

Bring your family and friends and start the summer off on the right 'step' with the **Strides For Shelter 5K Run / Walk** sponsored by the Housing Opportunity Foundation. The event will be held at McAlpine Park in Charlotte and offers a full morning of activities for the entire family. In addition to the 5K Run / Walk, participants can enjoy a Fun Run around the lake and an after party with food and entertainment.

The Housing Opportunity Foundation is the charitable, non-profit arm of the Charlotte Regional Realtor® Association. The foundation strives to affect a better quality of life in the Charlotte region by promoting affordable homeownership, providing funding to create housing opportunities, and encouraging volunteerism and philanthropic activities among its 9,000+ Realtor® members.

Proceeds from the 2017 Strides for Shelter 5K Run / Walk will benefit A Child's Place, which is located in Charlotte, NC. A Child's Place works to erase the impact of homelessness on children and their education, supporting children, families and the community by intervening at the point of crisis when a family loses their home. There are 4,000 homeless children in Charlotte-Mecklenburg Schools. A Child's Place works to help the child maintain focus on education and thrive despite the homeless crisis, while helping the parent address the issues that led to the homeless crisis in the first place.

Strides for Shelter proceeds will be directed to off-set the cost incurred in serving homeless children (currently \$1,000 per child, per year).

# STRIDES FOR SHELTER 5K RUN WALK

Detailed sponsorship information is available in this packet; all sponsorships are tax-deductible to the fullest extent of the law.

For more information, contact Stacy Baum at 704.940.3147 or [stacy.baum@carolinahome.com](mailto:stacy.baum@carolinahome.com).

\*\* Must commit by May 31 to receive all benefits.\*\*

Presented by the  
**Housing Opportunity Foundation**  
REALTORS AT THE HEART OF THE COMMUNITY  
the charitable arm of the  
Charlotte Regional Realtor® Association



**June 24 / 8:30 am**  
**McAlpine Creek Park**  
**Charlotte, NC**

JUNE 24, 2017

# STRIDES FOR SHELTER 5K RUN WALK



Housing Opportunity Foundation  
REALTORS AT THE HEART OF THE COMMUNITY

the charitable arm of the  
Charlotte Regional Realtor® Association

We offer a variety of high value sponsorship packages to suit all budgets. Different levels of sponsorship give you the opportunity for varied levels of exposure.

We will work with you to customize elements that showcase your business.

[WWW.STRIDESFORSHELTER.RACESONLINE.COM](http://WWW.STRIDESFORSHELTER.RACESONLINE.COM)

SPONSORSHIP LEVEL	PREMIER (\$5,000)	AFTER PARTY SPONSOR (\$2,500)	WATER STOP SPONSOR (\$2,000)	FUN RUN SPONSOR (\$1,500)	GOLD (\$1,000)	SILVER (\$550)	BRONZE (\$250)
<b>EXCLUSIVE BILLING (2 AVAILABLE, INDUSTRY EXCLUSIVE)</b> Logo placed on top, larger and centered above all other sponsor logos on all printed and promotional materials.	🏠						
<b>RACE BIB</b> Logo on race bib worn by all participants.	🏠						
<b>AFTER PARTY</b> Recognition signs at after party. Ability to make comments following race at after party.		🏠					
<b>WATER STOP</b> Sponsorship signs at all water stops.			🏠				
<b>RACK CARDS</b> Must be committed by May 1. Logo or name on all rack cards and flyers distributed in running sportswear stores, gyms, restaurants and coffee shops, inserted in Charlotte agencies and sponsor locations prior to the event. Additional rack cards are available for display at your location.	🏠	🏠	🏠	🏠			
<b>PROMOTIONAL POSTERS &amp; BANNERS</b> Logo or name displayed on posters distributed locally for one month prior to the event. Additional posters available for display at your location. Logo displayed on outdoor banner facing Kenilworth Avenue prior to event and on outdoor banner on race day.	🏠	🏠	🏠	🏠	🏠		
<b>E-BLASTS &amp; E-NEWSLETTER</b> Name included in e-blasts and e-newsletters sent by Charlotte Regional Realtor® Association to member database.	🏠	🏠	🏠	🏠	🏠		
<b>EVENT T-SHIRTS</b> Logo (Gold+) or name (Silver) printed on back of race t-shirts.	🏠	🏠	🏠	🏠	🏠	🏠	
<b>EXHIBITION DISPLAY TABLE ON RACE DAY</b> Display space available to your company on race day.	🏠	🏠	🏠	🏠	🏠	🏠	
<b>FACEBOOK SHOUT-OUTS</b> Promo about your company posted on the Housing Opportunity Foundation Facebook page prior to event.	🏠	🏠	🏠	🏠	🏠	🏠	
<b>PA ANNOUNCEMENT ON RACE DAY</b> Promo about your company announced at event.	🏠	🏠	🏠	🏠	🏠	🏠	🏠
<b>EVENT WEBSITE</b> Logo (Silver+) or name (Bronze+) displayed on event site.	🏠	🏠	🏠	🏠	🏠	🏠	🏠
<b>GOODY BAG/COUPON CARD INCLUSION</b> Coupon, special offer or giveaway item included in goody bags distributed at race (sponsor to provide actual coupons/items). Items must be provided by May 14.	🏠	🏠	🏠	🏠	🏠	🏠	🏠
<b>COMPLIMENTARY RACE ENTRIES</b> Get your team started without additional race entry fees.	5 spots	4 spots	4 spots	3 spots	3 spots	2 spots	1 spot

# 2017 SPONSORSHIP AGREEMENT



COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

SPONSORSHIP LEVEL: Please circle one.

Premier

After Party

Water Stop

Fun Run

Gold

Silver

Bronze

Please check the boxes below as indicated:

Will your organization be participating as a team in the race? If yes, approximate number of team members: \_\_\_\_\_  
(We will send you a team sign-up form closer to race day.)

Would you like a display table? We will provide one 6' table for each sponsor upon request. Sponsor to provide all table coverings, decoration and display materials.

Will you be performing any special activity (e.g., giveaways, free samples, etc.)? If yes, please provide specific details.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like to include an offer in our goody bag (e.g., coupon, brochure, sample)? If yes, please provide specific details.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like rack cards to distribute at your location? If yes, please indicate quantity. \_\_\_\_\_

Would you like posters to display at your location? If yes, please indicate quantity: \_\_\_\_\_  
Please provide a brief description of your company and services for promotion of your company at the race (100 word limit).  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please return this form with payment. Make checks payable to the Housing Opportunity Foundation.

If applicable, email logo by May 31.

Questions? Contact Stacy Baum, 704.940.3147.

Email: [stacy.baum@carolinahome.com](mailto:stacy.baum@carolinahome.com)

Mailing Address: CRRA, 1201 Greenwood Cliff, Ste. 200, Charlotte, NC 28204

