

# sponsorship + advertising opportunities

Thank you for your interest in being a sponsor of the **Canopy Realtor® Association**. Together we can decide which sponsorship avenues will be most beneficial. Here is a brief description of the Association to help you decide the appropriate sponsorships for your company.

The Canopy Realtor® Association is a trade Association that provides Realtors® with resources and services to conduct ethical, professional, successful and profitable businesses. Following is an overview and a brief description of the Association and its entities.



**Canopy MLS** is a wholly-owned subsidiary corporation of the Association. Canopy MLS Subscribers or Member Participants use Canopy MLS to access tens of thousands of residential listings in the Canopy MLS service area.



**Canopy Real Estate Institute** (formerly Mingle School of Real Estate) is one of the oldest and most successful real estate pre-licensing schools in North Carolina. Its real estate pre-licensing, post-licensing and continuing-education courses are approved by the North Carolina Real Estate Commission.



**Canopy Housing Foundation** is the charitable arm of the Association. The Foundation provides support and funding on a charitable and educational basis for housing opportunities for all. Its focus areas are funding, education, advocacy and leadership.

We are pleased to offer these sponsorship opportunities.

## contact

**Stacy Baum**

Sponsorship Coordinator  
Canopy Realtor® Association  
Canopy Housing Foundation

sbaum@canopyrealtors.com  
704-940-3147 direct | fax  
704-808-0423 cell

Thank you for partnering with Canopy Housing Foundation. We continue to strive to achieve our vision of a community where all housing needs are met. Our mission of Realtors® creating housing opportunities through advocacy, education, funding and leadership is achieved by promoting affordable homeownership, providing funding to create housing opportunities, and positioning and educating Realtors® as volunteer leaders in support of philanthropic activities. The following are our largest initiatives in 2024:

**REALTORS® CARE DAY | April 19, 2024** Realtors® Care Day is a community-wide project that assists homeowners annually with exterior home repairs as well as adaptive and safety modifications for those in need. Since 2009 this program has assisted 315 families, with a total economic impact exceeding \$1.2 million.

**Available sponsorships from \$350 to \$10,000.**

**PROJECT R.E.A.C.H. (REALTORS® ENGAGING AND CREATING HOPE) June 12, 2024**

125 Realtors® participate in organized volunteer projects at five local nonprofits. Following, event sponsors join all the volunteer groups for a luncheon to share their experiences. This program has engaged over 700 volunteers and returned \$11,250 in direct support to non-profit organizations since its inception in 2017.

**Sponsorships from \$150 to \$3,000.**

**STRIDES FOR SHELTER 5K RUN/WALK | October 19, 2024**

Strides for Shelter is one of the only races dedicated to funding unmet housing needs in our community. In the race's six-year history, more than \$130,000 has been raised to assist local homeless initiatives. A new beneficiary is selected each year.

**Available sponsorships from \$350 to \$5,000.**

**HOLIDAY VIRTUAL SILENT AUCTION | November 22-**

**December 2024** This event funds critical housing needs in Mecklenburg, Iredell, and Haywood counties, with a fundraising goal of \$33,000. This online event is open to the public, in addition to our 15,000+ Realtor® members.

**Sponsorships available from \$550 to \$5,000. In-kind donations of auction items also are requested.**

**contact**

**STACY BAUM**

Sponsorship Coordinator  
Canopy Realtor® Association  
Canopy Housing Foundation

sbaum@canopyrealtors.com  
704-940-3147 direct | fax  
704-808-0423 cell

foundation  
**sponsorships**



## **REALTOR® HOT TOPICS (VIRTUAL OR IN-PERSON)**

Relevant speakers and topics to enhance the knowledge and abilities of our Realtor® members. Attendance ranges from 150 to 250 members. Sponsors can speak live or submit a two-minute video presentation prior to the program.

**Virtual sponsorships - \$300 per event.**

**In-Person sponsorships - \$375 per event**

## **ONLINE NEW MEMBER ORIENTATION**

All new Realtors® must complete an on-line orientation class through the Canopy Realtor® Association. These classes are required and can be watched at the member's discretion. As a sponsor, you can submit a two-minute video that will be presented prior to the beginning of the orientation session.

**\$1,400 per quarter, with opportunity for three sponsors per quarter.**

## **ASSOCIATION ANNUAL MEETING & AWARDS CELEBRATION (DECEMBER 2024)**

Celebrate the holidays at this end-of-year awards luncheon. Participate in the holiday auction by donating an item or placing a bid to support the Canopy Housing Foundation.

**Foundation and Association sponsorships and exhibitor tables available from \$750 - \$3,500.**

## **REALTOR® EXPO (MAY 30, 2024)**

Features major industry speakers, education sessions, virtual exhibit hall, and swag opportunities available for sponsorship. (Expected attendance - 800-1000 REALTOR members)

**Booths - \$800; Sponsorships available from \$1,500 - \$10,000.**

## **CONTINUING- EDUCATION (CE) CLASSES**

N.C. real estate licensees must take a minimum of eight CE hours per year to renew their licenses. Canopy Realtor® members will be using the new Virtual Campus platform for class information and registration. In addition to Sponsor logos, website hyperlinks, and contact information available on the registration website, the sponsor will be given two minutes prior to start of class to speak. The following opportunities are available for virtual and limited in-person Continuing Education (CE) classes:

### **IN-PERSON SPONSORSHIP FEES**

\$350 for half day class sponsorship - (payable prior to the start of the class)  
\$500 for a full day class sponsorship.

### **VIRTUAL SPONSORSHIP FEES**

\$250 per class (payable prior to start of the class).

*Rates subject to increase during peak CE season between March - June.*

# association

# event sponsorships



# digital marketing

The Canopy Realtor® Association presents the following advertising options to REACH Realtors®

## CANOPYREALTORS.COM

This website is accessed by over 15,000 members of Canopy Realtor® Association and 22,000 subscribers of Canopy MLS to conduct their real estate business.

- Average monthly users - 14,857 (Jan.- July 2023)
- Average monthly page views - 137,285 (Jan.-July 2023)

### Dimensions:

- 250 x 250 px with up to four ads in rotation

### Rate:

- Login Page: \$1000/month
- Minimum advertising time: 3 months
- Maximum advertising time: 12 months (with priority option to renew)



## SPONSORED SPOTLIGHTS

Connect to our Realtor® members via email to showcase your latest communities, news and offerings.

- eBlast delivered directly to more than 25,000+ members and subscribers
- 48.6% open rate (Jan.-July 2023)
- Includes graphic and hyperlinks
- Each Sponsored Spotlight can include one Featured ad and two Standard ads
- Sponsored Spotlights are sent 2x/month on the first and third Thursdays of each month

### Featured Ad Space | Price: \$350 per message

- Bolded headline
- 550-character description (includes spaces) of your product or service
- Color graphic (216 px x 216 px; jpeg, png or gif)

### Standard Ad Space | Price: \$250 per message

- Bolded headline
- 350-character (includes spaces) of your product or service
- Color graphic (108 px x 144 px; jpeg, png or gif)



# contact

**Stacy Baum**  
Sponsorship Coordinator  
Canopy Realtor® Association  
Canopy Housing Foundation

sbaum@canopyrealtors.com  
704-940-3147 direct | fax  
704-808-0423 cell

# podcast sponsor

## NEW! CANOPY'S PODCAST, INSIDE THE CANOPY FILES

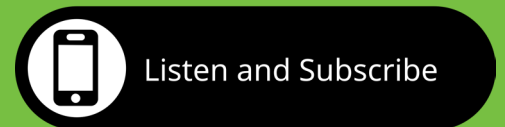
Canopy launched Inside the Canopy Files as the official voice of real estate covering the housing market and issues facing the real estate industry. The podcast is hosted by the current Canopy President and reaches both Realtors® and consumers. Sponsorships are limited to two per episode.

- 250 - 500 downloads per episode

The sponsor may select from one of the following: a 60 second pre-recorded message or a live message read by host. Podcasts are also promoted in eheadlines once a month with a distribution of over 20,000 members and on all Canopy social media platforms.

### Rate:

- \$250 per episode
- 1 - 2 episodes per month



## contact

**Stacy Baum**  
Sponsorship Coordinator  
Canopy Realtor® Association  
Canopy Housing Foundation

sbaum@canopyrealtors.com  
704-940-3147 direct | fax  
704-808-0423 cell