



CHICAGO**** AUTO SHOW *First Look* for Charity

SPONSORSHIP KIT

First Look for Charity Event • February 6, 2026

Chicago Auto Show • February 7–16, 2026

Habitat for Humanity Pre-Event Reception
February 6, 2026 • 5:30–7:00PM



building

strength, stability, self-reliance and shelter

ACT LOCAL

Everyone needs a decent place to call home.

People in our community, and all over the world, partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With a little help, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and their families.

Build a stronger community across Chicagoland.

You can designate your First Look for Charity ticket and/or sponsorship purchases to support your local Habitat affiliate.



benefits

REGIONAL VISIBILITY

In addition to the benefits outlined on the next page, your company will also receive exposure in recognition of your support and efforts to build strength, stability, and self-reliance through shelter. Last year alone, First Look for Charity:

- Welcomed 7,000 attendees
- Was featured in more than 800 news and broadcast placements totaling 650 million in organic reach
- Ran 4,525+ PSA spots across local TV networks promoting the event (yielding more than 23.9 million impressions)
- Engaged more than a dozen local social media influencers with a combined reach of more than 943K to promote the event

five affiliates

serving seven counties.

- Habitat for Humanity Chicago
- DuPage & Chicago South Suburbs Habitat for Humanity
- Lake-McHenry Habitat for Humanity
- Habitat for Humanity of Northern Fox Valley & Fox Valley
- Will-Grundy Habitat for Humanity



sponsorship levels

BUILDING HOMES. BUILDING DREAMS.

GRAND BENEFACTOR	BENEFACTOR	PATRON	DONOR	FRIEND	First Look for Charity 2026 Sponsorship Benefits
\$65,000	\$32,500	\$16,250	\$6,500	\$3,250	Your investment in affordable housing
200	100	50	20	10	First Look for Charity Tickets*
200	100	50	20	0	Chicago Auto Show Tickets
200	100	50	20	10	Habitat for Humanity Pre-Event Reception Tickets
Yes	Yes	Yes	Yes	No	Recognition on First Look for Charity printed materials and signage
Yes (Logo)	Yes (Logo)	Yes (Logo)	Yes (Logo)	Yes	Recognition on all Habitat Pre-Event Reception printed materials and signage

*Each ticket is \$325 plus a \$3 per ticket processing fee. The tax-deductible portion of each ticket and fee is \$271.

Sponsorships *must be received* by **Friday, January 23, 2026** to be included in onsite recognition signage and listings.

additional benefits through Habitat for Humanity

Affiliate locations may offer additional benefits, such as:

- Volunteer opportunity on a Habitat affiliate build site
- Logo on construction site sign
- Name in home dedication program
- Sponsor name linked on website
- Invitation to home dedication
- Social media posts

Chicagoland benefits:

- Sponsor logo/name linked on website
- Recognition in Annual Report
- Recognition via social media

sponsorship form

BUILDING HOMES. BUILDING DREAMS.

YES, I would like to sponsor Habitat for Humanity and the First Look for Charity 2026:

my sponsorship

Grand Benefactor \$65,000

(+ \$300 processing fee)

Benefactor \$32,500

(+ \$150 processing fee)

Patron \$16,250

(+ \$75 processing fee)

Donor \$6,500

(+ \$60 processing fee)

Friend \$3,250

(+ \$30 processing fee)

my designation (select only one)

Habitat Chicago

DuPage & Chicago South Suburbs Habitat

Lake-McHenry Habitat

Habitat of Northern Fox Valley & Fox Valley

Will-Grundy Habitat

Chicagoland Habitat

Name (as you would like to be recognized in print materials)

Contact Name (if different than above)

Address

City, State, Zip

Phone Number

Email Address

Signature of Representative of Sponsoring Organization

PAYMENT (credit cards subject to 3% merchant fee)

My check is enclosed made payable to First Look for Charity

Charge my credit card in the amount of \$ _____ Visa MC Discover AMEX

Card Number

Security Code

Expiration

Or pay online at www.chicagolandhabitat.org/first-look

Return to: Chicagoland Habitat for Humanity | 328 S Jefferson St Ste 610 | Chicago, IL 60661-5648
Questions? Contact Sarah Brachle Wagner, CEO, at sarah.wagner@chicagolandhabitat.org, by phone at (312) 265-6625 Ext 1, or scan the QR code.



PAY ONLINE