24TH ANNUAL HOMEOWNERSHIP FAIR

Sponsorship Package

JUNE 18, 2022 | **VIRTUAL FAIR**

FACE
FAITH & COMMUNITY EMPOWERMENT

We Invite You!

We invite you to participate as a **Sponsor** for **Faith and Community Empowerment's 24th Annual Homeownership Fair**. We believe that everyone should know the pathway to homeownership! Your sponsorship will help many individuals make their dream of homeownership a reality.

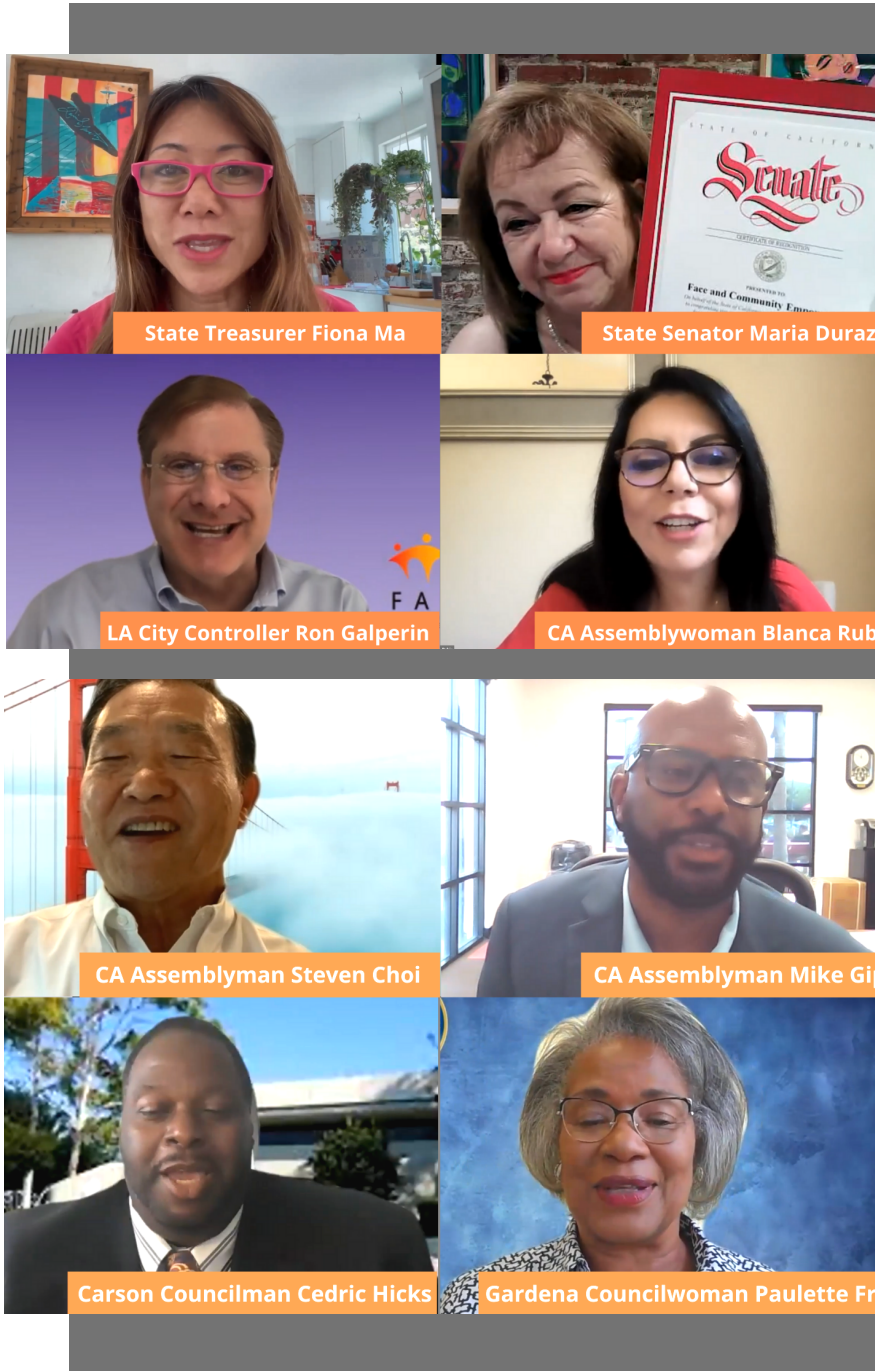
As in the past, we will be bringing together communities to meet with mortgage lenders and industry experts, and providing the tools to purchase a home. Past speakers include experts from organizations such as the **U.S. Department of Housing & Urban Development, City of LA Housing & Community Investment Department, Freddie Mac and CALHFA**. Past sponsors such as **First Republic, Bank of Hope, Union Bank, SoCalGas, US Bank, Bank of America, Boston Private, PNC Bank, Chase, CIT** and others have provided their expertise related to mortgage and financial products. The fairs will include plenary sessions covering various homeownership topics (e.g. credit, home buying process, special bank products, down payment assistance and foreclosure prevention assistance resources and programs.) In addition, participants will have opportunities to visit exhibit booths for resource materials, speaking with industry experts, and prizes. **For sponsorship levels, benefits and details please see the details below. If you have any questions, you may contact us at sponsorship@facela.org or 213-985-1500.**

Last Year's Success

Last year we hosted the homeownership fair virtually and it was a huge success! We used various online platforms and we had over **600 participants to date and it continues to be viewed on YouTube.**

We used **Whova** for the live interactive portion of the event which included **virtual booths, raffles, presentation and more**! On this platform alone we received an enormous amount of attendee participation and activity compared to previous years.

Additionally, last year's homeownership fair received a record number of support and attendance, not only at the event but also in our **VIP room** beforehand from various elected officials. These elected officials included **State Senator Maria Durazo, CA State Treasurer Fiona Ma, CA Assemblyman Steven Choi, CA Assemblywoman Blanca Rubio, CA Assemblyman Mike Gipson, City Controller Ron Galperin, LA Supervisor Kathryn Barger, Gardena Councilwoman Paulette Francis, Carson Councilman Cedric Hicks and more!**



What We Do & Why

Sera Chang, FACE Successful Client
$135,000 Assistance

Renee Turner, FACE Successful Client

FACE is a HUD-approved nonprofit housing counseling agency whose mission is to advance the Asian American community's participation, contribution, and influence through faith-based and community partnerships. To date, FACE has educated over 12,000 prospective homeowners. FACE's efforts have resulted in providing homeowners with over $1.8 million in down payment assistance and exemplary efforts have earned numerous recognition including the prestigious **Hope Award from the National Association of Realtors** as well as **Homefree-USA's President's Award.**

Our past fairs have been a great success receiving wide media coverage, both mainstream and ethnic media, and garnering hundreds of participants annually with a total of over **12,000 participants** to date. Last year we held our fair virtually with huge success - over 600 participants. An extensive publicity/outreach campaign for the fair will be run through **e-blasts, social media, and through print media, television, radio as well outreach to churches and nonprofits**. This year using the **virtual platform** will increase opportunities for reach and visibility!!

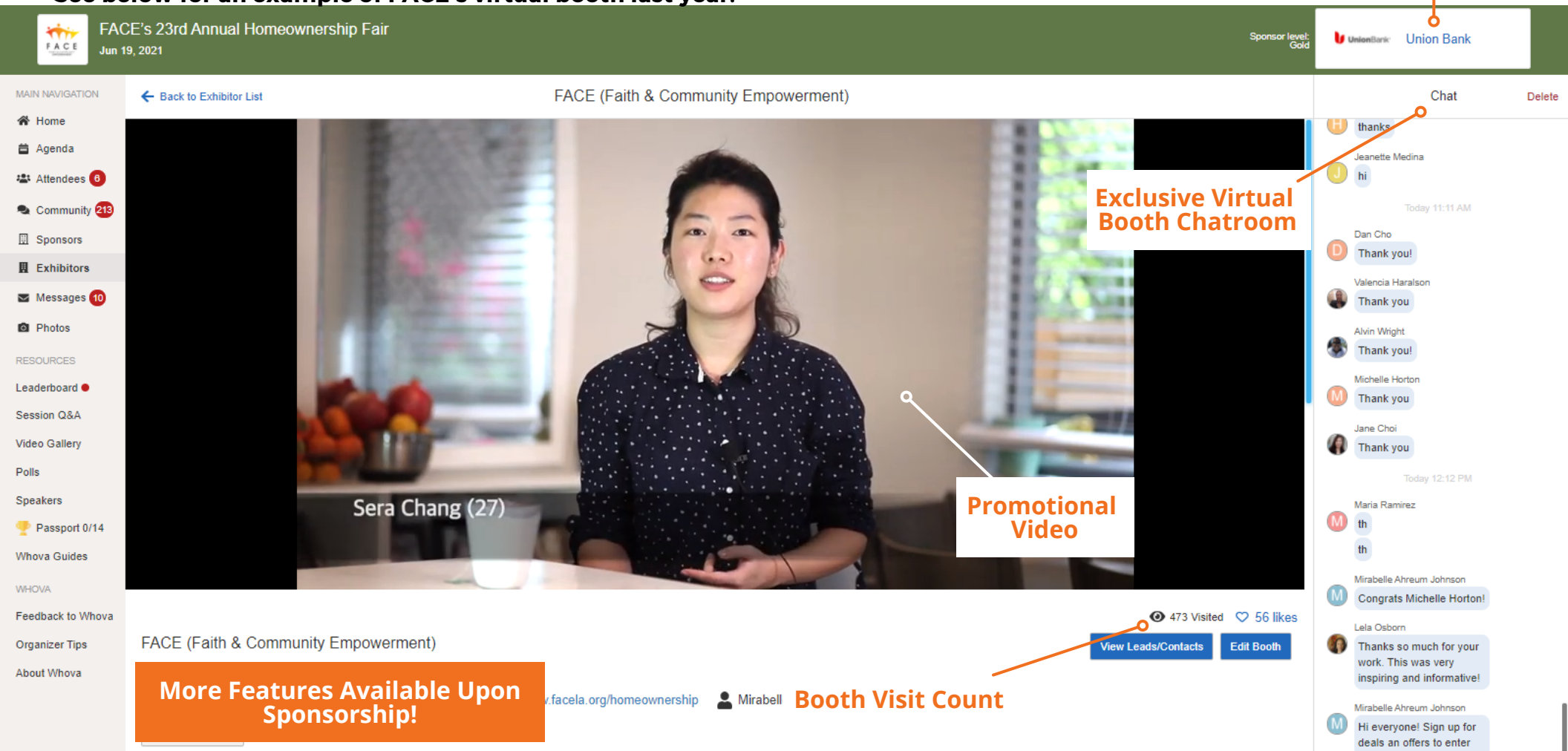
Sponsor Advantage

The virtual platform tremendously increased impressions and interactions between sponsors and attendees. The live chat functions at virtual booths and main programs allowed for sponsors to interact in real time with hundreds of attendees simultaneously.

Some Highlights:

- Our most popular **booths** last year had between **200-550 visits** in the span of only **2 hours**!
- **Average** leads: **43 leads**
- Top Sponsor logo impressions: **84,501 impressions**

****See below for an example of FACE's virtual booth last year!**



FACE 24th Virtual Homeownership Fair

Events

24th Virtual Homeownership Fair
June 18, 2022
9a.m. - 1p.m.
Virtually Through Whova

Deadlines

Speaker & Representatives Confirmations
May 20, 2022

Sponsorship Confirmation & Advertisements
May 20, 2022

Please send all sponsorship confirmation, logos and advertisements to sponsorship@facela.org based on guidelines provided. Make checks payable to : Faith and Community Empowerment and mail to 3550 Wilshire Blvd Ste 1124, Los Angeles, CA 90010. Payment is due by May 20, 2022. Submit completed form to sponsorship@facela.org

Marketing/advertising: media advisory sent to local media with a press conference, email blast (35,000 subscribers), ethnic media marketing which includes newspapers, radio ads/interviews etc. Full page color ad will be placed in print media that will show Sponsor Logos.

Sponsorship Options

"Information about assistance programs helped me realize that I can buy my home and stop waiting."

	Platinum $25,000	Gold $10,000	Silver $5,000	Bronze $3,000	Exhibitor $1,500 (Non-Profit $500)
Virtual Booth	✓	✓	✓	✓	✓
Recognition in Event Presentation	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓
Press Release & Paid Advertisement	✓	✓	✓	✓	✓
Email Blast & Recognition in Flyers	✓	✓	✓	✓	✓
Participation in Virtual Passport Contest	✓	✓	✓	✓	✓
Logo Recognition in Event Program Booklet	Large Logo Lead Sponsor	Largo Logo	Medium Logo	Small Logo	
Logo Recognition on Website	Large Logo Lead Sponsor	Largo Logo	Medium Logo	Small Logo	
Advertisement in Event Program Booklet	VIP Full Page 5.5" x 8.5" Color	Full Page 5.5"x8.5" BW	1/2 Page 4.25" x 5.5" BW	1/4 Page 2.75" x 4.25" BW	
Virtual Photo-Op/VIP Room	✓	✓	✓		
Speaking Opportunity	Plenary Opening	Plenary Opening	Panelist		
Virtual Banner Placement	✓	✓			
One Email Blast for Sponsor Specific Program	Database of 30,000+	Database of 30,000+			
Sponsor-Specific Homebuyer Workshop/Seminar Post	✓				

***Recognition is contingent upon meeting the sponsorship deadline.*

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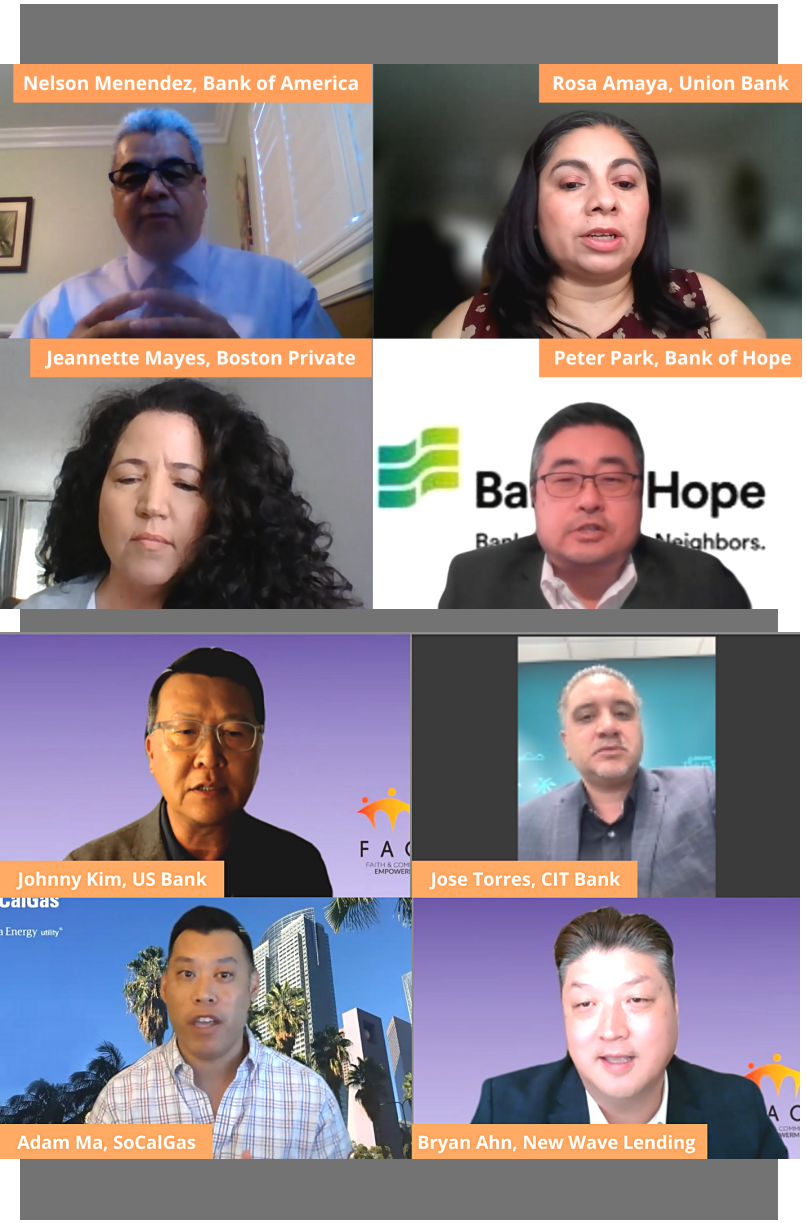
24th Virtual Homeownership Fair | June 18, 2022

Our virtual fair will allow sponsors to digitally reach over 50,000 individuals. All sponsors will have access to attendee information and opportunity to interact through their virtual booth.



Sponsorship & Exhibitor Registration

Sponsorship Level
(please select)

- ☐ Platinum $25,000
- ☐ Gold $10,000
- ☐ Silver $5,000
- ☐ Bronze $3,000
- ☐ Exhibitor $1,500
- ☐ Non-Profit $500

Advertisement Only
(please select)

- ☐ Full Page $2,500
- ☐ 1/2 Page $1,000
- ☐ 1/4 Page $500

Name of Company/Organization	
Contact Name	
Title	
Street Address	
City	
State	
Zip Code	
Phone Number(work)	
Phone Number(mobile)	
E-mail	

Submit completed form to sponsorship@facela.org. Make checks payable to Faith and Community Empowerment and mail to 3550 Wilshire Blvd. Ste. 1124, Los Angeles, CA 90010. Payment is due by May 20, 2022. Be sure to send logos and advertisements to sponsorship@facela.org based on guidelines provided. Contact info: (213) 985-1500 or (213) 216-3676

"Thank you for giving me HOPE that I can possess my home without high bank account and credit"