



Sponsorship Package

2023 BLACK HOMEOWNERSHIP FAIR

MARCH 25, 2023



We Invite You!

We invite you to participate as a **Sponsor** for **FACE's 2023 Black Homeownership Fair**. We believe that everyone should know the pathway to homeownership! Through your sponsorship and this special partnership with the African Consular Corps, Consulate of Senegal, and the Los Angeles County African American Employees Association, we hope to make the dream of homeownership a reality for the Black Community! All communities are welcome!

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 **Silicon Valley Bank, Bank of Hope, Citizens Business Bank, US Bank, Bank of America, Chase, First Citizens Bank, City National Bank, First Republic, Mechanics Bank, Mid First Bank, SoCalGas, Union Bank, PNC Bank** 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.**





About FACE & Our Fairs



Renee Turner
FACE Successful Client
Only 3% Down!



Myeko Smith,
FACE Successful Client
\$100K 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 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. Last year we held our fair virtually with huge success - **over 350 active 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**.

FACE 2023 Black Homeownership Fair

Events

2023 Black Homeownership Fair

March 25, 2023

9a.m. - 1p.m.

In-Person: South Bay Celebration Assembly
(3841 W 130th St, Hawthorne, CA 90250)

Deadlines

Speaker & Representatives Confirmations

March 1, 2023

Sponsorship Confirmation &

Advertisements

March 1, 2023

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 March 1, 2023. 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.

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)

Exhibit Booth

Premier Exhibit
w/ 2 Tables

Premier Exhibit
w/ 1 Table

Exhibit
w/ 1 Table

Exhibit
w/ 1 Table

Exhibit
w/ 1 Table

Up to 8
Representatives

Up to 4
Representatives

Up to 2
Representatives

Up to 2
Representatives

Up to 2
Representatives



Large Logo
LEAD Sponsor

Largo Logo

Medium
Logo

Reg. Logo

Small Logo

As a LEAD
Sponsor



As a LEAD
Sponsor



Large Logo
LEAD Sponsor

Largo Logo

Medium
Logo

Reg. Logo

Large Logo
LEAD Sponsor

Largo Logo

Medium
Logo

Reg. Logo

VIP Full Page
5.5" x 8.5"
Color

Full Page
5.5" x 8.5"
BW

1/2 Page
5.5" x 4.25"
BW

1/4 Page
4.25" x 2.75"
BW



Plenary
Opening &
Panelist

Plenary
Opening &
Panelist

Panelist

5
Representatives

2
Representatives

1
Representative



Database of
30,000+

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



LEAD Recognition in Event Presentation

One Email Blast for
Sponsor Specific Program

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

2023 Black Homeownership Fair
March 25, 2023

Sponsorship & Exhibitor Registration

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

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 March 1, 2023. 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"