



REALTOR® SPONSORSHIP LEVELS AND BENEFITS

Materials Sponsor \$1,000

- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
- > Recognized as a Materials Sponsor on the supply buckets at all site locations
- > Signage recognition with company name at all site locations
- > Company name listed prominently on the main Realtors® Care Day Web page (www.RealtorsCareDay.com)
- > 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)

Site Sponsor \$500

- > Recognized as Site Sponsor at a specified site location for the day of the event
- > Signage recognition with company name at all site locations
- > Opportunity, determined by staff, for sponsor to interact with site's homeowner.
- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
- > Company name listed on www.CarolinaHome.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)

(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 event 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 project requires 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.

Even if you can't contribute at a sponsorship level of \$250 or more, we invite you to donate your change to make a change!

You can donate online at www.CarolinaRealtors.com/HOF through our secure donations page and select Realtors® Care Day as the contribution type. Call 704-940-3138 to donate via credit card. Or send a check to the foundation at 1201 Greenwood Cliff, Ste. 200, Charlotte, NC 28204.

- > \$10 will buy a hammer
- > \$25 will buy a can of paint
- > \$50 will buy lumber to repair rotten stairs
- > \$100 will buy a new window
- > \$150 will buy a square of shingles to repair a roof

Anything you donate to the Realtors® Care Day project will not only make a difference to the homes we repair, but also in the lives of the families living in them. Thank you for your support!



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.

FRIEND OF REALTORS® CARE DAY \$250

- > Company name listed on the back of 1,000 volunteer t-shirts to be worn on Realtors® Care Day
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Every little bit helps! Sponsorships and contributions can:

- > Help replace a roof so a child with asthma no longer lives in a mold-infested home, or so a family can use their pots and pans to cook instead of catching water.
- > Repair windows and doors to keep a family safe – both from the weather and from any outside harm.
- > Repair porches and outside steps so families can go in and out of their homes without a fear of being hurt by broken and rotten wood.
- > Cut down trees at risk of falling on homes and clean yards too overgrown to walk through, so that families can enjoy their yards without risk.
- > Build a handicap ramp for an elderly person who, without a ramp, would become housebound and lose all independence.
- > These are just a few of the ways your money can help. You can make a difference today – not only to these homes, but also to the spirit of the families living in them. Give them help, give them hope and give them a safe home.

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

