



1619 Paramount Boulevard • Montebello, California 90640
Tel: (323) 722-3955 • Fax: (323) 722-3837
www.MHDCCA.org

June 12, 2017

Dear Potential Sponsor/Exhibitor,

I am pleased to provide you with the Montebello Housing Development Corporation (MHDC) “**Pico Rivera HOME EXPO & RESOURCE FAIR Sponsorship Package**” for our event scheduled on Saturday, August 5, 2017..

Over the years, MHDC has focused our efforts in assisting low to moderate income families and individuals to achieve the dream of becoming a homeowner. MHDC has developed a creative way to reach out to those prospective homebuyers, by hosting Housing Opportunity Fairs with Corporate Lenders and businesses such as yourself. The housing Opportunity fairs lead the prospective homebuyer into the Homebuyer Educational Program allowing MHDC to offer the educational tools, counseling and resources which educate the consumer about the home buying industry and the importance of becoming a homeowner.

Further demonstrating our core values and dedication to closing the homeownership gap, MHDC has joined forces with the City of Pico Rivera to provide education and information to make the goal of homeownership possible.

Your sponsorship will ensure that governmental and other non-profit agencies will be able to provide much needed information and resources to the community. Together our staff and partners will allow us to succeed in taking the dream of homeownership from an idea to a reality.

We look forward to working with you at the **HOME EXPO & RESOURCE FAIR** event on Saturday, August 5, 2017, as together we can meet the homeownership gap by processing one new homeowner at a time.

Sincerely,

Robert Monzon
President MHDC

Our Mission... To Educate and assist in the delivery of safe, sanitary, quality and affordable housing to individuals and families of modest financial means.

HOME EXPO & RESOURCE FAIR

Saturday, August 5, 2017

Sponsorship Package Rates

Select your choice of Sponsorship Package.

Platinum Sponsor - \$10,000.00 - Exclusive

The Platinum Sponsor Package is offered to all business partners with Montebello Housing Development Corporation, which is the highest and most recognized sponsorship level offered. Donation required to become the Platinum Event and exclusive sponsor, in your industry, is \$10,000.00 for the Resource Fair. This sponsorship level will require significant staff participation with the most exposure before, during and at the event.

Platinum Event Sponsorship Package includes:

- **Receive a roster with all index information of all attendee's at the Resource Fair**
- Introductory comments at program opening ceremony.
- Receive an Event Sponsorship Plaque
- Recognition throughout the Event Announcements
- Recognition on Banners placed at Registration and Event areas
- Listed in the Resource Fair Program and all marketing materials as the Event Sponsor
- **Exclusive Host/Presenter for Workshop Sessions though out the event. Active roll in classroom(s) with up to 4 company representatives as Speaker, Greeter, Announcer and/or Room Captain**
- **Acknowledgement on the event program and placement on the MHDC Web site as the Event Sponsor**
- Acknowledgement of sponsorship in Local Listings Video to be looped during the event
- Corporate name in all Press Releases / Media
- Co-Marketing
- Premiere placement at event with 3 Exhibitor spaces – (3) 10 x10 canopies, 6”folding tables with table linen s, 6 folding chairs in prominent space in exhibitor area
- Marketing Package will include the following:
 - Corporate Logo on all Marketing Advertisement Materials
 - Promptly displayed Corporate Logo on all Event Banners & Materials
 - 1 Banner or Sign and On Site Banners with Corporate Logo – to be placed in exhibitor area.

Each space is 10 x 10. If you will not require a canopy or table linens, please let our event staff know. Please provide your high resolution logo.

Marketing Materials as follows

Flyers
 Banners
 Posters
 Save the Date Notice
 Public Announcements
 Community Publication
 Community Flyer Distribution

Marketing to the following:

Local Schools
 Community - City of Pico Rivera online
 Business Partners
 Local Businesses - Chamber of Commerce Email List
 Community Service Clubs
 Chamber of Commerce
 Social Media and On Line Marketing

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Sponsorship Package Rates

Select your choice of Sponsorship Package.

Gold Event Sponsor- \$5,000.00

The Gold Event Sponsor Package - is offered to all business partners with Montebello Housing Development Corporation. Donation required to become the Event sponsor is \$5,000.00 for the Resource Fair.

Event Sponsorship Package includes:

- **Receive a roster with all index information of all attendee's at the Resource Fair**
- Receive an Event Sponsorship Plaque
- Recognition through out the Event Announcements
- Listed in the Resource Fair Program as the Event Sponsor
- Active roll in classroom(s) as Speaker, Greeter, Announcer or Room Captain - up to 2 company representatives (TBD by committee and final sponsorship list)
- Announcement placed on the MHDC Web site as a Gold Event Sponsor
- Acknowledgement of sponsorship in Local Listings Video to be looped during the event
- Corporate name in all Press Releases / Media
- 2 Exhibitor spaces – (2) 10x10 Canopies with 6” folding tables and table linens, 4 folding chairs in prominent space in exhibitor area
- Marketing Package will include the following:
 - Corporate Logo on all Marketing Advertisement Materials
 - Promptly displayed Corporate Logo on all Event Banners & Materials
 - 1 Banner or Sign and On Site Banners with Corporate Logo – to be placed in exhibitor area.

Each space is 10 x 10. If you will not require a canopy or table linens, please let our event staff know. Please provide your high resolution logo.

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HOME EXPO & RESOURCE FAIR

Saturday, August 5, 2017

Sponsorship Package Rates

Select your choice of Sponsorship Package.

Silver Event Sponsor - \$3,000.00

The Silver Event Sponsor Package allows a wide variety of business partners to participate and introduce its programs offered to the families in our communities. The donation required to become a Silver Event Sponsor is \$3,000.00 for the Resource Fair.

The Silver Sponsor Package includes:

- Receive a Sponsorship Certificate
- Introduction during the Welcome Announcement
- Listed in the Resource Fair Program as Silver Event Sponsor
- Acknowledgement of sponsorship in Local Listings Video to be looped during the event
- 1 Exhibitor Spaces – (1) 10x10 canopy with 6” folding table and table linen, 2 folding chairs
- Marketing Package will include the following:
 - Corporate Logo on the Sponsor Banner ONLY.
 - Announcement place on the MHDC Web site per event
 - Press Release / Media

Each space is 10 x 10. If you will not require a canopy or table linens, please let our event staff know. Please provide your high resolution logo.

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HOUSING EXPO & RESOURCE FAIR

Saturday, August 5, 2017

Sponsorship Package Rates

Select your choice of Sponsorship Package.

Bronze Event Supporter Package - \$1,000.00

The Bronze Event Supporter Package gives a wide visibility of all business partners in the homebuyer industry in which it allows you to introduce your programs available to those families in our communities who seek our assistance. The donation required to become a Bronze Event Supporter is \$1,000.00 for the Resource Fair.

Bronze Event Supporter Package includes:

- Receive a Sponsorship Certificate
- Recognition during the Announcements
- Listed in the Resource Fair Program as Bronze Event Sponsor
- 1 Exhibitor Space in exhibitor area to be assigned (1) 10x10 canopy with 6" folding table, table linen and 2-folding chairs
- Marketing Package will include the following:
 - Corporate Logo on the Sponsor Banner ONLY.
 - Announcement place on the MHDC Web site per event
 - Press Release / Media

Each space is 10 x 10. If you will not require a canopy or table linens, please let our event staff know.

Please provide your high resolution logo.

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HOUSING EXPO & RESOURCE FAIR Saturday, August 5, 2017 Exhibitor Space Rate

Exhibitor Space - \$300.00

Exhibitor Space provides wide visibility of all business partners in the homebuyer industry in which it allows you to introduce your programs available to those families in our communities who seek our assistance. The cost for each exhibitor space is \$300.00

Exhibitor – Exhibitor Space:

- Exhibitor Space (1) 10x10 canopy with 6” folding table and table linen and 2 folding chairs

Each space is 10 x 10. If you will not require a canopy or table linens, please let our event staff know.

Please provide your high resolution logo.

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Said contract must be signed by both parties and come to a full understanding of said agreements, within the Housing Opportunities Fair. Said contract consist of two (2) pages, and must be signed by both parties.



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MHDC Housing Expo and Resource Fair Sponsor Agreement

**Pico Park, Pico Rivera, California
August 5, 2017**

Select your choice of Sponsorship Package.

In Consideration of this agreement contained herein with **Montebello Housing Development Corporation (MHDC)**, Located at: **1619 Paramount Blvd., Montebello, California 90640** and

_____ (Sponsor)
mutually agree as follows:

Sponsor has selected said sponsorship packaged commonly known as Sponsorship Package _____ or Exhibitor Booth.

In consideration of this Agreement, Sponsor agrees and shall be obligated to do as follows:

1. **Sponsor Payment.** Contract Agreement signed by said partner agrees to pay the sum of said packaged selected to reserve said space within and receive program benefits no later than July 18, 2017. Sponsor will provide a high resolution logo for use in the program and marketing materials.
2. **Sponsor Receives.** In consideration for payment of (amount) \$_____ from Sponsor. MHDC will provide the services outlined on sponsor package indicated above. MHDC will pay all expenses incurred per said paid event.
3. **Exhibitor Payment.** Contract Agreement signed by said partner agrees to pay the sum of \$300 to reserve said space and receive program benefits no later than July 21, 2017. Exhibitor will provide a high resolution logo for use in the program and marketing materials.
4. **Non Transferable Funds.** Said sponsor must pre-pay for said Housing Opportunities Fair. If unable to attend selected event, sponsor will be credited the amount and forward said funds to a future calendar date available.
5. **Beyond our Control:** We take extreme care to create a high quality event. However, our liability is limited to refund of the total amount paid for sponsorship, therefore you will be credit the amount you have paid to a future date which both parties may come to an agreement. These circumstances may occur beyond our control such as but not limited to natural disaster, earthquakes, fires, riots, storms, high winds, etc...
6. **Copyrights:** MHDC retain the right of all photographs, marketing materials and portions of any video for promotional or any other purposes.

Sponsor/Exhibitor Name

Robert Monzon, President MHDC

Signed by

Sponsor Printed Name

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RESOURCE FAIR AND EXPO INFORMATION

Event Sponsorship, Exhibitor Registration Information, Event Sites

How do I register?

- Register by calling *Montebello Housing Development Corporation* at (323) 722-3955.
- Site for Resource Fair will be at Pico Park - 9528 Beverly Boulevard, Pico Rivera, CA 90660.
- Event Sponsorship Packages may be obtained by calling (323) 722-3955.*
- Exhibitor Packages may be obtained by calling (323) 722-3955.*
- Event Marketing Materials may be obtained by calling (323) 722-3955.
- Join the Resource Fair Opportunities committee by calling (323) 722-3955.
- Host an MHDC Program Presentation.
- Visit our website at - www.mhdcca.org

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