



2021

# SPONSOR OPPORTUNITIES

**This year may look a little different, but it won't stop us from  
raising critical funds for central Indiana's homeless**

*The Ball*

**A Benefit for the REALTOR® Foundation**



# CELEBRATE WITH US

We invite you to become a sponsor of The Ball: A Benefit for the REALTOR® Foundation. By doing so, you will not only be promoting your company brand and hitting your target market, but also conveying your commitment to the local community.

As we move ahead with planning the 2021 Ball, please know that safety is our utmost concern and the REALTOR® Foundation and its committees will continue to place high importance on facilitating measures that will ensure optimal health and sanitary conditions for all our events. However, we simply cannot see the future to know where our community will be in facing the coronavirus in January. We believe it will continue to take time for us to gather indoors in large groups. For this reason, The Ball will include a new virtual experience featuring our silent auction and streaming the program live with the opportunity to reach an even larger audience than we ever could have in person. Together as a real estate industry we will hold true to the history and heart of The Ball. We will honor our leaders, recognize our peers, and raise critical funds for the most vulnerable in our community experiencing homelessness. We will lift others up and be the key to making an impact in central Indiana.

## ABOUT THE EVENT



**This year's event will take place on Saturday, January 18, 2020 at the Indiana Roof Ballroom, with an online option also offered.**

Sponsorship of this event provides the opportunity to:

- Reinforce brand image with the local real estate industry
- Increase image awareness and name visibility for services and products
- Generate goodwill throughout the central Indiana region





## EVERYONE NEEDS HELP FINDING A HOME

When we pass them on the street, we avert our eyes and tell ourselves that we are different. We all think it could never happen to us. That is one very real picture of homelessness, but there is so much more that we don't see. The reality is that about 2,000 people are homeless each night in Indianapolis, as well as hundreds in surrounding counties.

Sadly, an increasing number of families find themselves in this situation. One medical crisis, domestic dispute, or loss of a job can put an individual or family over the edge - and into a cycle of homelessness. This year, more than ever, we need your support.

## MAKING AN IMPACT

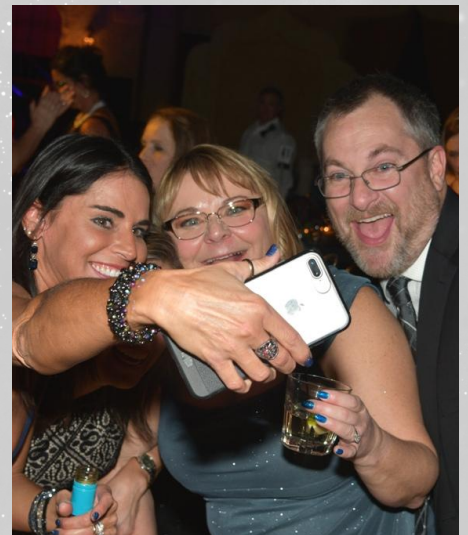
The REALTOR® Foundation raises money through an annual fund and events like The Ball, Annual Golf Outing, and the Summer Event: A Party for the REALTOR® Foundation. This combined fundraising makes it possible for the Foundation to distribute grants to local non-profit organizations each year as we continue serving the needs of the homeless in our central Indiana community.

It's because of the generous donations, sponsorship, and in-kind contributions that the REALTOR® Foundation can continue to fulfill its mission.

## IT'S WORTH SAYING AGAIN

With your help, the REALTOR® Foundation can make a significant impact. We can demonstrate what REALTORS® and many others affiliated with the housing industry are really about: helping people find a place to call home.

The REALTOR® Foundation has the plan, the knowledge, and the energy to make a difference. So mask up and get ready for an exciting evening for an amazing cause.





# LEVELS OF SPONSORSHIP

There are eight levels of sponsorship available, which provide a wide array of opportunities for corporate exposure.

The sponsor levels have been crafted for every company size and every individual's desire and capacity for involvement. Benefits provide maximum exposure for corporate or individual recognition.



## PRESENTING SPONSOR

### \$10,000

- Exclusive logo placement on invitation distributed to all MIBOR members (approx. 8,500+)
- Two tables of eight at The Ball (if we are able to proceed in person)
- Up to 60 second pre-recorded video message from your company played at The Ball (produced by MIBOR)
- Inclusion in full-page Indianapolis Star "thank you" ad (featuring your company name)
- Company name listed in REALTOR® Weekly (approx. 10,000 impressions/month) and Industry Insider (approx. 5,000 impressions/month)
- 5 social media mentions leading up to the event
- Opportunity to play 2 pre-recorded ads (<1 min) during streamed, pre-event show
- Audible live recognition in presentation
- Recognition of guests present representing your company (up to two names verbally recognized at event and up to eight names in program)
- Logo recognition at bottom of screen throughout streamed, pre-event show
- Premier logo placement on event signage, in evening presentation, and in event program
- Company name listed on event website and on REALTOR® Foundation website



# PLATINUM SPONSOR

**\$5,000**

- Your company acknowledged as the sponsor of the online silent auction
- One table of eight at The Ball (if we are able to proceed in person)
- Up to 45 second pre-recorded video message from your company played at The Ball (produced by MIBOR)
- Inclusion in full-page Indianapolis Star "thank you" ad (featuring company name)
- Company name listed in REALTOR® Weekly (approx. 10,000 impressions/month) and Industry Insider (approx. 5,000 impressions/month)
- Audible live event recognition
- Recognition of guests present representing your company (up to two names verbally recognized at event and up to eight names printed in program)
- Logo recognition on each dining table at event
- 3 social media mentions leading up to the event
- Premier logo placement on event signage, in evening presentation, and in event program
- Opportunity to play 2 pre-recorded ads (<45 seconds) during streamed, pre-event show
- Company name listed on event website and on REALTOR® Foundation website

# DIAMOND SPONSOR

**\$2,500**

- Four tickets to The Ball (if we are able to proceed in person)
- Up to 40 second pre-recorded video message from your company played at The Ball (produced by MIBOR)
- Inclusion in full-page Indianapolis Star "thank you" ad (featuring company name)
- Company name listed in REALTOR® Weekly (approx. 10,000 impressions/month) and Industry Insider (approx. 5,000 impressions/month)
- Audible live on-site recognition
- 2 social media mentions leading up to the event
- Opportunity to play 1 pre-recorded ad (<45 seconds) during streamed, pre-event show
- Recognition of guests present representing your company (up to two names verbally recognized at event and up to eight names printed in program)
- Logo recognition on each dining table at the event
- Logo placement on event signage, in evening presentation, and in event program
- Company name listed on event website and on REALTOR® Foundation website



## **GOLD SPONSOR**

**\$1,500**

- Two tickets to The Ball (if we are able to proceed in person)
- Up to 30 second pre-recorded video message from your company played at The Ball (produced by MIBOR)
- Inclusion in full-page Indianapolis Star "thank you" ad (featuring company name)
- Company name listed in REALTOR® Weekly (approx. 10,000 impressions/month) and Industry Insider (approx. 5,000 impressions/month)
- Audible live on-site recognition of company name
- 1 social media mention leading up to the event
- Opportunity to play 1 pre-recorded ad (<30 seconds) during streamed, pre-event show
- Logo recognition on each dining table at event
- Logo placement on event signage and in evening presentation
- Company name recognition in event program
- Company name listed on event website and on REALTOR® Foundation website

## **SILVER SPONSOR**

**\$500**

- Inclusion in full-page Indianapolis Star "thank you" ad (featuring company name)
- Company name listed in REALTOR® Weekly (approx. 10,000 impressions/month) and Industry Insider (approx. 5,000 impressions/month)
- Recognized with other silver sponsors in social media post leading up to event
- Company name recognition in event signage, evening presentation and in event program
- Company name listed on event website and on REALTOR® Foundation website

## **BRONZE SPONSOR**

**\$300**

- Recognized with other bronze sponsors in social media post leading up to event
- Company name recognition in event signage, evening presentation and in event program
- Company name listed on event website and on REALTOR® Foundation website



# *The Ball*

**A Benefit for the REALTOR® Foundation**

## **SPONSOR COMMITMENT FORM**

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**I/My company commits to the sponsorship opportunities selected below.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

☐ Payment enclosed

☐ Please send invoice to address above

☐ **Presenting Sponsor - \$10,000**

☐ **Platinum Sponsor - \$5,000**

☐ **Diamond Sponsor - \$2,500**

☐ **Gold Sponsor - \$1,500**

☐ **Silver Sponsor - \$500**

☐ **Bronze Sponsor - \$300**

*Thank you for your sponsorship commitment.*

Please return by mail to 1912 North Meridian Street, Indianapolis, IN 46202

Fax: 317.956.5050 or E-mail: [GabieBenson@realtorfoundation.org](mailto:GabieBenson@realtorfoundation.org)

Questions? Please call Gabie Benson at 317.956.5255