



2011 Sponsorship Opportunities

Visionary | \$7,500

- Event “branding.” Your organization’s name + HATAS present Home Sweet Gingerbread Home
- A representative from your organization speaks at the cocktail reception
- Logo on all promotional material as lead sponsor. Logo is largest and first in order
- Your logo on HATAS’ web sites home page
- Team house builder entry for the Community Challenge Gingerbread Contest
- 8 tickets for the cocktail reception and silent auction
- Right of first refusal as 2012 sponsor.

Advocate | \$5,000

- Recognition as an event Advocate
- Representative speaks at sponsor hour event
- Logo on all promotional material as an advocate
- Your logo on HATAS’ web site event page and a link to your web site
- Team house builder entry for the Community Challenge Gingerbread Contest
- 6 tickets for the cocktail reception and silent auction

Builder | \$2,500

- Recognition as an event Builder
- Logo on promotional material
- Your logo on HATAS’ web site event page and a link to your web site
- Team house builder entry for the Community Challenge Gingerbread Contest
- 4 tickets for the cocktail reception and silent auction

Neighbor | \$1,000

- Recognition as an event Neighbor
- Logo on promotional materials including event posters and program
- Your logo on HATAS’ web site event page and a link to your web site
- Team house builder entry
- 2 tickets for the cocktail reception and silent auction.



2011 Sponsorship Commitment Form

Yes, I want to help my neighbors in need!

Please reserve the following sponsorship level:

- Visionary (\$7,500)
- Advocate (\$5,000)
- Builder (\$2,500)
- Neighbor (\$1,000)

Name _____

Phone _____

Address _____

Email _____

Check Enclosed Credit Card (Visa MC)

Credit Card # _____

Exp. Date _____ Security Code _____

HATAS is a 501 (c) 3 not-for-profit. Tax ID # 14-1482188. Mail or email this form to:

HATAS (attention Liz Hitt) at 138 Central Avenue • Albany NY • 12206. lhitt@hatas.org
www.hatas.org • 518.463.2124 x 229 (Phone) • 518.463.0263 (Fax)

In order to receive full recognition in all event materials commitment forms are due back by

September 30th, 2011. Thank You.



6th Annual *Home Sweet Gingerbread Home*

2011 Event Description

Gingerbread Building Competition: **Sat Nov. 12th, 2011** at Crossgates Mall

Evening in Winter Wonderland (reception and awards gala):
Thur. Nov. 17th, 2011.

The Gingerbread Building Competition will be held at Crossgates Mall on Saturday November 12th, 2011 between 9 am and 6 pm. This event features a dazzling array of gingerbread creations from the traditional gingerbread home to Snoopy, as the Red Barron, barreling down on the Peanuts Gang. Some of the Capital Region's best and brightest have competed in this annual event and we encourage you to consider building an entry. Every sponsorship level includes free entry into the competition and businesses are encouraged to incorporate their logo within their creation. *Three categories for competitors insure that even beginning builders have a chance to compete.* To learn more about the contest please contact Liz Hitt at 518.463.2124 x 229 lhitt@hatas.org

Evening in Winter Wonderland will be held from 6-8 pm at Taste in the Omni Plaza at 30 South Pearl Street in Albany. This is a time to celebrate, raise support, and enjoy mouth-watering goodies. We will auction off the gingerbread creations from the building competition, recognize the contest winners with prizes, and hear from our Champions in Compassion. To make the evening even a little more special for our sponsors a private VIP event is held before the main event. The *Sponsor's Hour* is held from 5-6 pm in a room separate from the main event. We will gather together, visit with friends and associates and enjoy tasty treats not available at the main event.

Champions in Compassion: The 2011 Champions in Compassion are [SEFCU and City of Albany Mayor Jerry Jennings.](#)

Mayor Jerry Jennings, now in his fourth term, is a tireless Champion for our Neighbors in Need. Once a popular school teacher, Mayor Jennings has led the revitalization of Albany and was instrumental in Albany being selected as an All American City in 2009. We are proud and honored to recognize the Mayor's important work within the Albany community.

Established in 1934, SEFCU is among the 50 largest credit unions in the U.S. with more than \$2.2 billion in assets, over 200,000 members, and 42 branches in the Capital Region, Binghamton, Syracuse, and Buffalo. In addition to full service retail and commercial banking products and services, SEFCU is committed to supporting the community through the donation of time and talent of its staff and members, as well as monetary contributions to help people and make an impact in the communities it serves.

Venue: In 2011 we will celebrate our success at Taste in downtown Albany. Located on level P1 in the Omni Plaza, this event site provides a great view of the city. 30 S Pearl Street • Albany, NY • 12207

As you see, this Home Sweet Gingerbread Home is a fun way to support our neighbors in need and highlight your contribution to the community. Thank you for considering a Home Sweet Gingerbread Home Sponsorship in 2011.