



SPONSORSHIP LEVELS and BENEFITS

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 and its charitable arm, the 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. Your support will not only make a difference to the homes we repair, but also in the lives of the families living in them.



SPONSORSHIP INFORMATION

Terri Marshall at 704-940-3148 or terri.marshall@carolinahome.com.

WHAT IS REALTORS® CARE DAY (RCD)?

RCD was established as part of the foundation's commitment to sustaining affordable housing. The 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 20-25 families across Mecklenburg and Iredell counties receive assistance through this project, with an annual dollar impact exceeding \$200,000.

WHY IS RCD IMPORTANT?

This project highlights the foundation's commitment to sustainable, safe and affordable housing. It also provides an opportunity to highlight April as National Fair Housing Month and demonstrates the Realtor® belief that everyone deserves a safe place to live.

WHO WILL PARTICIPATE?

More than 600 active Realtor® members of the association volunteer for RCD. While volunteer opportunities are not open to the public, the projects require professional volunteer assistance from builders, developers, and other community professionals, such as painters and home inspectors.

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. 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.

(SEE REVERSE FOR SPONSORSHIP OPPORTUNITIES)

TITLE SPONSOR - \$5,000

- Company logo displayed on the back of 600+ volunteer t-shirts to be worn on Realtors® Care Day (RCD)
- Company recognized as Title Sponsor with logo on the RCD volunteer registration website (where all volunteers must go to sign up 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 RCD (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 Mecklenburg and Iredell counties)
- Opportunity for company representative to have opening remarks at both launch sites
- Opportunity to visit all project sites the day of RCD
- Signage recognition with company logo at all site locations
- Company recognized as Title Sponsor with logo placed on RCD promotional fliers
- Company recognized as Title Sponsor with logo posted on www.RealtorsCareDay.com
- Company recognized as Title Sponsor on all volunteer newsletters and email communications (sent to 500+ volunteers)
- One set of association/CarolinaMLS membership mailing labels (\$1,000 value)
- Recognition in ongoing association promotions such as e-Headlines as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party



T-SHIRT SPONSOR - \$2,500 (only two available)

- Company logo displayed in color on the back of 600+ volunteer t-shirts to be worn on RCD
- Signage recognition with company name at all site locations
- Logo posted on www.RealtorsCareDay.com
- One set of association/CarolinaMLS membership mailing labels (\$1,000 value)
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

VOLUNTEER APPRECIATION SPONSOR - \$1,500 (only three available)

- Opportunity to visit all project sites to thank the volunteers
- Opportunity for a company message to be included on the “thank you” email sent to all volunteers
- Company name listed on the back of 600+ volunteer t-shirts to be worn on RCD
- Signage recognition with company name at all site locations
- Logo posted on www.RealtorsCareDay.com
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

WATER BOTTLE SPONSOR - \$1,500 (only two available)

- Company logo displayed on water bottles available to workers on RCD
- Company name listed on the back of 600+ volunteer t-shirts to be worn on RCD
- Signage recognition with company name at all site locations
- Logo posted on www.RealtorsCareDay.com
- One set of association/CarolinaMLS membership mailing labels (\$1,000 value)
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

MATERIALS SPONSOR - \$1,000



- Company name listed on the back of 600+ volunteer t-shirts to be worn on RCD
- 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 on www.RealtorsCareDay.com
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

VOLUNTEER REGISTRATION SPONSOR



\$1,000 (only two available)

- Logo prominently displayed on registration page where all 500+ volunteers go to sign up for the project
- Opportunity for a company message to be included on the automated “thank you” email sent to each volunteer after they sign up for the project
- Company name listed on the back of 600+ volunteer t-shirts to be worn on RCD
- Signage recognition with company name at all site locations
- Company name listed on www.RealtorsCareDay.com
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

SITE SPONSOR - \$500



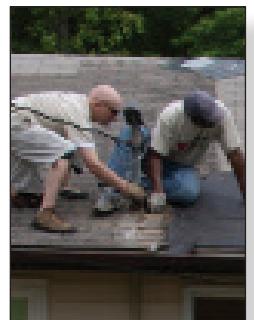
- Recognized as Site Sponsor at a specified site location for the day of the project
- Signage recognition with company name at all site locations
- Opportunity to have a limited on-site display and representation at assigned site
- Company name listed on the back of 600+ volunteer t-shirts to be worn on RCD
- Recognition in ongoing association promotions such as e-Headlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)
- Allows access to RCD launch party

FRIEND OF REALTORS® CARE DAY® - \$250



- Recognition in ongoing association promotions such as eHeadlines, as well as targeted email communications sent to the entire association/CarolinaMLS membership (approximate distribution of 9,000)
- Acknowledgement in Realtor® Reflections magazine (online)

Realtors® and Realtor® firms are only eligible for sponsorships indicated with a hammer.



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