

**ROCK
—THE—
BLOCK**



OCTOBER 19 – 24, 2026

40 years of impact across Dallas.
20 years in partnership with Joppa.
1 week to Rock the Block.

For forty years, Dallas Area Habitat for Humanity has worked alongside families and communities across Dallas to build more than homes. Together with volunteers, donors, civic leaders, and neighborhood partners, Dallas Habitat has helped create pathways to stability, opportunity, and generational wealth through affordable homeownership.

As we celebrate **40 years of Raising the Roof**, we are also honoring a partnership that has helped shape our work for more than two decades – the historic community of Joppa.

Founded by formerly enslaved families after the Civil War, Joppa is one of the oldest freedmen's communities in North Texas. For more than twenty years, Dallas Habitat and the residents of Joppa have worked side by side to strengthen the neighborhood and expand opportunities for families.

To celebrate both milestones, Dallas Habitat will host Rock the Block, a week-long community revitalization and celebration in Joppa.

Throughout the week, volunteers, residents, nonprofit partners, and corporate teams will work together on projects that strengthen homes, beautify blocks, and enhance the shared spaces that bring neighbors together. The week will culminate in a vibrant community block party on October 24, 2026, celebrating the history, culture, and future of Joppa.

Rock the Block reflects the very best of what happens when a city comes together for community.

Let's Raise the Roof!

Fellows Ln

Joppa



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR • \$150,000

Position your company as the lead corporate partner for Rock the Block – the signature event of Dallas Habitat's 40th Anniversary Celebration.



BLOCK PARTY SPONSOR • \$100,000

Champion the community celebration that brings Rock the Block to life.



ENTERTAINMENT SPONSOR • \$75,000

Set the stage for the music and moments that keep Rock the Block moving and memorable.



NEIGHBORHOOD INVESTMENT SPONSORS • \$50,000

Mobilize multiple neighborhood improvement projects taking place throughout the week.



PROJECT LEVEL SPONSORSHIPS

Support sponsorships that fuel large-scale, medium, and smaller neighborhood improvement projects — each delivering meaningful impact in Joppa.



ACTIVATION SPONSORSHIPS

Bring Rock the Block to life through engaging experiences that create connection, celebration, and visibility throughout the event.



**VISIT [DALLASAREAHABITAT.ORG/RTB26](https://dallasareahabitat.org/RTB26)
FOR FULL DETAILS OR CONTACT:**

Kathryn Cox • Chief Development Officer
KCox@Dallas-Habitat.org • 940.597.1922