



REALTORS® Care Day

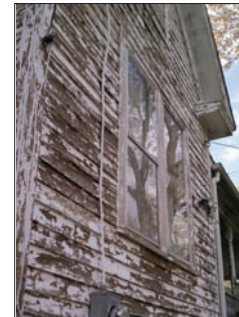
Charlotte Regional Realtor® Association
A Housing Opportunity Foundation Initiative



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



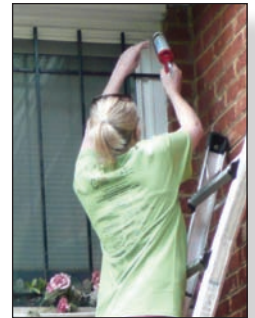
WHAT IS REALTORS® CARE DAY (RCD)?



As part of the commitment to sustaining affordable workforce housing, the foundation embarked upon a community-wide project called RCD 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, approximately 30 families across Mecklenburg and Iredell counties receive assistance through this project, with an annual dollar impact exceeding \$250,000.

WHY IS RCD IMPORTANT?

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 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, 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. 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.)

For sponsorship information, contact Melissa Brunner at 704.940.3156 or melissa.brunner@carolinahome.com.

More information can be found at www.RealtorsCareDay.com.

SPONSORSHIP LEVELS AND BENEFITS

TITLE SPONSOR - \$5,000

- Company logo displayed on the back of 800 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 communication (sent to 600 volunteers)
- One set of association/CMLS 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)



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

- Company logo displayed in color on the back of 800 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/CMLS 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)

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 that is sent to all volunteers after the project
- Company name listed on the back of 800 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)

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 800 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/CMLS 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)

MATERIALS SPONSOR - \$1,000



- Company name listed on the back of 800 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)

VOLUNTEER REGISTRATION SPONSOR - \$1,000 (only two available)



- 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" email that is automatically sent to each volunteer after they sign up for the project
- Company name listed on the back of 800 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/CMLS membership (approximate distribution of 8,000)

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 800 volunteer t-shirts to be worn on RCD
- 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/CMLS membership (approximate distribution of 8,000)
- Acknowledgement in Realtor® Reflections magazine (online)

FRIEND OF REALTORS® CARE DAY - \$250



- Company name listed on the back of 800 volunteer t-shirts to be worn on RCD
- Signage recognition with company name at all site locations
- Company name listed on www.RealtorsCareDay.com
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- Acknowledgement in Realtor® Reflections magazine (online)

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

