



New Jersey Realtors®  
Housing Opportunity Foundation

# REALTORS® Care Day

September 23, 2021



## What is Realtors® Care Day?

RCD was established as part of the NJ Realtors® Housing Opportunity Foundation's commitment to sustaining affordable housing. The purpose of the day is to assist homeowners with exterior home repairs, as well as to provide adaptive and safety modifications for the elderly and disabled. RCD is a great way to support communities around New Jersey and continue to make our state a wonderful place to live.

## Who is involved?

RCD is made possible by Realtor® members throughout the state who donate their time in order to better the communities in which they live and work. While volunteer opportunities are not open to the public, the projects require professional assistance from builders, developers, and other community professionals, such as painters and home inspectors.

## Is the foundation a 501(c)(3) organization?

Yes. The foundation is incorporated as a 501(c)(3) entity. The tax ID number is 81 0636974. For questions regarding tax deductions, please consult your tax advisor.

## SPONSORSHIP LEVELS & BENEFITS

Your sponsorship will help the foundation and local Realtors® tackle some of the most pressing needs in New Jersey through Realtors® Care Day projects. Through affiliation with New Jersey Realtors® and its charitable arm, the Housing Opportunity Foundation, a 501(c)(3) nonprofit, you are demonstrating a commitment to safe, affordable, and sustainable homeownership. Sponsorship provides your company excellent visibility in the Realtor® community.

Your support will not only make a difference to the houses we repair, but also in the lives of the families who call them home.

learn more at [rcd.njrealtor.com](http://rcd.njrealtor.com)



## Sponsorship Information

Mary Pilaar

[mary@njrealtor.com](mailto:mary@njrealtor.com)

609-341-7119

## TITLE SPONSOR – \$5,000

one available across all RCD sites

- Recognition as the Title Sponsor in all RCD-related press releases sent by the Housing Opportunity Foundation.
- Opportunity to visit all project sites during the events.
- Complimentary 1/2 page ad in *New Jersey Realtor*® magazine or ad in NJ Realtors® Weekly email.
- Signage recognition with company logo at all site locations.
- Company recognized as Title Sponsor with logo placed on RCD promotional flyers.
- Company recognized as Title Sponsor with logo on the RCD page of njrealtor.com.
- Company recognized as Title Sponsor on all email communications to RCD site volunteers.
- Acknowledgement in *New Jersey Realtor*® magazine (print and online) and Designated Realtor.®
- Fillable press release for company promotions.
- RCD logo indicating sponsorship level for promotions.

## DONATED GOODS & SERVICES

### OVER \$5,000 in value

- Complimentary 1/4 page ad in *New Jersey Realtor*® magazine or ad in NJ Realtors® Weekly email.
- Recognition of donation in a RCD-related press release.
- Company recognized on the site rcd.njrealtor.com.
- Fillable press release for company promotions.
- RCD logo indicating donation.
- Signage recognition with company name at site location.

### \$4,999 - \$2,500 in value

- Acknowledgement in *New Jersey Realtor*® magazine (print and online)
- Company recognized on the site rcd.njrealtor.com.
- Fillable press release for company promotions.
- RCD logo indicating donation.
- Signage recognition with company name at site location.

### UNDER \$2,499 in value

- Company recognized on the site rcd.njrealtor.com.
- Fillable press release for company promotions.
- RCD logo indicating donation.
- Signage recognition with company name at site location.

## T-SHIRT SPONSOR

*T-shirts for this year's RCD are being generously sponsored by the NJ Realtors® Housing Opportunity Foundation. Board participation must be confirmed six weeks in advance. T-shirt orders are due August 25.*

## WATER BOTTLE SPONSOR – \$750

one available per RCD site

*All of the 'Friend of Realtors® Care Day' benefits, plus:*

- Company logo displayed on water bottles available for volunteers at sponsored RCD site.
- Signage recognition with company name at site location.
- Acknowledgement in *New Jersey Realtor*® magazine (print and online) and Designated Realtor.®

## VOLUNTEER APPRECIATION SPONSOR – \$500

two available per RCD site

*All of the 'Friend of Realtors® Care Day' benefits, plus:*

- Signage recognition with company name at site location.
- Acknowledgement in *New Jersey Realtor*® magazine (print and online) and Designated Realtor.®

## FRIEND OF REALTORS® CARE DAY – \$250

- Company recognized on the RCD page of njrealtor.com.
- Fillable New Jersey Realtors® press release for company promotions.
- RCD logo indicating sponsorship level for promotions.