



SPONSORSHIP INFORMATION

Objective

Parade of Playhouses raises general community awareness for Habitat for Humanity Kansas City (HFHKC). In addition, Parade of Playhouses helps recruit volunteers and raise funds for HFHKC. Last year, more than **2,000** people were exposed to Habitat for Humanity during the Parade of Playhouses Family Fun Day at Crown Center, and more than **2 million** people heard about the event and Habitat through TV and radio interviews.

Concept

Parade of Playhouses constructs, decorates and displays children's playhouses & doghouses (new for 2010).

- ✧ Using volunteers and in-kind services and supplies, children's playhouse and doghouse frames will be pre-constructed.
- ✧ The "raw" houses will then be sponsored by individuals, businesses, churches and nonprofits that will complete and decorate their respective houses with the theme of their choice.
- ✧ The houses will first be on display at their sponsoring location to begin raising interest and awareness.
- ✧ Then, all of the decorated homes will be brought to Crown Center, creating a child-size Habitat neighborhood, where they will be judged and on public display.
- ✧ Finally, most of the homes will be raffled or auctioned to the public, while others will be returned to their respective sponsor.

About Habitat for Humanity Kansas City

Habitat for Humanity Kansas City is the seventh-oldest affiliate of Habitat International and one of three affiliates operating in the metro area. Habitat Kansas City was founded in 1979 by John and Mary Pritchard as a Christian housing ministry dedicated to eliminating substandard housing within the urban core of Kansas City, Missouri. Through volunteer labor and both monetary and material donations, Habitat KC builds and rehabilitates affordable, decent houses with the help of partner families in need. The houses are then sold to these partner families at no profit with a **no** interest mortgage. Habitat Kansas City has built more than 200 homes and rehabilitated many more, providing quality housing for hundreds of families in our community. www.habitatkc.org.

EVENT DATE: April 24, 2010 at Crown Center, Family Fun Day
Playhouse/Doghouse on public display at your business or nearby on April 1

LOCATION: Crown Center Indoor/Outdoor Entertainment Complex
24th & Grand Boulevard

EVENT PROFILE

Parade of Playhouses benefiting Habitat for Humanity Kansas City.

TIMELINE:

2010 Parade of Playhouses Sponsor Timeline

February 1 Radio advertising begins
January-March House delivery scheduled
April 1 Playhouses/doghouses go on public display at your
businesses/organization
Week of April 19 Playhouse/doghouses picked up from sponsors
Week of April 19 Playhouse/doghouse delivered to Crown Center
April 24 Family Fun Day at Crown Center

WHAT TO EXPECT:

An estimated 15-20 colorful, unique children's playhouses and 10-15 doghouses will be displayed to create a miniature Habitat neighborhood. While adults will be enjoying the detail and creativity that went into each house, children will be inside them letting their imaginations go wild.

AND MORE...

- ⇒ Habitat for Humanity Kansas City Volunteer Sign Up Info
- ⇒ Entertainment
- ⇒ Judging & Prizes
- ⇒ Family Fun

CONTACTS:

Laren Mahoney, (816) 561-7555; laren@oneillcom.com
Keli O'Neill Wenzel, (816) 561-7555; keli@oneillcom.com

MEDIA PARTNERS:

Wilks Broadcasting and more

EVENT SPONSORS:

Crown Center and more



Sponsorship Opportunities

“DEVELOPER” SPONSOR - \$10,000

- Company identified as Main sponsor on all marketing materials.
- Logo identification placed prominently at event and PA announcements from the onsite stages.
- Logo identification Parade of Playhouses website: www.habitatplayhouses.com.
- Inclusion in Event-related local and regional print advertising.
- Mentions in ALL of Event-sponsored commercials aired on sponsoring radio stations.
- Presenting sponsor logo included on all event television commercials.
- Option of CEO to kick off the Public Event Saturday morning.
- 10x10 Booth Space (optional)
- Full ownership of a playhouse that your company decorates (or contracts a designer/artist) as you choose and will display prior to public display. Note, ownership is optional and you may donate the house to the auction.

“NEIGHBORHOOD” SPONSOR - \$5,000

- Company identified as neighborhood sponsor on all marketing materials.
- Logo identification placed at the event and PA announcements from the onsite stages.
- Logo identification Parade of Playhouses website: www.habitatplayhouses.com.
- Inclusion in ½ Event-related local and regional print advertising.
- Mentions in ½ of Event-sponsored commercials aired on sponsoring radio stations.
- 10x10 Booth Space (optional)
- Full ownership of a playhouse that your company decorates (or contracts a designer/artist) as you choose and will display prior to public display. Note, ownership is optional and you may donate the house to the auction.

“PLAYHOUSE” SPONSOR – LARGE HOUSE \$2,500 (WITH \$750 PRE-EVENT BUY-BACK OPTION)

SMALL HOUSE \$1,500 (WITH \$500 PRE-EVENT BUY-BACK OPTION)

- Company identified as Playhouse sponsor in certain marketing materials.
- Company name listed on house at public event.
- Logo identification Parade of Playhouses website: www.habitatplayhouses.com.
- Opportunity for company to be involved in pre-event publicity for playhouse construction/decoration.
- Ownership of a playhouse* that your company decorates (or contracts a designer/artist) as you choose and will display prior to public display.

“DOGHOUSE” SPONSOR – LARGE HOUSE \$500 (WITH \$250 PRE-EVENT BUY-BACK OPTION)

SMALL HOUSE \$250 (WITH \$150 PRE-EVENT BUY-BACK OPTION)

- Company identified as Doghouse sponsor in certain marketing materials.
- Company name listed on house at public event.
- Logo identification Parade of Playhouses website: www.habitatplayhouses.com.
- Ownership of a doghouse* that your company decorates (or contracts a designer/artist) as you choose and will display prior to public display.

***Note:**

Ownership of Playhouse:

“Playhouse” and “Doghouse” level sponsors pay for and receive *temporary* ownership of a house that they decorate as they choose (adhering to design guidelines) and display to the public at the beginning of April. Following the public event on April 24th, the house will be auctioned off to its permanent owner. Sponsors that wish to keep their playhouse or doghouse for their own use after the public event may “buy back” the house before April 1, 2010. The cost to buy-back the large playhouse is \$750, the small playhouse buy-back price is \$500. The large doghouse buy-back price is \$250 and the small is \$150.

Note: When decorating your house, sponsors are asked that any décor with the name or logo of the sponsoring business or organization be removable in the event the house changes ownership *after* the public display.

In-kind Services:

The *Parade of Playhouses* gladly accepts the donation of in-kind services in the form of building, roofing, transporting houses and media promotion. In-kind services will be valued and recognized using the same levels as monetary contributions.

In-kind Supplies:

Likewise, the *Parade of Playhouses* also welcomes in-kind supplies such as lumber, building materials and paint. Donation of in-kind supplies will be valued and recognized using the same levels as monetary contributions.

Theme Ideas

Here are a few ideas to get you thinking about your playhouse/doghouse theme.

- Favorite College
- Favorite Sports Team
- Noah’s Ark, with animals coming out of the windows
- Traditional Irish Cottage
- House of Mirrors
- Haunted House
- Playhouse
- Jungle Gym
- Pirate Ship

Habitat for Humanity
Kansas City

PARADE

of Playhouses
Celebrating 30 Years in Kansas City

2009 Parade of Playhouse Examples



Raw House
Example



Castle



Tree house



Spaceship



Barn



Lego House



Candy Shop



Princess House



Solar Power House



← Recycle House
Firehouse →



Sponsorship Commitment

_____ (SPONSOR NAME) commits to sponsoring *Parade of Playhouses* benefiting Habitat for Humanity Kansas City in the following way(s) and agrees to provide all logos, artwork and banners related to our level of sponsorship. Please circle or place a checkmark next to your selected sponsor level(s) and fill in the required information below.

- ☒ **Large Doghouse Sponsor**
 _____ 3 ft. by 3 ft. large doghouse: **\$500**
 _____ Doghouse buy-back prior to April 2010: **\$250**

- ☒ **Small Doghouse Sponsor**
 _____ 1.5 ft. by 2.5 ft. doghouse: **\$250**
 _____ Doghouse buy-back prior to April 2010: **\$150**

- ☒ **Small Playhouse Sponsor**



- _____ one-story 4 ft. x 4 ft. x 6 ft. (height) playhouse: **\$1,500**
- _____ one-story playhouse sponsor buy-back prior to April 2010: **\$500**

- Large Playhouse Sponsor**



- _____ one-story 4 ft. x 6 ft. x 6.5 ft. (height) playhouse with porch: **\$2,500**
- _____ one-story playhouse sponsor buy-back prior to April 2010: **\$750**

- ☒ **Neighborhood Sponsor**
 _____ one-story playhouse & public event: **\$5,000**
 **Please indicate which playhouse size you want: Small or Large

- ☒ **Developer (Main Sponsor)**
 _____ one-story playhouse & public event: **\$10,000**
 **Please indicate which playhouse size you want: Small or Large

- ☒ **Monetary Contribution**
 We wish to make a contribution in the amount of \$ _____

- ☒ **In-kind Service**
 We wish to donate the following service(s): _____

Valued in the amount of \$ _____

Continued on next page...

☒ **In-kind Supplies**

We wish to donate the following supplies: _____

Valued in the amount of \$ _____

You will be contacted upon receipt of this commitment to coordinate additional details related to your sponsorship.

Contact Person _____ **Signature** _____

Email _____ **Phone** _____

Fax _____

Please send this form, along with payment, to:

Parade of Playhouses c/o Keli Wenzel, 4049 Central, Kansas City, MO 64111.

Checks should be made payable to **Habitat for Humanity Kansas City**. For questions or more information, please contact Laren Mahoney or Keli Wenzel at 816.561.7555 or laren@oneillcom.com, keli@oneillcom.com



II Frequently Asked Questions

1. When will I receive my playhouse or doghouse?

Please contact Laren Mahoney at laren@oneillcom.com to schedule a drop-off time. Homes will begin to be distributed in January. Employees of Habitat for Humanity Kansas City will deliver your playhouse.

2. So, how big are they?

The big playhouses are 4 feet by 6 feet, and about 7 feet high with a small front porch; Small playhouses are 4 feet by 4 feet, and about 6½ feet high; the large doghouse is 3ft. by 3 ft., and the small doghouse is 1.5 ft. by 2.5 ft.

3. How long do I have to decorate?

Sponsors should be completed with their playhouse or doghouse on or before April 1.

4. My buddy owes me a favor. Can he help me design and finish my house?

Of course! You are responsible for finishing your playhouse or doghouse. Therefore, you're welcome to use whomever you'd like to design and complete your house. Besides your buddy, look to employees, business partners, family, friends, etc., to assemble your design and build team.

5. Where do I get my building materials?

You are responsible for supplying building materials for your playhouse or doghouse.

6. I want to design my house as a robot. Is that okay?

Of course it is. In fact, get as creative as you'd like... that is, as long as you follow the **Design Guidelines** we've included. Please refer to this sheet before you start the design process. The most important thing to remember is to have fun with this project!

7. I have extra people without a job on my design team. What should I do with them?

Turn them in to the paparazzi and take photos of your design and finishing process! Send them to Laren Mahoney, laren@oneillcom.com, and we'll post your pictures on our website, www.habitatplayhouses.com.

8. When do I place my house on public display and where?

You should be done with your playhouse or doghouse **on or before April 1st**. When complete, place your house outside your business/organization in a high-traffic area. You are responsible for transporting your house to this location.

9. When does my house get transported to Crown Center?

We will schedule a pick-up of your house the week of April 19.

10. I love my house. Can I keep it?

Of course you can, but make up your mind soon. Sponsors that wish to keep their house for their own use after the public event may "buy back" the house before April 1, 2010.

11. I have building supplies I want to donate. Do you need them?

Yes, we need in-kind donations of supplies such as lumber, building materials and paint. Donation of in-kind supplies will be valued and recognized using the same levels as monetary contributions. All donations are tax-deductable.



Parade of Playhouses Design Guidelines

Please refer to the following guidelines as you design and decorate your playhouse or doghouse.

THEME

- ✧ We encourage sponsors to theme their house. Designs that are whimsical in nature and appeal to children are encouraged, although basic designs are welcome.
- ✧ To carry out a theme, you may paint, sculpt and/or adorn your house as you wish, however the structural integrity of the house must not be compromised. Your house will join a “neighborhood” at Crown Center during the final event in April (date TBD)>
- ✧ Consider decorating the interior of your house to complement your theme, however this is optional.

MATERIALS & DESIGN ELEMENTS

- ✧ You can augment the shape and design of your house, for example, by using mosaic tile and mirrors, or plywood cut-out characters. Design elements can range from a solid exterior paint color to elaborate, intricate designs around the house. Examples of what not to do are to add a third story on the house or remove entire walls.
- ✧ Do not use lead paint or any harmful or illegal substances on your house.
- ✧ The 2010 Parade of Playhouses is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with durability and public safety concerns in mind.
- ✧ Your houses will be on display for a few days before the public event. Please keep in mind that hundreds of children may be running through your house. If possible, save small pieces and set them in your house on the day of the public event.

SIZE

- ✧ When your house is complete, it **MUST** fit on a flatbed semi-trailer. Your house will not be picked up for the final event if it is larger than this and you will be charged the buy-back fee for your house.
- ✧ Please be conscious of the weight of the house. It **MUST** remain light to be lifted into a backyard.

AUDIENCE

- ✧ As you design your house, bear in mind that the ultimate audience for the 2010 *Parade of Playhouses* is children, and designs should be appropriate for public display around kids. Designs that are political or sexual in nature will not be accepted. Corporate logos will only be allowed to display on a removable sign that sits in front of the house.

LOCATION

- ✧ When your house is complete, please place it in a high-traffic area around your business or organization. You will be expected to display a 2010 *Parade of Playhouses* banner that will be provided to promote this event and cause.
- ✧ In creating a design, please consider carefully the weather and other natural elements, including sun, rain, wind and dirt.
- ✧ Although objects may be attached to the houses, artists should be aware that vandalism can and unfortunately does occur when an object is placed anywhere on public display. Any object added to a house should be attached in such a way that it cannot be easily removed.

Most importantly, have fun designing and decorating your house!