



Sponsorship Package

27TH ANNUAL HOMEOWNERSHIP FAIR
SATURDAY MARCH 23, 2024



We Invite You!



We invite you to participate as a **Sponsor** for **FACE's 27th Annual Homeownership Fair**. We are excited to co-host this fair with Mayor Lula Davis-Holmes of the City of Carson, in collaboration with the **Los Angeles County Hispanic Managers Association, Los Angeles County Asian American Employees Association (LACAAEA), Los Angeles County African American Employees Association (LACAAEA), and Los Angeles County Chicano Employees Association**. Through your sponsorship and our special partnerships, we hope to make the dream of homeownership a reality for the community!

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, CALHFA, City of LA Housing & Community Investment Department, and Freddie Mac**. Past sponsors such as **First Citizens Bank, US Bank, Bank of Hope, Mechanics Bank, East West Bank, Bank of America, City National Bank, LA Care, Mid First Bank, New Omni Bank, ABC7 News, SoCalGas, Berkshire Hathaway, CALHFA, Solomon King LLC** and others have provided their expertise related to mortgage and financial products.

The fair 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.



About FACE & Our Fairs



Md Osman, FACE Successful Client
\$150,000+
Downpayment Assistance



Eunice Kim, FACE Successful Client
\$140,000+
Downpayment Assistance

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.

We service **all communities** and to date, FACE has educated **over 15,000 prospective homeowners**. FACE's efforts have resulted in providing homeowners with **over \$2.3 million in down payment assistance** and our exemplary efforts have earned numerous recognitions, 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 in mainstream and ethnic media, garnering hundreds of participants annually. Last year, we held our 26th Annual fair with huge success—**over 1200 participants**. An extensive publicity/outreach campaign for the fair will be run through **email blasts, social media, and through print media, television, radio** as well outreach to churches and nonprofits.



Important Dates

27TH ANNUAL HOMEOWNERSHIP FAIR

MARCH 23, 2024 9A.M. - 1P.M.

In-Person at Carson Community Center

801 E. Carson Street, Carson, CA 90745

February 20, 2024

Speaker & Representatives Confirmations

Sponsorship Confirmation & Advertisements

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. Suite 1124, Los Angeles, CA 90010. Payment is due by Feb 20, 2024. Submit completed form to sponsorship@facela.org

Marketing/advertising: media advisory sent to local media with a press conference, email blast (30,000 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

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

Exhibit Booth

Number of Representatives w/Meal Provided

Participation in Passport Contest

Logo Recognition in Event Program Booklet

Email Blast & Recognition in Flyers

Social Media Recognition

Logo Recognition on Website

Logo Recognition on Event Banner

Advertisement in Event Program Booklet

Recognition on Press Release & Ads

Speaking Opportunity

VIP Room & Photo-Op

LEAD Recognition in Event Presentation

One Email Blast for
Sponsor Specific Program

PLATINUM
\$25,000

GOLD
\$10,000

SILVER
\$5,000

BRONZE
\$3,000

EXHIBITOR
\$1,500
(Non-Profit \$500)

Premier Exhibit w/ 2 Tables
Up to 8 Representatives
✓
Large Logo LEAD Sponsor
As a LEAD Sponsor
As a LEAD Sponsor
Large Logo LEAD Sponsor
Large Logo LEAD Sponsor
VIP Full Page 5.5" x 8.5" Color
✓
Plenary Opening & Panelist
✓
✓
Database of 30,000+

Premier Exhibit w/ 1 Table
Up to 4 Representatives
✓
Largo Logo
✓
✓
Largo Logo
Largo Logo
Full Page 5.5" x 8.5" BW
✓
Plenary Opening & Panelist
✓

Exhibit w/ 1 Table
Up to 3 Representatives
✓
Medium Logo
✓
✓
Medium Logo
Medium Logo
1/2 Page 5.5" x 4.25" BW
✓
Panelist

Exhibit w/ 1 Table
Up to 2 Representatives
✓
Reg. Logo
✓
✓
Small Logo
Small Logo
1/4 Page 2.75" x 4.25" BW

Exhibit w/ 1 Table
Up to 2 Representatives
✓
Reg. Logo
✓
✓

NOTE: Additional representatives can be included to any levels for \$150/person (Select Below)



Sponsorship & Exhibitor Registration

MARCH 23, 2024 9A.M. - 1P.M.



Sponsorship Level (please select)

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

Advertisement Only (please select)

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

Add'l Reps. \$150/Person (please write number)

☐

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



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