

DESIGN WITH PURPOSE.
COMPETE FOR GOOD.
ELEVATE WITH
YOUR INFLUENCE.
HAVE A COCKTAIL.

Your sponsorship powers an unforgettable evening where great design meets real purpose—furnishing hope, strengthening community, and turning vision into measurable change. 

FURNISH HOPE



APRIL 22, 2026

A LIVE DESIGN COMPETITION SPONSORED BY THE BAY AREA'S TOP REALTORS, STAGERS, DESIGNERS, TRADE PARTNERS, AND COMMUNITY LEADERS.

On Earth Day, April 22, 2026, from 6pm~9pm, Make It Home Bay Area will host Home Star: Furnish Hope — a live design competition inside our new Novato warehouse, inspired by HGTV's Design Star.

Four standout Bay Area designers will transform reclaimed, donated, and upcycled furnishings into fully realized spaces in real time — demonstrating how exceptional design can serve both people and the planet.

More than a competition, this event brings the Bay Area's design, real estate, and building community together in a shared commitment to sustainability, creativity, and housing stability.

Your sponsorship supports families transitioning out of crisis, workforce training in furniture restoration, and circular economy solutions that turn waste into worth.

We invite you to align your brand with an industry that doesn't just shape beautiful spaces — it creates lasting impact.



Emcee:
Lindsey Shook, Editor California Home & Design

THE TEAMS

- Jeannie Fraise/Lotus Bleu
- Kimberley Harrison/Kimberley Harrison Interiors
- Tiffany Blaylock/ Matador Studio
- Elena Calabrese + Shawn Forbes /ESP Staging



THE JUDGES

- Jeff Schlarb, Jeff Schlarb Design Studio
- Jennifer Pezzolo, Pezzolo Staging
- Amanda Hardesty, Hardesty Dwyer & Co.
- Alicia Cheung, Alicia Cheung Design
- Ali Grosslight, California Home & Design



THE AUDIENCE

- Real Estate Professionals
- Contractors, Builders, and Developers
- Interior Designers, Stagers, and Organizers
- Trade Partners
- Philanthropic Donors
- Sustainability Advocates
- Media and Content Creators



FURNISH HOPE



APRIL 22, 2026

why sponsor

SPONSORS DIRECTLY SUPPORT

- Housing stability for families transitioning out of crisis
- Workforce training in upholstery and furniture restoration
- Circular economy and waste diversion initiatives

Deadline for Sponsorships to be included in event materials: April 7, 2026



EXCLUSIVE PRESENTING SPONSOR (ONE AVAILABLE) - \$10,000

- Naming recognition (“Home Star: Furnish Hope presented by...”)
- Logo placement on stage, event signage, and event materials
- Dedicated newsletter piece sent to MIH community
- Social media recognition to include:
 - Dedicated Instagram story spotlighting the sponsor’s support
 - Dedicated LinkedIn post spotlighting the sponsor’s support
 - Branded + mission-aligned caption
 - Instagram Story takeover (1–3 frames) during event week
 - 3-slide Carousel on Instagram
 - Featured placement in all event-related social captions
 - (“Presented by @Sponsor”)
- Post-event impact recap tag showing how funds were used
- Speaking opportunity during the program
- 10 VIP tickets
- Private pre-event warehouse tour





GOLD - \$5000

- Logo on event signage, event materials, and digital promotions
- Social media recognition to include:
 - 2 Instagram stories spotlighting the sponsors support
 - Multi-frame IG Story sequence (logo slide + event moment + tag)
 - Mention in all major event announcements
 - Post-event thank-you IG story with logo + tag
 - Option to co-create one Instagram story
 - One LinkedIn post spotlighting the sponsor's support
- **6 VIP tickets**
- Recognition during the program

SILVER - \$2500

- Logo on website and select signage
- Social media recognition to include:
 - Grouped sponsor Instagram story
 - Story mention during event
 - Tag in post-event thank-you
 - Logo inclusion on social graphics
- **4 VIP tickets**

MEDIA SPONSORSHIP-SOLD

- Logo on signage, event materials and social media
- Magazine distribution at event

IN-KIND - \$1000-\$5000

Donate products or services needed for the events (ie. decor, artwork, lighting, A/V, F+B, Florals)

- Logo on event signage and materials
- Social media recognition to include:
 - Instagram story spotlighting the sponsor's support
 - Inclusion in collective sponsor thank-you post
 - Optional repost of sponsor-shared content
- Event tickets - varies by donation level

COCKTAIL/CHAMPAGNE - \$3000 or In-Kind

- Exclusive bar branding
- Logo at bar and cocktail area
- **4 VIP tickets**

MIH SHOP SALE - \$1000

- Logo at checkout + sale signage
- Recognition in post-event recap
- 2 General Event Tickets





Thank you!

ABOUT MAKE IT HOME

The mission of Make It Home is to help Bay Area families and individuals transitioning out of crisis. We recycle, repurpose, and curate gently-used, donated furnishings to transform empty spaces into homes.

Our vision is to end furniture poverty while protecting the environment.

T: (415)578.3205

L: Novato, Ca

E: info@makeithomebayarea.org

W: makeithomebayarea.org

IG: [@makeithomebayarea](https://www.instagram.com/makeithomebayarea)

