



# 2025 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 16th year on April 25, 2025. 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 14,000 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 331 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.
- 2024 projects allowed several long term Charlotte residents who had been affected with hardships stay in their homes. Repairs included replacing hand rails and deck boards, installing pavers and handicapped bars for walking, yard cleanup, ramp repairs, and pressure washing. Realtors® Care Day made a huge impact in allowing these residents to continue living safely and securely in their homes.
- Working in partnership with the City of Charlotte as well as Habitat organizations in the Greater Matthews and Waynesville, Realtors® removed debris, assisted with yard work, landscaping, and power washing. Realtors® in Haywood also installed permanent iron benches and performed general clean up and landscaping to revitalize Sorrells Street Park in Canton.
- In 2024, Realtor® volunteers participated in repair projects on 16 homes and nonprofit organizations, as well as donated over 7000 pounds of food for food pantries and animal shelters in Mecklenburg, Iredell, and Haywood counties.

**For sponsorship opportunities and benefits, contact:**

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



# Sponsorship & Benefits Guide

## 2025 REALTORS® CARE DAY - APRIL 25, 2025

Sponsorship deadline: March 24, 2025

Payment deadline: April 14, 2025

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



SPONSORSHIP LEVEL	TITLE SPONSOR* 1 AVAILABLE (\$5,000)	T-SHIRT SPONSOR* 2 OF 2 AVAILABLE (\$3,500)	VOLUNTEER APPRECIATION SPONSOR* 2 AVAILABLE (\$3,000)	LUNCH DELIVERY SPONSOR* 4 of 4 AVAILABLE (\$2,000, \$2,500)	FOOD DRIVE SPONSOR 1 AVAILABLE (\$1,750)	SUPPLY BOX SPONSOR 2 of 2 AVAILABLE (\$1,500)	VOLUNTEER REGISTRATION SPONSOR 2 of 2 AVAILABLE (\$1,500)	MATERIALS SPONSOR (\$1,000)	SITE SPONSOR (\$600)	LUNCH SPONSOR (\$375)
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 (\$2,500 4 sponsor designees deliver group lunches to 3 sites; \$2,000: 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 12,000+ Association members	●	●	●	●	●	●	●	●	●	●

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

# SPONSORSHIP COMMITMENT FORM

2025 REALTORS® CARE DAY - APRIL 25, 2025

**COMPANY NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE, ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**FACEBOOK/INSTAGRAM HANDLE:** \_\_\_\_\_

Sponsorship commitments must be finalized by March 24, 2025, with payment in full due by April 14, 2024. If paying by check, please make check payable to Canopy Housing Foundation.

If applicable, email high-resolution logo to [sbaum@canopyrealtors.com](mailto: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 24, 2025. Upon sponsorship commitment, the Foundation will email you an invoice, which must be paid in full by April 14, 2025. Checks should be made payable to Canopy Housing Foundation.

## SPONSORSHIP LEVEL

### PLEASE CIRCLE

Title Sponsor  
\$5,000

T-Shirt Sponsor  
\$3,500

Volunteer  
Appreciation Sponsor  
\$3,000

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

Food Drive Sponsor  
\$1,750

Supply Box Sponsor  
\$1,500

Volunteer Registration  
\$1,500

Materials Sponsor  
\$1,000

Site Sponsor  
\$600

Lunch Sponsor  
\$375

## QUESTIONS?

Stacy Baum  
Sponsorship Coordinator  
704-940-3147  
[sbaum@canopyrealtors.com](mailto:sbaum@canopyrealtors.com)



Canopy Realtor® Association  
A Canopy Housing Foundation Initiative

**REALTORS®**  
Care Day