



NC REALTORS®
HOUSING
FOUNDATION

BECOME A SPONSOR

Are you interested in building strong families and communities in North Carolina? How about building profitable relationships with REALTORS® and other key housing advocates?

If you answered “yes” to either of these questions, then we need you as an NC REALTORS® Housing Foundation sponsor. We have a variety of sponsorship opportunities to fit your unique goals and budget.

Whether you represent a real estate brokerage office, a financial institution or one of the many companies that works closely with the real estate industry, you can make a difference for your company and the community by becoming an NC REALTORS® Housing Foundation sponsor.



WHO WE ARE & WHAT WE DO

The NC REALTORS® Housing Foundation provides affordable housing opportunities and disaster relief for deserving homeowners. Founded in 2004 by North Carolina REALTORS®, the Housing Foundation is a 501(c)(3) charity that provides resources to create, expand and encourage home ownership opportunities for North Carolinians below local median income. The foundation promotes awareness of affordable housing issues by educating North Carolinians and their representatives about the barriers to home ownership and the resources needed to increase housing affordability.

As a public charity, the NC REALTORS® Housing Foundation encourages philanthropy from REALTORS® in their communities through the matching grant and regional grant programs. The foundation also certifies Workforce Housing Specialists whose clients may qualify for Down Payment Assistance. Finally, the Housing Foundation provides emergency disaster relief to support communities in crisis. We raise funds from caring donors who want to build stable families and stable communities in our state.

Community Impact:

- 1,450 individuals and families served during disasters and COVID-19 pandemic
- \$933,000 in disaster relief for COVID-19, hurricane and tornado victims
- \$1.5 million in community investment across the state of North Carolina since 2004
- Over \$130,000 given through down payment assistance

For more information about the NC REALTORS® Housing Foundation, please visit ncrealtorshf.org.

CONTACT

Kentia Smith

Housing Foundation Director

✉ ksmith@ncrealtors.org

☎ 336.217.1043



SPONSORSHIP OPPORTUNITIES

ANNUAL SPONSORSHIP LEVELS	BRONZE (\$2,500)	SILVER (\$7,500)	GOLD (\$10,000)	PLATINUM (\$20,000)
Listing/Logo on the NC REALTORS® Housing Foundation website with active link	✓	✓	✓	✓
Recognition at NC REALTORS® Housing Foundation Events	✓	✓	✓	✓
Attend a NC Financing Dreams class, speaking opportunity		✓	✓	✓
Complimentary booth at the NC REALTORS® Inaugural and Legislative Meetings			✓	✓
Exposure on NC REALTORS® Social Media			✓	✓
Complimentary booth at the NC REALTORS® Conference, first available				✓
Opportunity to write educational article for Insight magazine				✓

DIGITAL ADVERTISING RATES & SIZE				
SOCIAL MEDIA ADS ¹	SIZE	1 WEEK	2 WEEKS	3 WEEKS
NC REALTORS® Facebook Cover Photo ¹	820 px x 312 px	\$600	\$1,000	\$1,200
NC REALTORS® Facebook Cover Video (20 – 90 seconds) ²	820 px x 456 px	\$600	\$1,000	\$1,200
DIGITAL AD	SIZE	NC REALTORS® MAJOR EVENTS		
Looping Presentation Slide ³	1920 px x 1080 px	\$1,500		

- 1 Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- 2 Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- 3 Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided. The slide will be included in the looping presentation during NC REALTORS® major events.



SPONSORSHIP OPPORTUNITIES

Please fill out and email form to **Kentia Smith** at ksmith@ncrealtors.org.

ANNUAL SPONSORSHIP LEVEL:

BRONZE (\$2,500) SILVER (\$7,500) GOLD (\$10,000) PLATINUM (\$20,000)

DIGITAL ADVERTISING:

NC REALTORS® Facebook Cover Photo: 1 WEEK (\$600) 2 WEEKS (\$1,000) 3 WEEKS (\$1,200)

NC REALTORS® Facebook Cover Video: 1 WEEK (\$600) 2 WEEKS (\$1,000) 3 WEEKS (\$1,200)

Looping Presentation Slide: \$1,500

ORGANIZATION INFORMATION:

Organization _____ Contact Person _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

METHOD OF PAYMENT:

CHECK ENCLOSED (PAYABLE TO NC REALTORS® HOUSING FOUNDATION)

CHECK ONE: VISA MASTERCARD AMERICAN EXPRESS

Credit Card No. _____ Exp. Date ____ / ____ 3-Digit Security Code _____

Authorized Amount _____ Name on Card _____

Billing Address _____

Signature _____ Date _____

APPLICATION: The application for a sponsorship must be made on the printed form provided by the NC REALTORS® Housing Foundation, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is canceled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

PAYMENT: Applicants will not be entitled to sponsorship benefits until full payment has been received.

NATURE OF RELATIONSHIP: Acceptance by the NC REALTORS® Housing Foundation of an application for a sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.