



Sponsorship Package

28TH ANNUAL HOMEOWNERSHIP FAIR
SATURDAY JUNE 21, 2025



We Invite You!



We invite you to participate as a **Sponsor** for **FACE's 28th Annual Homeownership Fair**. We are excited to host this fair and connect families and individuals to resources to jumpstart their journey of buying a home. 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



Octavia McClain, FACE Successful Client
\$215,000+
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 27th Annual fair with huge success—**over 1000 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

28TH ANNUAL HOMEOWNERSHIP FAIR

JUNE 21, 2025 | 9A.M - 1P.M

In-Person at Department of Public Works Headquarters

900 S Fremont Ave. Alhambra, CA 91803

May 23, 2025

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 3435 Wilshire Blvd. Suite 350, Los Angeles, CA 90010. Payment is due by May 23, 2025. 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 (2 x 5 ft table)
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

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+

GOLD \$10,000

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

SILVER \$5,000

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

BRONZE \$3,000

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

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

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

DATE TBD



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"