

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

stacy.baum@carolinahome.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 2021:

REALTORS® CARE DAY | April 21, 2021 In conjunction with Fair Housing Month, 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 271 families, with a total economic impact exceeding \$1 million.

Available sponsorships from \$250 to \$10,000.

STRIDES FOR SHELTER 5K RUN/WALK | June 19, 2021 Strides for Shelter is one of the only races in the community dedicated to funding Charlotte housing needs. In the race's four-year history, more than \$65,000 has been distributed to assist local homeless initiatives. A new beneficiary is selected each year.

Available sponsorships from \$250 to \$7,500.

PROJECT R.E.A.C.H. (REALTORS® ENGAGING AND CREATING HOPE)

October 20, 2021 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 returned \$7,500 in direct support to non-profit organizations since its inception in 2017.

Sponsorships from \$100 to \$2,000.

WORKFORCE HOUSING CERTIFICATE PROGRAM Program includes four classes (May-September) specifically developed to educate Realtors® about working with first-time homebuyers and consumers who purchase in an affordable price range (80% of median income). This program helps family and individuals experience the pride of long-term home ownership.

Cost is \$250/class or \$900 for all four, with a maximum of two sponsors per event

HOLIDAY ONLINE SILENT AUCTION | December 2021 This event funds critical housing needs in Mecklenburg, Iredell, and Haywood counties, with a fundraising goal of \$25,000. This event is open to the public, in addition to our 20,000+ members.

Auction item donations and sponsorships from \$250 to \$3,000 available.

contact

STACY BAUM

Sponsorship Coordinator
Canopy Realtor® Association
Canopy Housing Foundation

stacy.baum@carolinahome.com
704-940-3147 direct | fax
704-808-0423 cell

foundation
sponsors

digital marketing

CAROLINAHOME.COM

The public-facing website of the Canopy Realtor® Association. Provides property and Realtor® search tools. Site is mobile-friendly.

- Average of 26,000 visits per month and three minutes per visit
- Category exclusivities available
- \$550/month or \$1,100/quarter
- Up to four ads in rotation



CAROLINAREALTORS.COM

Target members of the Canopy Realtor® Association as they access information from the members-only site.

- Average of 27,000 visits per day
- \$1,000/month login page ad
- \$750/month landing page ad
- Up to four ads in rotation



SPONSORED SPOTLIGHTS

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

- eBlast delivered directly to more than 20,000+ members
- 29% open rate
- Includes graphic and hyperlinks
- \$350 for exclusive feature spot with 550 characters/per message
- \$250 for all other messages with 350 characters/per message
- Cost is per message
- Sent twice a month



contact

Stacy Baum
Sponsorship Coordinator
Canopy Realtor® Association
Canopy Housing Foundation

stacy.baum@carolinahome.com
704-940-3147 direct | fax
704-808-0423 cell

event sponsorships

REALTOR® HOT TOPICS (VIRTUAL)

Relevant speakers and topics to enhance the knowledge and abilities of our Realtor® members. Attendance ranges from 100 to 250 members. Sponsors can speak live or submit a two-minute video presentation prior to the program.

Sponsorships are \$250 per event.

ONLINE NEW MEMBER ORIENTATION

All new Realtors® must complete an online 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

Sponsorships are \$1,350 per quarter.

CONTINUING-EDUCATION (CE) VIRTUAL CLASSES

N.C. real estate licensees must take a minimum of eight CE hours per year to renew their licenses. You will have the opportunity to submit a two-minute video with your company's information, which will be shown as part of the class.

Sponsorships are \$100 per class.

REALTOR® EXPO VIRTUAL IN 2021 MARCH 11 & MARCH 12 (HALF-DAY EVENTS)

Features major industry speakers, education sessions, virtual exhibit hall, and swag opportunities available for sponsorship. Additional details will be forthcoming, with available opportunities from **\$650 to \$5,000.**

CANDIDATE OKTOBERFEST (TBD)

This annual event brings more than 900 Realtor® members, candidates and sponsors together in an outdoor setting to network. The event features food, drinks, music and lots of fun. Due to COVID-19, the event has not been confirmed for 2021. Please continue to check back with us for updates.

HOLIDAY AWARDS CELEBRATION & ANNUAL MEETING (DEC. 2021)

Celebrate the holidays at this end-of-year awards luncheon. Participate in the silent auction by donating an item or placing a bid to support the Canopy Housing Foundation. Additional details on this event will be forthcoming.

contact

STACY BAUM

Sponsorship Coordinator
Canopy Realtor® Association
Canopy Housing Foundation

stacy.baum@carolinahome.com
704-940-3147 direct | fax
704-808-0423 cell