



2024 Realtors® Care Day Sponsorship & Benefits Guide

Realtors® in our community are working to make a difference every day. **Realtors® Care Day** will be celebrating its 15th year on April 19, 2024. Your sponsorship, through affiliation with the Canopy Realtor® Association and its charitable arm, the Canopy Housing Foundation, demonstrates a commitment to safe, affordable, and sustainable homeownership and creates a strong community.



A Realtors® Care Day sponsorship will give your company exposure to more than 15,000 members of the Realtor® community while helping us achieve our vision of a community where all housing needs are met.

Realtors® Care Day sponsorships and donations are tax-deductible to the fullest extent allowable by law.



The Foundation's 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.

WHAT IS REALTORS® CARE DAY?

- Realtors® Care Day (RCD) is an all-day home repair project to assist homeowners and community organizations in Mecklenburg, Iredell & Haywood counties.
- RCD was established in 2009 as part of the foundation's commitment to sustainable housing.
- Realtors® assist homeowners with new builds, exterior repairs, as well as adaptive and safety modifications for the elderly and disabled.
- Since 2009, the Realtor® community has assisted with exterior repairs for 315 homes and non-profit organizations.
- To date, our efforts have equated to a total impact of more than \$1.2 million and \$606,861 in volunteer hours.
- 2023 projects included painting, clean-up, and storm drainage assistance for two nonprofit organizations. Also undertaken at a CMS Title 1 Middle School were the complete repair of bleachers, a courtyard restoration project and significant repairs to a concession stand and basketball court to make them fully usable.
- Working in partnership with the City of Charlotte Code Enforcement as well as Habitat organizations in the City of Charlotte, Greater Matthews and Waynesville, Realtors® cleaned out gutters, removed shrubbery, fixed wood rot, and repaired and replaced porch railings / flooring and soffits. One resident in need was a 74-year-old who has dedicated her life to service and has lived in her current home for 60+ years. Realtors® Care Day ensured that she can continue to live there safely and securely.
- In 2023, Realtor® volunteers participated in repair projects on 15 homes and nonprofit organizations, as well as donated over 5400 pounds of food for food pantries and animal shelters in Mecklenburg and Haywood counties.

For sponsorship opportunities and benefits, contact:

Stacy S. Baum
Sponsorship Coordinator
704-940-3147
sbaum@canopyrealtors.com



Sponsorship & Benefits Guide

2024 REALTORS® CARE DAY - APRIL 19, 2024

Sponsorship deadline: March 20, 2024

Payment deadline: April 12, 2024

Contact: Stacy Baum, 704-940-3147, sbaum@canopyrealtors.com



| SPONSORSHIP LEVEL | TITLE SPONSOR* 1 AVAILABLE (\$5,000) | T-SHIRT SPONSOR* 2 OF 2 AVAILABLE (\$3,000) | VOLUNTEER APPRECIATION SPONSOR* 3 AVAILABLE (\$2,500) | LUNCH DELIVERY SPONSOR* 4 AVAILABLE (\$1,500, \$2,000) | FOOD DRIVE SPONSOR 1 AVAILABLE (\$1,500) | SUPPLY BOX SPONSOR 2 AVAILABLE (\$1,500) | VOLUNTEER REGISTRATION SPONSOR 2 AVAILABLE (\$1,000) | MATERIALS SPONSOR (\$1,000) | SITE SPONSOR (\$550) | LUNCH SPONSOR (\$350) |
|---|--|---|---|--|--|--|--|--------------------------------|-------------------------|--------------------------|
| Ability to visit all project sites | ● | | | | | | | | | |
| Company logo on t-shirt | ● | ● | | | | | | | | |
| Company name listed on t-shirt | | | ● | ● | ● | ● | ● | ● | ● | |
| Company logo on Realtor® volunteer registration website | ● | | ● | | | | ● | | | |
| Thank you email sent via Canopy Foundation to all volunteers | | | ● | | | | | | | |
| Deliver lunches to RCD worksites (\$2,000: 4 sponsor designees deliver group lunches to 3 sites; \$1,500: 2 sponsor designees deliver group lunches to 2 sites) with ability to have lunch with Realtor® volunteer at worksite. | | | | ● | | | | | | |
| Company logo on all promotional material associated with Food Drive | | | | | ● | | | | | |
| Company logo on supply boxes at all sites | | | | | | ● | | | | |
| Company logo on material buckets at all sites | | | | | | | | ● | | |
| Signage with company logo at all sites | ● | ● | | | | | | | | |
| Signage with company name at all sites | | | ● | ● | ● | ● | ● | ● | ● | |
| Company logo on RCD website | ● | ● | ● | ● | ● | ● | | | | |
| Company name on RCD website | | | | | | | ● | ● | ● | ● |
| Limited onsite display and representation | ● | | | | | | | | ● | |
| 11"x14" sign with company logo on site where food is served | | | | | | | | | | ● |
| Recognized in emails, online promotions and eblasts to 15,000+ Association members | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |

*Realtors® and Realtor® firms are not eligible for these opportunities.

SPONSORSHIP COMMITMENT FORM

2024 REALTORS® CARE DAY - APRIL 19, 2023

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

WEBSITE: _____

FACEBOOK/INSTAGRAM HANDLE: _____

Sponsorship commitments must be finalized by March 20, 2024, with payment in full due by April 12, 2024. If paying by check, please make check payable to Canopy Housing Foundation.

If applicable, email high-resolution logo to sbaum@canopyrealtors.com upon confirmation of sponsorship.

By signing this document, Sponsor understands they must comply, at all times (past, present and future), with the Sponsorship Policies and Guidelines (the "Policies") of the Canopy Realtor® Association as such may change or be amended, from time-to-time, without notice to Sponsor.

SPONSOR COMPANY REPRESENTATIVE

DATE _____

CANOPY HOUSING FOUNDATION REPRESENTATIVE

DATE _____

Sponsorship commitments must be finalized by March 20, 2024. Upon sponsorship commitment, the Foundation will email you an invoice, which must be paid in full by April 12, 2024. Checks should be made payable to Canopy Housing Foundation.

SPONSORSHIP LEVEL

PLEASE CIRCLE ONE

Title Sponsor
\$5,000

T-Shirt Sponsor
\$2,500

Volunteer
Appreciation Sponsor
\$2,000

Lunch Delivery Sponsor
\$1,500 or \$2,000

Food Drive Sponsor
\$1,500

Supply Box Sponsor
\$1,500

Volunteer Registration
\$1,000

Materials Sponsor
\$1,000

Site Sponsor
\$550

Lunch Sponsor
\$350

QUESTIONS?

Stacy Baum
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Canopy Realtor® Association
A Canopy Housing Foundation Initiative

REALTORS®
Care Day