



Jimmy & Rosalynn Carter Work Project

RURAL RALLY October 28th & 30th, 2025

Sponsorship Opportunities - Build Days and Tailgate Party

Presenting Sponsor: \$4,000

- 2 future corporate volunteer shifts within Jefferson County
- Presenting sponsor acknowledgement on Rural Rally signage, Tailgate Party social media posts, and promotional materials
- Presenting sponsor banner at Tailgate Party with logo
- Presenting sponsor advertisement in monthly newsletter to 2x4 club members for the months of October and November
- Opportunity to send volunteers to help at Rural Rally Tailgate Party
- Table display at Habitat for Humanity informational booths
- Recognition made during the Tailgate Party



Build Day Sponsor: \$1,500

- Corporate volunteer day in Fort Atkinson for Rural Rally
- Recognition as Build Day Sponsor on all build signage and promotional materials
- Opportunity to send volunteers to help at post build Tailgate Party
- Logo and link to business on social media post

Food and Drink Sponsor: \$750

- Recognition as a Tailgate Party sponsor on Event signage and promotional materials
- Business sponsor signage at grills and on picnic tables at tailgate
- Recognition made during the Tailgate Party
- Logo and link to business on social media post

Tailgate Game Sponsor: \$150

- Corporate volunteer day operating Tailgate Party game booth
- Recognition as a Tailgate Party sponsor on event signage and promotional materials
- 1 table display at tailgate with option to promote business
- Acknowledgment on social media post

Tailgate Raffle Sponsor: \$300

- Opportunity to send volunteers to help at Tailgate Party
- Raffle sponsor signage at information booths and raffle display table
- Recognition made on event signage, promotional materials, and during raffle announcements



Learn More!

HABITATWJR.ORG/events



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RURAL RALLY

October 28th & 30th, 2025

Build Days and Tailgate Party

What is Rural Rally?

Rural Rally is just one piece of the Jimmy and Rosalynn Carter Work Project. During the last week of October, Habitat for Humanity International and its affiliates will take part in a home building BLITZ! Habitat for Humanity Waukesha - Jefferson - Rock is proud to be part of this year's Rural Rally. The yearly event focuses on building houses in rural communities for families in need. We will be contributing to this year's efforts, by participating in two build days at our current Jefferson County build site.

- 700 Schumacher Way, Fort Atkinson, WI 53538
- Rural Rally Build Days 10/28 and 10/30
- Half day shifts available

How Are We Celebrating?

As a way to connect with the local Fort Atkinson community and say thank you to our hard working sponsors, volunteers, and employees, we invite everyone to join us for the Rural Rally Tailgate Party! Is there a better way to bring people together during October, in Wisconsin?

- Tailgate Party, Thursday 10/30, 5:30PM - 7:30PM
- 650 McMillen St, Fort Atkinson, WI, 53538
- Includes game and raffle sponsors, and a brat fry!



How To Get Involved!

It takes many hands to build a home. Do your part to help us build accessible housing and strong communities. If you want to contribute to the Jimmy and Rosalynn Carter Work Project, check out our sponsorship and corporate volunteer opportunities. Speak with our Events Manager to reserve your spot!

Eric Carroll, Events Manager
Eric@habitatwaukesha.org

Learn More!

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