



Habitat
for Humanity®
of Wake County

Serving Wake and
Johnston Counties

SHACK-A-THON NC STATE



March 29 – April 4, 2026 | Wolf Plaza at NCSU

Get ready for Shack-a-Thon 2026!

Shack-A-Thon is a student-run fundraiser that started at NC State in 1998 with one shack and a few passionate students wanting to bring awareness to the issue of affordable housing. It has since grown to include more than 20 shacks, dozens of student organizations, and thousands of participating students each year. Shack-A-Thon raises money to support Habitat for Humanity of Wake County and its efforts to provide affordable housing for people in need.

From **March 29 – April 4** students will eat, sleep and fundraise in more than 20 unique student designed and built shacks on Wolf Plaza. Shack-A-Thon is one of the largest and most successful fundraisers at NC State and receives extensive media coverage from local TV, newspapers, blogs, Twitter feeds, Instagram and Facebook posts.

Sponsorship Opportunities

Becoming a Shack-A-Thon Sponsor is both a meaningful investment in the Raleigh community and valuable exposure to NC State students. Shack-A-Thon draws thousands of students daily, offering your company a prime opportunity to build brand awareness and connect with the Wolfpack.

Join NC State Habitat for Humanity in our mission to build homes, communities and hope – we'd be honored to partner with you!

Sponsorships range from \$100 to \$1000. For more information contact Madison Farlow, Shack-a-Thon Co-director, at shackathon.ncsu@gmail.com.



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What will you be sponsoring?

All funds raised from sponsors, shacks, and the student body will be used to build a new, affordable Habitat home during the 2024-2025 fiscal year in Wake County. Habitat for Humanity of Wake County builds safe, low cost, high quality houses for qualified homebuyers. Each home is built in partnership with sponsors, volunteers, and homeowner families. The houses are safe, affordable, and are sold for no profit to the partner family, who repays a very affordable mortgage.

Homeowners attend a series of workshops on financial literacy and home maintenance so that they are well prepared to responsibly care for their homes and families. They are also required to invest 200 'sweat equity' hours by volunteering at the build sites of their home and the homes of others in the home buyer program. Habitat for Humanity focuses on building and empowering families to break the cycle of poverty, which is a powerful stimulus to the local economy and benefits local companies like yours.

Bringing you to Wolf Plaza!

This map shows how shacks will be laid out in Wolf Plaza. During class changes, thousands of students will walk through these areas, interacting with the shacks and learning more about their sponsors. To learn more about the benefits of having a shack sponsored on Wolf Plaza, look below!



Together, we build.

shackathon.org



Sponsorship Benefits

All Sponsor Levels Receive:

- An estimated 30,000 daily exposure to your advertising as NC State students, faculty, and visitors pass through Wolf Plaza.
- Tax-exempt donations through 501(c)(3) status (receipt provided).
- Opportunity to network with NC State students while building and painting a shack – showing support for Shack-A-Thon in a fun, hands-on way!

Brickyard Sponsor: \$100 - \$250

All preceding benefits PLUS:

- Company name posted as an official sponsor on the NC State Habitat for Humanity chapter's Instagram page.

Wolf Pack Sponsor: \$250 - \$1000

All preceding benefits PLUS:

- Set up to advertise and network at one of the limited sponsorship tables for an entire day.
- Display, give away, and sell merchandise while providing information and engaging with students about your company.
- Company name posted as an official sponsor on the NC State Habitat for Humanity chapter's Instagram page.

Bell Tower Champion: \$1000+

All preceding benefits PLUS:

- Opportunity to be present at the Habitat for Humanity of Wake County home dedication and listing in the home dedication program pamphlet.
- Company listing on the Habitat for Humanity of Wake County's website and annual report.



How to Become a Sponsor

Student Groups

Please email shackathon.ncsu@gmail.com when you have confirmed a sponsorship. All student groups must submit confirmed sponsors by **March 1, 2026** to have the sponsor's donation count towards their competitive total.

Companies

Please email shackathon.ncsu@gmail.com when you have picked a sponsorship level and include a high-resolution logo of your company. A check written for the corresponding amount must arrive at the Habitat for Humanity of Wake County Raleigh Office by **March 1, 2026** in order to have your sponsorship level completely fulfilled.

If a sponsorship level is chosen within a week of the deadline, personally dropping off the check at Habitat Wake is required (2420 North Raleigh Boulevard, Raleigh, NC 27604). If you are a company that wishes to sponsor after the deadline, you can still send an email to shackathon.ncsu@gmail.com, as it may still be possible to secure the sponsorship.

Submit Online Via: donate.habitatwake.org/shackathon26

Note Line: Shack-A-Thon 2026 & Chosen Sponsorship Level

Make Checks Out To: Habitat for Humanity of Wake County
Memo Line: Shack-A-Thon 2026 & Chosen Sponsorship Level
Habitat Wake Mailing Address: 2420 North Raleigh Blvd.
Raleigh, NC 27604

Contact Info

NC State Habitat for Humanity Chapter
Shack-A-Thon Co-Director: Madison Farlow
shackathon.ncsu@gmail.com
Contact for issues concerning sponsorship details

Habitat for Humanity of Wake County
Donor Relations Specialist: Sophie Ketron
Sophie.ketron@habitawake.org
Contact for issues concerning checks and receipts payable to Habitat for Humanity.