23rd ANNUAL HOMEOWNERSHIP FAIR SPONSORSHIP PROPOSAL

JUNE 19, 2021 VIRTUAL FAIR
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 10,000 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 10,000 participants to date. Last year we held our first virtual fair that was a huge success with over 800 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!!
Last year was the first time we hosted the homeownership fair virtually and it was a huge success! We used various online platforms and we had over 900 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 Congresswoman Judy Chu, Assemblyman Steven Choi, State Treasurer Fiona Ma, County Assessor Jeffrey Prang, City Controller Ron Galperin, LA Supervisor Kathryn Barger, LA City Mayor Eric Garcetti, Gardena Councilwoman Paulette Francis, Carson Councilman Cedric Hicks and more!
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 at a time. We found that this resulted in heavier active participation on the attendee part because participants got to know lenders and more of their questions got answered. For example, attendees created 67 discussion boards for topics they were interested in and there were over 750 discussions between attendees and sponsors on these topics alone.

This increase in live interactions also resulted in:

- **More activity at the virtual booths, including participants re-visiting booths.**
  Our most popular booths last year had between 600-900 visits in the span of only 2 hours!

- **Sponsors generating more leads than in the past &**

- **Gold+ sponsors' logos receiving a high amount of views.**
  Sponsors at the Gold level or higher had the opportunity to display their logo in the logo banner at the top right corner of the platform. The logos would alternate and would be visible wherever participants navigated to on the website. In the span of 4 hours our Gold+ sponsor logos were viewed 70,101 times (views are also known as impressions.)

**These are just some of the highlights of sponsor advantages from last year's results. See sponsorship Options for levels and benefits.**
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. In addition, Past bank partners such as Bank of Hope, Union Bank, US Bank, Bank of the West, Bank of America, Boston Private, 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.

We invite you to participate as a sponsor for Faith and Community Empowerment's 23rd Virtual 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. Please let us know if you would like to participate in FACE's virtual fair. For sponsorship levels, benefits and details please see the following Sponsorship Kit.

If you have any questions, you may contact us at info@facela.org or 213-985-1500.
Please send all sponsorship confirmation, logos and advertisements to info@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 21, 2021. Submit completed form to info@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

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
Logo Recognition on Website
Advertisement in Event Program Booklet
Virtual Photo-Op/VIP Room
Speaking Opportunity
Virtual Banner Placement
Opportunity to Include Survey Questions
Sponsor-Specific Homebuyer Workshop/Seminar Post

"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)

- **Recognition is contingent upon meeting the sponsorship deadline.**
23rd Virtual Homeownership Fair | June 2021

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.

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