



## SPONSORSHIP LEVELS AND BENEFITS

### TITLE SPONSOR \$8,000

One available

- > Company logo displayed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
- > Company logo displayed on 12 oz. water bottles available to volunteers on Realtors® Care Day
- > Company recognized as Title Sponsor with logo on the Realtors® Care Day volunteer registration website (where all volunteers must go to signup for the project)
- > Opportunity to speak to all volunteer project leaders (approximately 70 Realtors® and general contractors) at an informational meeting held one month prior to Realtors® Care Day (option to also have a giveaway at this meeting and/or bring promotional materials)
- > Opportunity to have an on-site presence at the two launch sites for media and elected officials (in Charlotte and Iredell County)
- > Opportunity for company representative to have opening remarks at both launch sites
- > Signage recognition with company logo at all site locations
- > Company recognized as Title Sponsor with logo placed on Realtors® Care Day promotional fliers
- > Banner advertising position on foundation home page for two months (\$1,000 value)
- > Company recognized as Title Sponsor with logo posted on [www.CarolinaRealtors.com](http://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 as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 8,000)
- > Acknowledgement in Realtor® Reflections magazine (online)

(See other side for more sponsorship opportunities.)

Your sponsorship 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) nonprofit, 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 2009. 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, more than 30 families receive assistance through this project, with a dollar impact exceeding \$250,000.

#### WHEN?

The project is Friday, April 8, 2011 at sites in Mecklenburg and Iredell counties.

#### 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.



For sponsorship information, contact Renee Ortiz-Aaron at 704-940-3156 or [renee.ortiz-aaron@carolinahome.com](mailto:renee.ortiz-aaron@carolinahome.com).

## 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](http://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, as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 8,000)
- > Acknowledgement in Realtor® Reflections magazine (online)

## VOLUNTEER APPRECIATION SPONSOR

**\$1,000**

- > Opportunity to visit all project sites to thank the volunteers, and provide a drawing or prize at each site location
- > Opportunity for a company message to be included on the “thank you” e-mail that is sent to all volunteers after the project
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
- > Signage recognition with company name at all site locations
- > Company name listed on [www.CarolinaRealtors.com](http://www.CarolinaRealtors.com) on the Realtors® Care Day Web page
- > Skyscraper advertising position on foundation home page for two months (\$500 value)
- > Recognition in ongoing association promotions such as e-Headlines, as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 8,000)
- > Acknowledgement in Realtor® Reflections magazine (online)

**For sponsorship information, contact  
Renee Ortiz-Aaron at 704-940-3156 or  
[renee.ortiz-aaron.carolinahome.com](http://renee.ortiz-aaron.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.

## WATER BOTTLE SPONSOR

**\$1,500**

*Only two available.*

- > Company logo displayed on 12 oz. water bottles available to workers on Realtors® Care Day
- > Company name listed 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](http://www.CarolinaRealtors.com) on the Realtors® Care Day Web page
- > One set of association/CMLS membership mailing labels **(\$1,000 value)**
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## 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 Realtors® Care Day
- > Company name listed on [www.CarolinaRealtors.com](http://www.CarolinaRealtors.com) on the Realtors® Care Day Web page
- > Recognition in ongoing association promotions such as e-Headlines, as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 8,000)
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## 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](http://www.CarolinaRealtors.com) on the Realtors® Care Day Web page
- > Recognition in ongoing association promotions such as e-Headlines, as well as targeted e-mail communications sent to the entire association/CMLS membership (approximate distribution of 8,000)
- > Acknowledgement in Realtor® Reflections magazine (online)

## VOLUNTEER REGISTRATION SPONSOR

**\$1,000**

- > Logo prominently displayed on registration page where all 600+ volunteers go to sign up for the project
- > Opportunity for a company message to be included on the “thank you” e-mail that is automatically sent to each volunteer after they sign up for the project
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
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