforms.

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