



American Dream Auction September 20, 2010 Myrtle Beach, SC

Help make the dream of a safe and affordable home a reality for more North Carolinians by participating in the Homes4NC American Dream Auction. This exciting event is being held during the biggest regional real estate show of the year -- the NC Association of REALTORS® Convention & Expo in Myrtle Beach, South Carolina.

Come join the leaders of North Carolina's real estate industry for an event featuring one-of-a-kind items at unbelievable prices! Help make dreams come true by becoming a sponsor or donating an auction item. Not only could you realize potential tax benefits*, you'll also be recognized as a leader in the fight for affordable housing solutions.

Become a Sponsor

While all of our sponsorships are customized to meet your individual goals and budget, you can expect to receive prominent recognition on event signage, on our auction Web site, in the auction program and in the NC REALTORS® publication, *Insight*. Your staff also will have the opportunity to interact with attendees, providing information and building relationships. (See reverse side for details)

Donate an Auction Item

In order for this event to be successful, we need a wide variety of items in all price ranges, such as vacation and golf packages, technology tools, local artwork, sporting event tickets, celebrity memorabilia and other items that REALTORS® use everyday. Help us raise some serious dollars for our affordable housing efforts by personally donating an item or by securing an item from someone you know. Not only is the item tax-deductible* up to its Fair Market Value, but all donors will be recognized through signage, on our auction Web site and in the auction program.



A 2-night stay at the River Dunes Club in Oriental was one of more than a dozen vacation getaways auctioned off at our 2009 event.

* Check with your tax advisor on deductibility.

Yes, I want to support the Homes4NC American Dream Auction

I'd like to donate the item below

Please contact me about becoming a sponsor

Name: _____

Address: _____

Phone: _____ Email: _____

Auction Item: _____ Fair Market Value: _____

Fax completed form to 336-299-7872 or email to dgreene@ncrealtors.org

Financial information about this organization and a copy of its license are available from the Charitable Solicitation Licensing Section at 1-888-830-4989. The license is not an endorsement by the State.

American Dream Auction Sponsorship Opportunities

Join the leaders of North Carolina's real estate industry for *the* premier event of the year. The American Dream Auction -- benefiting our housing foundation, Homes4NC -- will be set up in the center of Convention activities, giving Homes4NC and our sponsors great exposure. Attendees will get the opportunity to bid on unique items like vacation getaways, celebrity memorabilia, technology tools and beautifully-crafted artwork and sponsors will get the opportunity to demonstrate their leadership and support of our affordable housing efforts.

Signature Sponsor \$5,000

(Industry Exclusive)

- Prominent event signage
- Opportunity to display and distribute promotional materials to attendees
- Speaking opportunity at event
- Recognition as a Signature Sponsor in press releases and event program
- Acknowledgement in NC REALTORS® magazine, *Insight*
- Recognition on Homes4NC and Auction Web sites and in bimonthly e-newsletter

Gavel Sponsor \$2,500

- Prominent event signage
- Opportunity to display promotional materials
- Recognition in event program
- Acknowledgement in NC REALTORS® magazine, *Insight*
- Recognition on Homes4NC and Auction Web sites and in bimonthly e-newsletter

Contributing Sponsor \$1,000

- Prominent event signage
- Recognition in event program
- Acknowledgement in NC REALTORS® magazine, *Insight*
- Recognition on Homes4NC and Auction Web sites



Above: Previous events have been packed with attendees looking for a good deal and ready to have fun!

Below: For maximum exposure on our Auction Web site, become a sponsor before the site goes live on Aug. 5.

The screenshot shows the homepage of the American Dream Auction website. At the top, there's a navigation bar with 'Home', 'About Us', 'Contact Us', and 'FAQ'. Below that is a search bar and a list of categories: All (98), Books (15), Business (33), Clothing (21), Collectibles (11), Electronics (39), Entertainment, music (11), Food (11), Gift-A-ways (133), Golf (39), Health/Beauty (11), Home (51), Jewelry (33), Land/Realty (2), Music (11), Raffle (161), Sports Memorabilia (71), Travel (16), and View All Items (979). On the right, there's a 'Top 10 Items' list:

1. Four Months at Outer Banks Beach Cottage
2. Autographed Mercedes 1987 F1 Formula 1
3. Christmas Stock Gift Certificate
4. Grand Tarnish Gold Chain Bracelet
5. 100% White Cotton Compression Socks
6. Gift of Honor Member Signet
7. Handmade Ceramic Art Glass Bowl & Dish
8. Handmade Ceramic Art Pottery
9. 100% Stock of The Home Depot
10. Certified Authentic Autographed Shelby Cole Jersey

At the bottom, a large blue banner features the 'HOMES4NC' logo, the text 'NCAR Housing Opportunity Foundation', and the 'American Dream Auction' logo. A prominent button says 'Click to Bid Online!'.

Contact Diane Greene at 336-808-4234 or dgreene@ncrealtors.org for more information