

# Live STREAM A-THON

## ABOUT THE STREAM-A-THON

The REALTOR® Foundation will host an 8-hour livestream event filled with stories of impact, interactive segments, and real-time giving. This event will raise funds to support housing stability across Central Indiana.

Throughout the day, we will feature targeted fundraising hours focused on the most critical needs facing our nonprofit partners. Viewers will be asked to support specific solutions, such as providing meals, emergency shelter, mental health counseling, and permanent housing. Each segment will highlight a different area of impact, allowing donors to see the direct outcomes of their support.



## STREAM-A-THON'S IMPACT

# \$60K

Over \$60,000 raised since its inception in 2022

# 17

17 local organizations on the front lines highlighted

# 36

36 hours of conversation & awareness streamed

## SEE THE EVENT IN ACTION

Would you like to know what to expect? Watch last year's highlight video [HERE](#).

This short clip shows the energy, connection, and real impact this event delivers.



## WHY BECOME A SPONSOR

### VISIBILITY

Your brand will be seen live throughout the event and promoted across social media, email, and our website before and after the livestream.

### ENGAGEMENT

You will connect with REALTORS®, donors, and community members who are passionate about giving back.

### RELEVANCE

Housing is central to our industry. Sponsorship demonstrates that your business is part of the solution.

### IMPACT

Each sponsorship directly supports real-time fundraising tied to local needs. Your contribution helps fund meals, shelter, counseling, and housing access during scheduled giving hours.



**AUG  
21  
9-5**

**EVENT DETAILS**

An 8-hour livestream event featuring stories of impact and community partners with the shared goal of ending homelessness in Central Indiana.

**LOCATION**

Streamed LIVE from MIBOR

Watch & Donate At: [TheStreamAThon.com](http://TheStreamAThon.com)

**SPONSORSHIP OPPORTUNITIES**

**NAME IN LIGHTS**

**\$2,000**

*only 5 available*

This is the top sponsorship level. It includes:

- Logo placement on all event promotions
- Recognition throughout the livestream
- A dedicated hour with the option to join us on-air and participate in that hour's segments
- The option to run a 30-second ad during commercial breaks

**MISSION MOMENT**

**\$1,000**

*only 6 available*

Sponsor the heart of the event by sponsoring a powerful interview with a grant recipient. This level includes:

- Logo placement during the 20 minute segment and on related promotions
- On-air recognition as the sponsor of this segment
- The option to join as a guest or share a custom video message to introduce the segment

**SPOTLIGHT SEGMENT**

**\$500**

*only 9 available*

Bring some light to an otherwise heavy topic by sponsoring one of our most entertaining livestream segments, a challenge or game show:

- Logo placement during the 10 minute segment and on related promotions
- On-air recognition as the sponsor of this segment
- The option to participate in the segment on-air

**JOIN US. BE SEEN. CREATE CHANGE.**

Your sponsorship supports housing solutions for those experiencing homelessness. Together, we can help more individuals and families find safety, stability, and a place to call home.

To reserve your sponsorship:  
Julie Randall – [JulieRandall@MIBOR.com](mailto:JulieRandall@MIBOR.com)