



# 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**. Through your sponsorship and this special partnership with **Mayor Lula Brown Thompson** of the City of Carson, 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](mailto: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

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**February 20, 2024**

### **Speaker & Representatives Confirmations Sponsorship Confirmation & Advertisements**

Please send all sponsorship confirmation, logos and advertisements to [sponsorship@facela.org](mailto: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](mailto: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

## 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

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

**PLATINUM**  
**\$25,000**

**GOLD**  
**\$10,000**

**SILVER**  
**\$5,000**

**BRONZE**  
**\$3,000**

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

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 3 Representatives	Up to 2 Representatives	Up to 2 Representatives
✓	✓	✓	✓	✓
Large Logo LEAD Sponsor	Largo Logo	Medium Logo	Reg. Logo	Reg. Logo
As a LEAD Sponsor	✓	✓	✓	✓
As a LEAD Sponsor	✓	✓	✓	✓
Large Logo LEAD Sponsor	Largo Logo	Medium Logo	Small Logo	
Large Logo LEAD Sponsor	Largo Logo	Medium Logo	Small 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 2.75" x 4.25" BW	
✓	✓	✓		
Plenary Opening & Panelist	Plenary Opening & Panelist	Panelist		
✓	✓			
✓				
Database of 30,000+				

**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	



Submit completed form to [sponsorship@facela.org](mailto: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 Feb 20, 2024. Be sure to send logos and advertisements to [sponsorship@facela.org](mailto: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"