

A blue banner for the 4th Annual Birdhouse Challenge. It features a brown tree branch with green leaves and several birds. Three birdhouses are hanging from the branch: a large, multi-tiered pagoda-style house, a small round house, and a small square house. The text '4TH ANNUAL BIRDHOUSE CHALLENGE' is written in white, bold, sans-serif font. Below it, the date 'March 19, 2019' and time '5:30 to 8:30 pm' are listed, along with the location 'DoubleTree Hotel by Hilton Reading, PA'. A note states 'Proceeds benefit Habitat for Humanity of Berks County!' and contact information is provided: 'Please email mmurrill@habitatberks.org or call 610-373-3439 for more information.'

# 4TH ANNUAL BIRDHOUSE CHALLENGE

March 19, 2019

5:30 to 8:30 pm DoubleTree Hotel by Hilton Reading, PA

*Proceeds benefit Habitat for Humanity of Berks County!*

*Please email [mmurrill@habitatberks.org](mailto:mmurrill@habitatberks.org) or call 610-373-3439 for more information.*

Dear Habitat for Humanity of Berks supporter:

This year marks the **4th Annual Birdhouse Challenge!** The Birdhouse Challenge is our largest annual fundraising event. This year's gala will be held on **March 19, 2019** at DoubleTree by Hilton in Reading. We are asking for your support and generosity to ensure the success of this event and our continued ability to revitalize neighborhoods by renovating and building homes in Berks County.

**Please consider advertising in this year's program booklet!** This marks the first year that advertising opportunities are available at the Birdhouse Challenge!

By purchasing an advertisement in the event program, you will:

- Reach and expand your customer base by targeting the prestigious group of close to 200 guests who will receive a full-color, limited-edition copy of the printed booklet.
- Show your involvement in the community and support of Habitat Berks.
- Gain exposure through our website, <https://www.habitatberks.org/birdhouse-challenge/>, where the completed digital version of the booklet will be displayed throughout the year.
- Receive recognition for your support of HFHBC by acknowledgment in thank you ads in print and online news sources as well as email newsletters.

The advertising contract is attached; the deadline is February 25, 2019. If you have any questions, please feel free to call Molly at 610-373-3439 x 307 or email [mmurrill@habitatberks.org](mailto:mmurrill@habitatberks.org). We will be sure to get a copy of the booklet to you after the event so that you can see first-hand the advertisement you have purchased. Advertising your business with us directly benefits the community by supporting our efforts to build strength, stability and self-reliance through shelter. Thank you in advance for your support!

Sincerely,

2019 Birdhouse Challenge Committee