



# 2020 Sponsor Opportunities

*The Ball*

**A Benefit for the REALTOR® Foundation**

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# 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.

The MIBOR REALTOR® Association has a long history of honoring its leaders as well as the best and brightest in the industry. Once called the Inaugural Ball and later the President's Ball, MIBOR members have joined together for decades each January to install a new President and Board of Directors and to bestow the industry's highest awards upon it's peers.

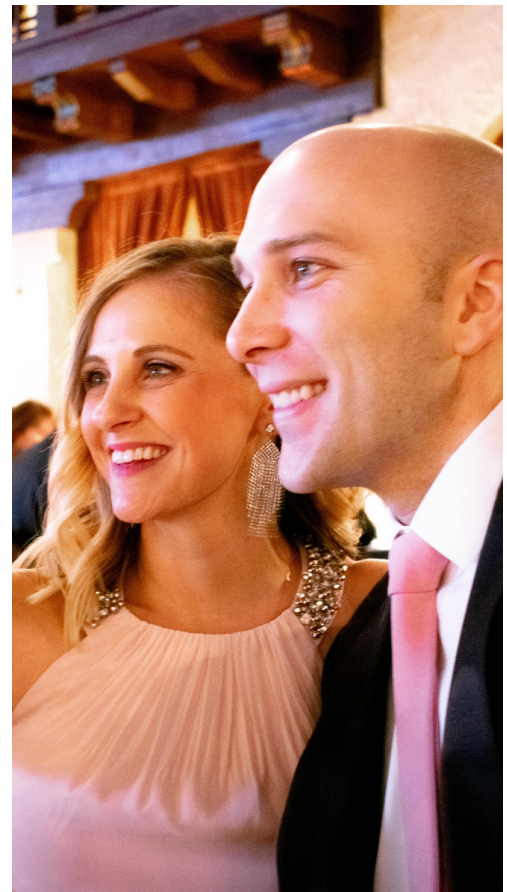
The REALTOR® Foundation is the philanthropic arm of MIBOR. Its mission is to mobilize our real estate community to raise funds and foster support for organizations that transition central Indiana's homeless to safe and secure housing. Since its founding, the REALTOR® Foundation has awarded more than \$2 Million to regional non-profits helping central Indiana's homeless access safe and permanent housing solutions that positively change lives.

## ABOUT THE EVENT

**This year's event will take place on Saturday, January 18, 2020 at the Indiana Roof Ballroom.**

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.

## MAKING AN IMPACT

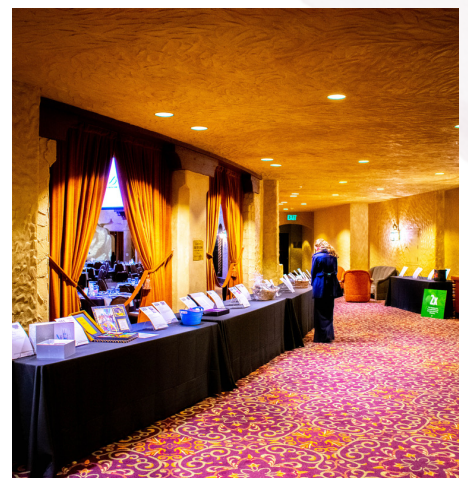
The REALTOR® Foundation raises money through an annual fund and events like The Ball, Annual Golf Outing, and Feed the Fight: A Party for the REALTOR® Foundation. This combined fundraising makes it possible for the Foundation to distribute grants to local non-profit organizations each year. This enables them to continue serving the needs of the homeless and put people back on the path to stability. The Foundation provides grants to more than a dozen organizations each year. Proceeds from REALTOR® Foundation events support our capacity to fulfill our mission to assist the homeless.

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.



# 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
- 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)
- Audible live on-site 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 bid paddles
- Logo recognition on each dining table at event
- 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 complimentary guest shuttle bus system
- One table of eight at The Ball
- 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 your 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
- 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
- Premier logo placement on event signage, in evening presentation, and in event program
- Company name listed on event website and on REALTOR® Foundation website

# DIAMOND SPONSOR

**\$2,500**

- Four tickets to The Ball
- 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 your 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
- 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
- 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 your 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
- 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 your 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
- 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**

- Audible live on-site recognition of company name
- Company name recognition in event signage, evening presentation and in event program
- Company name listed on event website and on REALTOR® Foundation website

# SPONSOR BENEFIT MATRIX

Sponsor benefits at each level are outlined here for your convenience so you can make the best decision for maximum impact.

	Listing on Foundation website	Listing on event website	Recognition in event program	Recognition in event presentation	Audible live on-site recognition	Recognition on event signage	Company name in Industry Insider	Inclusion in Indy Star ad	Pre-recorded video message	Tickets to The Ball	Logo recognition at each table	Recognition of guests representing sponsor at event	Recognized as provider of guest shuttle	Logo placement on invitation and bid paddles
Presenting Sponsor \$10,000	X	X	Premier logo recognition	X	X	Premier logo recognition	X	Premier logo recognition	Up to :60 message	16	X	2 names verbally, up to 8 listed in program		X
Platinum Sponsor \$5,000	X	X	Company name listing	X	X	Logo recognition	X	Logo recognition	Up to :45 message	8	X	2 names verbally, up to 8 listed in program	X	
Diamond Sponsor \$2,500	X	X	Company name listing	X	X	Logo recognition	X	Logo recognition	Up to :40 message	4	X	2 names verbally, up to 8 listed in program		
Gold Sponsor \$1,500	X	X	Company name listing	X	X	Logo recognition	X	Logo recognition	Up to :30 message	2				
Silver Sponsor \$500	X	X	Company name listing	X	X	Company name listing	X	Company name listing						
Bronze Sponsor \$300	X	X	Company name listing	X	X									

For questions regarding sponsorship levels or benefits, please contact Gabie Benson by email at [gabiebenson@realtorfoundation.org](mailto:gabiebenson@realtorfoundation.org) or by phone at 317.956.5255.



**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