



Realtors[®] Care Day

Charlotte Regional Realtor[®] Association
A Housing Opportunity Foundation Initiative

SPONSORSHIP LEVELS AND BENEFITS

T-Shirt Sponsor \$1,500

Only two available.

- > Company logo displayed on the back of 1,000 volunteer t-shirts to be worn on Realtors[®] Care Day
- > Signage recognition with company name/logo at all site locations
- > Banner advertising position on foundation home page for two months **(\$1,000 value)**
- > Logo posted on www.CarolinaRealtors.com on the Realtors[®] Care Day Web page
- > One set of association/CMLS membership mailing labels **(\$1,000 value)**
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Acknowledgement in Realtor[®] Reflections magazine (online)
- > Verbal recognition at the Celebration Party
- > Six tickets to the Celebration Party

Water Bottle Sponsor \$1,500

Only two available.

- > Company logo displayed on 12 oz. water bottles available to workers on Realtors[®] Care Day
- > Signage recognition with company name/logo at all site locations
- > Banner advertising position on foundation home page for two months **(\$1,000 value)**
- > Logo posted on www.CarolinaRealtors.com on the Realtors[®] Care Day Web page
- > One set of association/CMLS membership mailing labels **(\$1,000 value)**
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Acknowledgement in Realtor[®] Reflections magazine (online)
- > Verbal recognition at the Celebration Party
- > Six tickets to the Celebration Party

(See other side for more sponsorship opportunities.)

Your donation will help the foundation and local Realtors[®] tackle some of the most pressing housing needs in our community through the Realtors[®] Care Day project. Through affiliation with the Charlotte Regional Realtor[®] Association Housing Opportunity Foundation, a 501(c)(3) non-profit, you are demonstrating a commitment to safe, affordable and sustainable homeownership, giving your company an advantage among the Realtor[®] community.

WHO?

The Charlotte Regional Realtor[®] Association and its charitable arm, the Housing Opportunity Foundation.

WHAT?

As part of the commitment to sustaining affordable workforce housing, the foundation embarked upon a community-wide project called Realtors[®] Care Day in 2008. The continued purpose of the day is to assist homeowners with exterior home repairs, as well as to provide adaptive and safety modifications for the elderly and disabled. Each year, approximately 30 to 35 families receive assistance through this project, with a dollar impact exceeding \$250,000.

WHEN?

The event is Friday, April 23, 2010 at sites in Mecklenburg and Iredell counties. A celebration party will be held at the end of the day for Realtors[®], family members from each site location and project sponsors.

WHY?

This project highlights the foundation's commitment to sustainable, safe and affordable workforce housing. It provides an opportunity to work with area nonprofit partners to positively impact the living conditions of existing homeowners. These homeowners have demonstrated good financial practices but have also been selected for their critical housing needs.

WHO WILL ATTEND?

More than 600 active members of the association are expected to volunteer for the day. While volunteer opportunities are not open to the public, the magnitude of the projects involved require professional volunteer assistance from builders, developers, and other community professionals, such as painters, home inspectors, etc. In addition, each participating homeowner and his or her family are encouraged to take part in the day's activities.

IS THE FOUNDATION A 501(c)(3) ORGANIZATION?

Yes. The foundation was incorporated as a 501 (c) (3) entity in 1989. The tax ID # is 56-1609175. For questions regarding tax deductions, please consult your tax advisor. Go to www.CarolinaHome.com to make a donation.



Housing Opportunity Foundation
CHARLOTTE REGIONAL REALTOR[®] ASSOCIATION

For more information, contact Amy Ballard at 704-560-9505
or amy.ballard@carolinahome.com.

Volunteer Appreciation and Celebration Party Sponsor \$1,000

- > Company logo displayed on electronic invites issued for the Celebration Party (estimated attendance of 500 to 700 people)
- > Banner advertising position on foundation home page for one month (**\$500 value**)
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtor® Care Day
- > Opportunity to have a display and representation at the Celebration Party
- > Recognized as Celebration Party Sponsor with company logo on signage placed at celebration event
- > Logo posted on www.CarolinaRealtors.com on the Realtors® Care Day Web page
- > Recognized as Celebration Party Sponsor with company logo at all site locations
- > Opportunity to have a stage presence and introduce the band/DJ performing at Celebration Party
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Acknowledgement in Realtor® Reflections magazine (online)
- > Verbal recognition at the Celebration Party
- > Four tickets to the Celebration Party

Food/Beverage Sponsor at Celebration Party \$500

- > Signage recognition with company name at all site locations
- > Signage recognition with company name/logo at all site locations
- > Company name and logo on electronic invites issued for the Celebration Party (estimated attendance of 500 to 700 people)
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtor® Care Day
- > Opportunity to have a display and representation at the Celebration Party
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Logo posted on www.CarolinaRealtors.com on the Realtors® Care Day Web page
- > Acknowledgement in Realtor® Reflections magazine (online)
- > Four tickets to the Celebration Party



Site Sponsor \$500

- > Recognized as Site Sponsor at a specified site location for the day of the event
- > Opportunity to have a limited on-site display and representation
- > Signage recognition with company name at all site locations
- > Skyscraper advertising position on foundation home page for two months (\$500 value)
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtor® Care Day
- > Company name listed on www.CarolinaRealtors.com on the Realtors® Care Day Web page
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Acknowledgement in Realtor® Reflections magazine (online)
- > Four tickets to the Celebration Party



Friend of Realtors® Care Day \$250

- > Company name listed on t-shirt worn by volunteers
- > Company name on signage at all site locations
- > Company name listed on www.CarolinaRealtors.com on the Realtors® Care Day Web page
- > Recognition in ongoing association promotions such as "e-Headlines" and "Broker-in-Charge News," as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 9,000)
- > Acknowledgement in Realtor® Reflections magazine (online)
- > Two tickets to the Celebration Party

For more information, contact Amy Ballard at 704-560-9505 or amy.ballard@carolinahome.com.



The Housing Opportunity Foundation is a tax-exempt 501(c)(3) organization; however, please check with your tax advisor to obtain full tax information regarding your sponsorship.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-807-2214. The license is not an endorsement by the state.