

Neighborhood Revitalization Initiative



Saturday, April 29 2023
Norristown

1 town. 1 county.

1 day filled with hope.

Sponsorship opportunities email jgardner@habitatmontdelco.org or call (610) 278-7710 x 118

Rock the Block - Building community.

1 Town | 1 County | 1 Day Filled with Hope | April 29, 2023

Our mission at Habitat for Humanity of Montgomery and Delaware Counties is to bring people together to build homes, community, and hope. Rock the Block is centered around advocacy, clean-up, and community across our entire service area. We are taking a stand to continue the fight for safe, decent, and affordable housing.

Rock the Block is an extension of Habitat for Humanity's neighborhood revitalization efforts with specific emphasis on assisting neighborhoods where Habitat is active with community projects and advocacy. Studies show that people who use an area care about its appearance. When a neighborhood is clean, well lit, and used frequently by residents and their friends, crime significantly drops. Rock the Block is a day of unity and community care.

This year we will also be hosting a Rock the Block After Party at Von C Brewing Company! The Block party will include a DJ, food, and kid's activities.

Team up to Clean up

We are excited to be able to have community care and cleanup activities in Norristown and bring neighbors together! Join us by being outside, having fun, and celebrating hope in the neighborhood.

Projects will be outdoors and include:

- Lawn care and trash removal
- · Resident projects such as painting, weeding, and raking
- Light demolition
- Adding picnic tables and storage bins



Who participates in Rock the Block?

Our success depends on working with residents and business owners in these communities and adult volunteers passionate about Habitat for Humanity and community. These volunteers join us individually and through our corporate partners and are adults, 16 to 65+ years old, from all walks of life, living and working in our two counties.

How we market Rock the Block

Our marketing team engages our growing social media followers (11K on Facebook, 1K on Twitter, 2K on Instagram) and email subscribers (12K adult volunteers, donors, housing and community development enthusiasts) throughout the year to build excitement and participation. Posters and banners are also placed at worksites throughout both counties and in all Habitat MontDelCo ReStores.

Thank you to our 2023 Sponsors!

















Sponsorship Opportunities

From +\$20,000 - Presenting Sponsor (2 available)

- Company recognized as the presenting sponsor in all communications
- Opportunity to speak at Rock the Block at your location
- Participate in Rock the Block project (up to 40 volunteers)
- Two (2) Team Build days through the end of 2023
- Priority logo placement on all signage (Montgomery or Delaware County)
- Priority logo placement on official event t-shirt
- Your company in the spotlight of Habitat MontDelCo's e-newsletter for one month sent to email subscribers (12K of adult volunteers, donors, housing and community development enthusiasts)
- Your logo on Rock the Block electronic marketing materials produced by Habitat MontDelCo including website, fundraising pages, & thank you posts on growing social media (over 14K reach)
- First right to accept our proposal as the Presenting Sponsor for RTB 2024

From \$15,000 - Community Sponsor (unlimited)

- Opportunity to speak at Rock the Block at your location
- Participate in Rock the Block project (up to 30 volunteers)
- Two (2) Team Build days through the end of 2023
- Logo placement on project signage (Montgomery or Delaware County)
- · Your logo on official event t-shirt
- Your company in the spotlight of Habitat MontDelCo's e-newsletter for one month sent to email subscribers (12K of adult volunteers, donors, housing and community development enthusiasts)
- Your logo on Rock the Block electronic marketing materials produced by Habitat MontDelCo including website, fundraising pages, & thank you posts on growing social media (over 14K reach)

From \$10,000 - Foundation Sponsor (unlimited)

- One (1) Team Build day through the end of 2023
- Participate in Rock the Block project (up to 20 volunteers)
- Logo placement on project signage (Montgomery or Delaware County)
- Your logo on official event t-shirt
- Your company in the spotlight of Habitat MontDelCo's e-newsletter for one month sent to email subscribers (12K of adult volunteers, donors, housing and community development enthusiasts)
- Your logo on Rock the Block electronic marketing materials produced by Habitat MontDelCo including website, fundraising pages, & thank you posts on growing social media (over 14K reach)

From \$5,000 - Roof Sponsor (unlimited)

- Participate in Rock the Block project (up to 20 volunteers)
- Your logo on official event t-shirt
- Your company in the spotlight of Habitat MontDelCo's e-newsletter for one month sent to email subscribers (12K of adult volunteers, donors, housing and community development enthusiasts)
- Your logo on Rock the Block electronic marketing materials produced by Habitat MontDelCo including website, fundraising pages, & thank you posts on growing social media (over 14K reach)

From \$2,500 - Window Sponsor (unlimited)

- Participate in Rock the Block project (up to 10 volunteers)
- · Your logo on official event t-shirt
- Your logo on Rock the Block electronic marketing materials produced by Habitat MontDelCo including website, fundraising pages, & thank you posts on growing social media (over 14K reach)

