



2018 SPONSOR OPPORTUNITIES

The Ball 2018

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.

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 gathered for decades each January to install a new President and Board of Directors and bestow the industry's highest awards upon it's peers. It's a night of celebration for all! In recent years, the event has also taken on a great purpose - to raise critical funding to assist central Indiana's homeless.

SPONSORSHIP 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

ABOUT THE REALTOR® FOUNDATION:



**THE REALTOR®
FOUNDATION**

- The REALTOR® Foundation's 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.
- This 501(c)(3) organization is the philanthropic arm of MIBOR.
- Since its founding, the REALTOR® Foundation has awarded more than \$1.5 Million to regional nonprofits helping central Indiana's homeless access safe and permanent housing solutions that positively change their lives.

ABOUT THE EVENT:

- What:** The Ball
When: January 27, 2018
Where: Indiana Roof Ballroom
Website: www.mibor.com/theball



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EVERYONE NEEDS HELP FINDING A HOME

When we pass them on the street, we avert our eyes and tell ourselves we are different. We all think it could never happen to us. That is one very real picture of homeless, but there is really so much more than we don't see. The reality is that about 2,000 people are homeless each night in Indianapolis as well as hundreds we do not see 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 recognizes the critical need of the homeless in central Indiana and has focused its mission on meeting this challenge: 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.

In the past decade, the REALTOR® Foundation has invested more than \$1,500,000 in local homeless service providers who are meeting this critical need in the community through a competitive grant process.



The REALTOR® Foundation raises money through an annual fund and events like The MIBOR Ball, Annual Golf Outing and Feed the Fight. This combined fundraising makes it possible for the Foundation to screen service providers and distribute grants to them in the amount of \$5,000 to \$20,000 each year so that they can serve the needs of the homeless and put people back on the path to stability. The Foundation provides grants to more than a dozen organizations per year. One hundred percent of proceeds from REALTOR® Foundation events support our capacity to fulfill our mission to assist the homeless.

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

EVERYONE NEEDS HELP FINDING A HOME...

...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 in 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.

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LEVELS OF SPONSORSHIP

There are eight sponsorship levels 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. 8,000*)
- 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 listing 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 the event and up to eight names printed in the program*)
- Logo recognition on event bid paddles
- Logo recognition on each dining table at the event
- Premier logo placement on event signage
- Premier logo placement in evening presentation
- Premier logo placement in program
- Company name listing on event website
- Company name listing on 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 listing 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 the event and up to eight names printed in the program*)
- Logo recognition on each dining table at the event
- Logo placement on event signage
- Logo placement in evening presentation
- Logo placement in program
- Company name listing on event website
- Company name listing on Foundation website

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LEVELS OF SPONSORSHIP

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 listing 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 the event and up to eight names printed in the program)*
- Logo recognition on each dining table at the event
- Logo placement on event signage
- Logo placement in evening presentation
- Logo placement in program
- Company name listing on event website
- Company name listing on 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 listing 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 placement on event signage
- Logo placement in evening presentation
- Company name recognition in program
- Company name listing on event website
- Company name listing on Foundation websites



LEVELS OF SPONSORSHIP

SILVER SPONSOR

\$500

- Inclusion in full-page Indianapolis Star “thank you” ad (*featuring your company name*)
- Company name listing in *REALTOR® Weekly e-newsletter* (approx. 10,000 impressions/month) and *Industry Insider* (approx. 4,800 impressions/month)
- Audible live onsite recognition of company name
- Company name recognition on event signage
- Company name recognition in evening presentation
- Logo placement in program
- Company name listing on event website
- Company name listing on Foundation websites

BRONZE SPONSOR

\$300

- Logo placement in evening presentation
- Company name recognition in program
- Company name listing on event website
- Company name listing on Foundation websites
- Audible live onsite recognition of company name



Every year is special at The Ball.
It is a great event for an even
greater cause.
Come be a part of the celebration!

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SPONSOR BENEFIT MATRIX

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

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Sponsorship Commitment Form

Saturday, January 27, 2018

Indiana Roof Ballroom

Downtown, Indianapolis

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 the address above

- | | |
|--|----------|
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Platinum Sponsor | \$5,000 |
| <input type="checkbox"/> Diamond Sponsor | \$2,500 |
| <input type="checkbox"/> Gold Sponsor | \$1,500 |
| <input type="checkbox"/> Silver Sponsor | \$500 |
| <input type="checkbox"/> Bronze Sponsor | \$300 |

Thank you for your sponsorship commitment.

Please return by mail to: 1912 N. Meridian St. Indianapolis, IN 46202

Fax: 317.956.5050 or Email: gabiebenson@realtorfoundation.org

Questions? Call Gabie Benson at 317.956.5255