



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.

Held each January to honor MIBOR's volunteer leaders and announce the coveted industry awards, The Ball is a time-honored tradition for our association. The tradition continues with a new twist. Join the event online, bid on silent and live auction items, donate your meal to a local homeless shelter, enjoy entertainment, and cheer on the industry award nominees all from the comfort of your own home.

## ABOUT THE EVENT

The Ball will include:

- The Inauguration of 2021 MIBOR President, Regina Jones
- Emcee Scot Pollard, former Pacer and local REALTOR®
- Industry awards including REALTOR® and Affiliate of the Year Awards
- Online Silent and Live Auctions with trips and priceless items
- Door Prizes
- Entertainment and Celebrity Guests

Enjoy The Ball in your favorite evening gown or in your pajamas. After all, The Ball is more than a party.

**This year's event will take place on Saturday, January 23, 2021 from 6:30 - 9:00pm.**

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+)
- 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
- Recognition of guests present representing your company (up to eight names in program)
- Logo recognition at bottom of screen throughout streamed, pre-event show
- Premier logo placement 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
- 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 recognition
- Recognition of guests present representing your company (up to eight names printed in program)
- Logo recognition on website during event
- 3 social media mentions leading up to the event
- Premier logo placement 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**

- 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 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 event website
- Logo placement in evening presentation and in event program
- Company name listed on event website and on REALTOR® Foundation website



## **GOLD SPONSOR**

**\$1,500**

- 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 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 website
- Logo placement 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 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 evening presentation and in event program
- Company name listed on event website and on REALTOR® Foundation website



# *The Ball*

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## **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