



2025 CEO BUILD
leaders working together
building homes, communities, and hope.

CEOs and business leaders across our community have joined together to build a safe and affordable home for a deserving family.

Honorary Hosts Mika & Brian Kleinschmidt from HGTV's 100 Day Dream Home invite you to support the Simmons Family on their journey to affordable homeownership. The CEO Build will be featured on Season 6 of 100 Day Dream Home!

LEARN HOW YOU CAN GET INVOLVED:
habitat.org/ceobuild



honorary hosts

Mika & Brian
from HGTV's
100 Day Dream Home



Kick-Off Reception Sponsor & Leader - \$10,000

- Invitation to a dedicated CEO Build day (photo opp and exclusive networking opportunity)
- Prominent recognition at the Kick-Off event as the presenting sponsor
- Invitation to the CEO Build Kick-Off and Wrap-Up Receptions
- Name/Logo recognition as a "CEO Build Kick-Off Sponsor" in media releases and marketing initiatives
- CEO's Name/Logo included on collateral and social media graphics promoting the build
- Personalized toolkit of marketing assets to announce your involvement with the build, including video interview footage, social media graphics
- Recognition on the Habitat website with a link to your website

Wrap-Up Reception Sponsor & Leader - \$10,000

- Invitation to a dedicated CEO Build day (photo opp and exclusive networking opportunity)
- Prominent recognition at the Wrap-Up event as the presenting sponsor
- Invitation to the CEO Build Kick-Off and Wrap-Up Receptions
- Name recognition as a "CEO Build Wrap-Up Sponsor" in media releases and marketing initiatives
- CEO's Name/Logo included on collateral and social media graphics promoting the build
- Personalized toolkit of marketing assets to announce your involvement with the build, including video interview footage, social media graphics
- Recognition on the Habitat website with a link to your website

Leader - \$3,000

- Invitation to a dedicated CEO Build day (photo opp and exclusive networking opportunity)
- Invitation to the CEO Build Kick-Off and Wrap-Up Receptions
- Name/Logo recognition on the signage in front of the family's home for the duration of construction
- Name recognition inclusion in any media releases issued by Habitat
- Name/Logo included on collateral and social media graphics promoting the build
- Personalized toolkit of marketing assets to announce your involvement with the build, including video interview footage, social media graphics, etc.
- Recognition on the Habitat website with a link to your website



SECURE YOUR SPOT

Email Mike Sutton at
msutton@habitatbg.org or
visit habitatbg.org/ceobuild





THE SIMMONS FAMILY



**Habitat
for Humanity®**
Tampa Bay Gulfside

**We build strength, stability,
self-reliance and shelter.**



HOMEOWNERS

Lace Simmons
Liana, daughter, age 18
Kalynn, daughter, age 17

“What matters most to be is that my family has a legacy that they can now build on.”

Lace Simmons, a dedicated single mother of two talented daughters, Liana and Kalynn, is on her homeownership journey with Habitat for Humanity. Currently working as a Product Specialist at Crown Kia, Lace has always strived to provide a nurturing environment for her daughters, who share her passion for the arts. Liana, 18, has just started her journey in college, majoring in Studio Arts and Digital Design. Kalynn, 17, is finishing her last year of high school and has always had a deep love for music and dance.



SPONSOR

CEO BUILD

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For Lace, the decision to join the Habitat program was driven by her desire to provide a stable and secure home for her family – a place where they could truly thrive. Reflecting on her current living situation, Lace shares, “I’ve rented my whole life, and I am ready to be a homeowner. The house we live in now has had many issues, from leaks to a dilapidated garage. I want a peaceful environment where my girls and I can feel safe and proud of our home.” Lace’s determination to give her daughters a better future is evident as she speaks of her dreams of a quiet neighborhood and a beautiful garden where they can grow together.



HOME SITE

3320 58th Ave. N.
St. Petersburg, FL

When Lace received the news that she had been accepted into the Habitat program, she was overwhelmed with emotion. “I was proud of myself for making it to this point,” she says. “I was honored that Habitat could see the vision I had for my family and was willing to help make it come true.”

As Lace looks to the future, she imagines a life where her daughters have a legacy to build upon. “My house will be welcoming and bright, with the most beautiful landscaping,” she envisions. More than just a place to live, Lace’s future home represents stability, love, and the foundation for lasting memories. “Home is where my girls are,” she adds, capturing the essence of what truly matters to her.