

2018 SPONSORSHIP & BENEFITS GUIDE

Please Join Us in Supporting Sustainable,
Safe and Affordable Housing

10TH ANNIVERSARY

4.20.18

REALTORS[®] Care Day

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

What Your Investment in Realtors[®] Care Day Means

Your sponsorship will help the foundation and local Realtors[®] tackle some of the most pressing housing needs in our community. 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 and giving your company exposure to more than 10,000 members of the Realtor[®] community. Your support will make a huge difference for many families in our area.



2017 HOMEOWNER PROFILE

- The average household income for a homeowner was \$22,121.
- Of the 26 sites repaired, 11 housed more than one person. Many of the 11 were multi-generational with a child and/or grandchild returning to live with an elderly relative.
- The average age of a homeowner in 2017 was 74 years of age. The youngest homeowner was 29 years old.
- The majority of households had a primary wage earner who was no longer able to work due to significant health issues or injuries.



OUR 10-YEAR HISTORY

- **Realtors[®] Care Day (RCD)** was established in 2009 as part of the foundation's commitment to sustaining affordable housing
- Realtors[®] assist homeowners with exterior repairs, as well as adaptive and safety modifications for the elderly and disabled
- Since 2009, the Realtor[®] community has addressed the exterior repair needs of **231 homes and non-profit organizations.**
- To date our efforts have equated to a **total impact of more than \$1 million and \$304,192 in volunteer hours**
- More than **700 active Realtor[®] members** of the Charlotte Regional Realtor[®] Association volunteer annually

About the Housing Opportunity Foundation

The foundation was incorporated as a 501 (c)(3) entity in 1985. The tax ID # is 56-1609175. For questions regarding tax deduction, please consult your tax advisor. Financial information about this organization and a copy of its tax 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**

Contact: Stacy Baum
704-940-3147
Stacy.baum@carolinahome.com

REALTORS® CARE DAY 2018

SPONSORSHIP OPPORTUNITIES

Sponsorship deadline: March 26, 2018

Payment deadline: April 19, 2018

Contact: Stacy Baum, 704-940-3147, stacy.baum@carolinahome.com



SPONSORSHIP LEVEL	TITLE SPONSOR 1 AVAILABLE (\$5,000)	T-SHIRT SPONSOR 2 AVAILABLE (\$2,500)	VOLUNTEER APPRECIATION 3 AVAILABLE (\$2,000)	WATER BOTTLE SPONSOR 2 AVAILABLE (\$1,500)	VOLUNTEER REGISTRATION 2 AVAILABLE (\$1,000)	MATERIALS SPONSOR (\$1,000)	SITE SPONSOR (\$500)	LUNCH SPONSOR (\$250)
Signage recognition with logo on all official vehicles and logo placement near site logistics (i.e. project dumpster)	🏠			🔨 Realtors® and Realtor® firms are only eligible for sponsorships indicated with a hammer.				
Company logo on Realtor® volunteer registration website	🏠		🏠		🏠			
Company logo on t-shirt	🏠	🏠						
Company name listed on t-shirt			🏠	🏠	🏠	🏠	🏠	
Signage with company logo at all sites	🏠	🏠						
Signage with company name at all sites			🏠	🏠	🏠	🏠	🏠	
Ability to visit all project sites	🏠		🏠					
Company logo on RCD website	🏠	🏠	🏠	🏠				
Company name on RCD website					🏠	🏠	🏠	🏠
Thank you email sent via HOF to all volunteers			🏠					
Company logo on water bottles used at all sites through the day				🏠				
Company logo on supply buckets at all sites						🏠		
Attend RCD Volunteer Appreciation Party	🏠	🏠	🏠	🏠	🏠	🏠	🏠	
Limited onsite display and representation	🏠						🏠	
Recognition in emails, online promotions and eblasts to Association membership of 10,000+	🏠	🏠	🏠	🏠	🏠	🏠	🏠	🏠
Sign with company logo on site where food is served								🏠
Acknowledgement in online Realtor® Reflections blog	🏠	🏠	🏠	🏠	🏠	🏠	🏠	🏠