

Germantown firm sponsors Habitat effort

By [David Flaum](#) ([Contact](#))

Friday, February 1, 2008



Ben Fant/Special to The Commercial Appeal

Nicole Bradford, Family Services coordinator for Habitat for Humanity, sorts stickers and other goodies that will be placed into bags for those who have pledged to turn their Super Bowl parties into fund-raisers for Habitat as part of the Home Team Huddle fund-raiser.

Each player on the winning team in Super Bowl XLII Sunday will take home more than \$75,000 -- and a ring.

Habitat for Humanity aims to raise just a fraction of that with its fourth annual Home Team Huddle.

The idea is simple -- have a Super Bowl party, register it with Habitat and collect money for the home building agency at halftime of the game, said Jeff Capps, director of community relations.

"Last year we raised \$15,000 with 35 parties," Capps said. "This year, we've got 50 registered already."

Habitat also relies heavily on corporate partners, starting with Matrix Achievement Group, the presenting sponsor.

The relationship between the Germantown-based global sales training firm began three years ago when the company financed the construction of a Habitat home, said Todd Zaugg, founder and chief executive officer of Matrix.

Zaugg and a Matrix affiliate from Houston worked on the house and the firm paid the \$50,000 construction cost. Zaugg also brought his wife, Callie, and children, Chancellor, 12, Peyton, 7, and Rainey, 6, to the site to watch the work.

"We're real believers that you've got to give so future generations can follow your lead," he said.

So when Capps called Zaugg to talk about the Home Team Huddle sponsorship, Zaugg recalled, "I said, 'Absolutely.'"

Matrix contributed \$7,500 for the sponsorship and will add to that in future years if more money is needed to promote the event, he said.

"One of our unique pastimes is football. What an incredible opportunity to help other people who are not as fortunate as us while watching that most unique example of American culture. It's an opportunity to show the other side of our culture, which is giving," Zaugg said.

He credits Capps' energy and passion with the growth of the event.

Capps, in turn, credits Zaugg and Matrix.

"There's no way we could do the level of promotion we're doing without their support," he said.

That includes posters, placed mostly in restaurants and bars, and a 30-second commercial on Fox 13 television. While Habitat paid for some of the ads, the television station donated a substantial amount of air time to run more, Capps said.

Habitat also got corporate backing for the prize promotion connected to the event.

Party hosts and guests are eligible for a grand prize of a weekend getaway to an NFL city next season. That includes round-trip airfare for two -- provided by Northwest Airlines -- two nights in a hotel and two tickets to a game: the winner gets to pick the city and the date.

Hosts raising the most money also will be eligible for prizes, including restaurant gift certificates and tickets to area sporting events. That is done with backing from Regions Bank, the Memphis Flyer and The Gardener's Shadow.

With 50 parties signed up by midweek, Capps sees Habitat easily exceeding last year's Home Team Huddle total -- although not yet to the level of that Super Bowl winner's check.

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