



Friday & Saturday, August 15 & 16, 2025

**SPONSORSHIP
OPPORTUNITIES**

ABOUT BRUSH UP

Brush Up is Project Housework's annual fundraising and volunteer event, supporting low-income homeowners in our community. Each year, more than 350 volunteers gather to provide much-needed exterior home painting services, enhance curb appeal, preserve property value, and instill pride and dignity in homeowners. Since 1995, thanks to the collective efforts of these dedicated volunteers, almost 1,000 homes have been painted since the event's conception.

EVENT DETAILS

During the event, volunteers give homes a fresh coat of exterior paint and contribute to revitalizing neighborhoods. Painting is crucial in preserving a home's exterior by safeguarding the siding from weather, insects, dust, and moisture, which can cause mold, mildew, and rot. It offers volunteers a unique team-building experience while significantly impacting the community.

The 2025 event is scheduled for Friday, August 15, and Saturday, August 16, 2025. In response to the increasing demand from our volunteer teams, we are adding a Friday Paint Day to our events.

BRUSH UP IMPACT



*25 Homes
painted each year*



*350+ volunteers
engaged annually*



*Almost 1,000 homes
painted since 1995*



*1,750+ hours of
community service
each year*

SPONSORSHIP PACKAGES

Presenting Sponsor – \$10,000 (3)

All the benefits of the Paint the Town Sponsorship plus:

- Exclusive opportunity to select the Brush Up location for your team from the available opportunities, a testament to your significant influence on the event's success
- Prominent listing as Presenting Sponsor on all event-related and promotional materials, ensuring your brand receives unparalleled visibility and recognition
- Prominent logo placement as Presenting Sponsor on volunteer t-shirts (approx. 400)
- Clickable link as a Presenting Sponsor on the event landing page, projecthouseworks.org/brush-up
- Listing as a Presenting Sponsor in all press releases
- Prominent logo placement as a Presenting Sponsor on yard signs at each paint location
- Social media @tagged spotlight as a Presenting Sponsor

Paint the Town Sponsor – \$5,000

All the benefits of the Get Your Roll On Sponsorship plus:

- Opportunity to contribute an item to the volunteer gift bags (up to approx. 400 item(s))
- Listing as a Paint the Town Sponsor with links in e-blasts to more than 500 volunteer households
- Social media @tagged post as a Paint the Town Sponsor
- Thank you, @tagged posts on social media

SPONSORSHIP PACKAGES

Get Your Roll On Sponsor - \$2,500

All the benefits of the Paint the Town Sponsorship plus:

- Listing as a Get Your Roll On Sponsor in e-blasts to more than 500 volunteer households
- Thank you social media post as a Get Your Roll On Sponsor

Tape Trim Let's Begin Sponsor - \$1,750

- Includes a Brush Up, a volunteer team
- Name recognition on the volunteer t-shirts (approx. 400)
- Listing in the Sponsors Section on the event page at projecthouseworks.org/brush-up
- Thank you social media post for all Tape Trim Let's Begin sponsors
- Recognition in Project Houseworks' Annual Report

Slice of Support Lunch Sponsor - \$2,500 (2)

- Includes a Brush Up, a volunteer team
- Name recognition on the volunteer t-shirts (approx. 400)
- Prominent recognition included in each lunch delivered to all volunteer teams.
- Listing in the Sponsors Section on the event page at projecthouseworks.org/brush-up
- Thank you social media post for Slice of Support Lunch sponsors
- Recognition in Project Houseworks' Annual Report

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It Takes a Village (Individual Registration) - \$25

- Make a direct difference in the lives of low-income neighbors by helping revitalize their homes.
- Includes a registration on a BrushUp volunteer team
- Lunch on volunteer day
- Brush Up t-shirt
- Recognition on the event page at projecthouseworks.org/brush-up
- Recognition in Project Houseworks' Annual Report



SPONSORSHIP SIGNUP FORM

Organization Name:

Preferred Mailing Address:

Brush Up Contact Name:

Preferred Contact Information

Desired Sponsorship Level

Is your organization planning for a volunteer team?

Yes

No

If your company will have a volunteer paint team, we will be in touch with next steps.

Sponsorship Logo Requirements

To ensure the highest display quality of your company logo, please follow the below guidelines.

Accepted file types for logo files are .jpeg or .png Please provide the following three versions of your logo:

Full-color, Black (one color), White (for use on a dark background)

PLEASE Return completed form to:

Project Houseworks, 321 South 17th Street, No. 115, Omaha, NE 68102

Contact Us

We look forward to forging a valuable partnership with you.

Ready to get started? Please contact Kenley Sturdivant-Wilson at kenley@projecthouseworks.org

Project Houseworks

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Email

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Website

projecthouseworks.org

