



Habitat
for Humanity®
of the Charlotte Region



**Blue
Jean
Bash**

Friday, April 24

2026 Blue Jean Bash Corporate Partnership Opportunities

The only gala in town where denim is desired, Habitat Charlotte Region's Blue Jean Bash raises funds to create and preserve affordable homeownership while advancing racial equity in housing.

Blue Jean Bash 2026

Sponsorship Opportunities & Benefits

SPONSORSHIP LEVEL	PRESENTING \$50,000	TITLE* \$25,000	LEAD \$10,000	SUPPORTING \$6,000	SUSTAINING \$3,000
Publicity & Engagement	SOLD OUT				
Listing in annual Community Impact Report	✓	✓	✓	✓	✓
Recognition in <i>Charlotte Business Journal</i> Thank You ad	logo	logo	name	name	
Recognition on the Blue Jean Bash website	Presenting level	Title level	Lead level	Supporting level	Partner level
Featured in post-event coverage	✓	✓			
Volunteer shifts with priority scheduling	3	2	1		
Pre- and post-event social media mentions	3	2	1		
Use of Habitat Charlotte Region logo <i>(in accordance w/ Habitat brand guidelines)</i>	✓	✓	✓	✓	✓
Event Benefits					
Tickets	24 tickets	16 tickets	10 tickets	8 tickets	4 tickets
Recognition on event materials	logo	logo	logo	name	name
Ad during event slideshow	✓	✓	✓	✓	✓
Verbal recognition from the podium	✓	✓			
Logo presence on Blue Jean Bash printed invitation**	✓	✓			
Opportunity to speak at the event	✓				
Solo logo presence on Blue Jean Bash showcase video	✓				
Tax deductible value of sponsorship	\$47,000	\$23,000	\$8,750	\$5,000	\$2,500

All sponsorship commitments must be received by April 3, 2026 to receive program recognition.

* 3 opportunities available: Cocktail Hour, Golden Ticket, Fund the Mission

** Title sponsorship commitment must be received by January 31, 2026

