

SPONSORSHIP OPPORTUNITIES



PROUDLY PRESENT THE 4th ANNUAL



MAY 8, 2010 • TWIN LAKES CHURCH MONSCHKE HALL
2701 CABRILLO COLLEGE DR., APTOS, CA 95003

Thank you for considering sponsoring our fourth annual Housing Expo! This event is held from 10:00 am-4:00 pm Saturday, May 8, 2010 at Twin Lakes Church in Aptos. The Housing Expo is a free opportunity for members of the public to obtain information about buying, financing, selling and investing in property located in Santa Cruz County.

The event will feature ongoing educational areas focusing on first time home buyers, non-profit housing assistance programs, financing, sellers, and investors. Information booths will disseminate information about housing assistance programs, first time home buyer information, financing, tips on selling a home or becoming a real estate investor, credit repair, home buying basics, and much more!

\$5,000 PRESENTING SPONSOR PACKAGE

Limited to 1

Commitment deadline is 3/15/2010

- Company name and logo appears on all event marketing materials as “Presenting Sponsor” including: promotional flyers and posters distributed and hung in Santa Cruz area real estate offices, libraries, and other public areas.
- Company name and logo on ads in the Santa Cruz Sentinel and other local newspapers.
- Recognition in event articles in the March, April and May issues of the SCAOR newsletter.
- First choice of exhibit space that includes a double exhibit table (2 six foot long tables and four chairs)
- First choice of exhibit space.
- Company name and logo appears on day-of-event signage throughout the event space.
- Company is acknowledged along with limited amount of event sponsors before each speaker session throughout the day of the event.
- Company name to be announced during public service radio announcements
- Company receives first right of refusal for same level of sponsorship for future Housing Expo’s i.e. to be the Presenting Sponsor of the event.
- Company receives one educational spot to present to the public about their product(s). Company may also make their marketing material available at the presentation.
- Attendees names collected at our drawing will be given to the Presenting sponsor

\$225 TABLE SPONSOR

Limited to 20 at this level

- As a “Table Sponsor” your company will receive the following:
- One 6-foot, draped exhibit table at the event;
- Company name appears on event program;
- Company name appears in promotional articles/sponsor ads in SCAOR newsletter for two months.

\$3,000 EVENT SPONSOR PACKAGE

Limited to 2

Commitment deadline is 3/15/2010

- Company name and logo appears on all event marketing materials as “Event Sponsor” including: promotional flyers and posters distributed and hung in the Santa Cruz area real estate offices, libraries, and other public areas.
- Company name and logo on ads in the Santa Cruz Sentinel and local newspapers.
- Recognition in event articles in the March, April and May issues of the SCAOR newsletter.
- Premium choice of exhibit space that includes a double exhibit table (2 six foot long tables and four chairs)
- Company name and logo appears on day of event signage throughout the event space.
- Company is acknowledged along with limited amount of event sponsors before each speaker session throughout the day of the event.
- Company representative will have a panel speaker position during one of the educational topics during the day of event and can have marketing material available at presentation.
- Company receives first right of refusal for same level of sponsorship for future Housing Expo’s i.e. to be the Event-Sponsor of the event.

\$1,000 CO-SPONSOR PACKAGE

Limited to 4

Commitment deadline is 3/15/2010

- Company name and logo appears on all event marketing materials as “Co-Sponsor” including: promotional flyers and posters distributed and hung in the Santa Cruz area real estate offices, and other public areas.
- Company name and logo on ads in local newspapers.
- Recognition in event articles in the Sept. and Oct. issues of the SCAOR newsletter.
- Priority choice of exhibit space (after Presenting and Event sponsors.)
- Company name and logo appears on day of event signage throughout the event space.
- Company name and logo appears prominently on event program. .
- Company representative will have a panel speaker position during one of the educational topics during the day of event and can have marketing material available at presentation.



Exhibitor Agreement
2010 Santa Cruz County Housing Expo
May 8, 2010

The Santa Cruz Association of REALTORS[®] and _____ have agreed upon the sponsorship benefits for the following Sponsorship opportunity at the Santa Cruz County Housing Expo on May 8, 2010 at Twin Lakes Church in Aptos:

- Table Sponsor: \$225
- Co Sponsor: \$1,000
- Event Sponsor: \$3,000
- Presenting Sponsor: \$5,000

It is agreed upon by both parties that the stated benefits for this type of Sponsorship delineated in the Sponsorship Opportunity package will be given by the Santa Cruz Association of REALTORS[®].

Payment Information:

Name: _____ Company: _____

Phone: _____ Email: _____

Cash Visa MasterCard American Express Check payable to 'SCAOR' Check no _____

Name on credit card: _____ Signature: _____

Amount: \$ _____ Account#: _____ Exp. Date: _____

CC Billing Address: _____ Zip: _____

Thank you for your participating in the 2010 Housing Expo!