



HBREA

2023

**ANNUAL CORPORATE
SPONSORSHIP PACKAGE**



Houston Black Real Estate Association (HBREA), is a Local Board of the National Association of Real Estate Brokers (NAREB), an IRS 501c6 trade association founded in Tampa Florida in 1947. HBREA is comprised primarily of African American real estate practitioners.

Membership in the Association is open to all who support Equal Housing Opportunity. HBREA's members are distinguished by the trade name "REALTIST" and they subscribe to the HBREA core principle of "Democracy in Housing."

Black Americans incurred over a Billion Dollar loss of equity/wealth and drastic reductions in their rate of homeownership as a result of the combined impact of the subprime debacle, predatory lending practices, and the foreclosure crisis. In response to this dilemma, HBREA being the oldest minority real estate organization in Houston, commits to integrating NAREB's national strategy to Rebuild, Restore and Retain by way of using our Five Pillars.

1. Faith-Based & Civic Engagement
2. Women Initiatives-Women Investing in Real Estate (W.I.R.E.)
3. Diversity, Equity & Inclusion/Small Business
4. Multi-Generational Wealth Building
5. Government Relations/Advocacy

By using these Pillars we will strengthen and grow a strategic collaboration of real estate, small businesses, financial services, policy, advocacy and other stakeholders that will focus on improving economic inclusion for African Americans in Houston and surrounding areas through homeownership and other financial economic empowerment vehicles. Homeownership remains the number one wealth building vehicle for African American families.

However, Homeownership rates for African Americans in Houston and surrounding Harris County declined more than any other racial and ethnic group from 2010 to 2021. The rates fell from 37% to 31% in the city and 41% to 37% in the county. Currently, the African American homeownership rate is only 32% in the city and 41.9% when you include the surrounding areas. With the impact of the COVID-19 pandemic, current inflation and looming recession, It is more imperative now than ever before to align ourselves with great partners like you. Join us in 2023 to achieve our goals as we focus on democracy in housing that will bring wealth creation via home ownership to the forefront.

Felicia Guidry
HBREA President

Marla Lewis
Board Chair



SPONSORSHIP LEVELS

COMMUNITY CHAMPION

\$30,000

BENEFITS INCLUDE:

- Annual Title sponsor spotlight on social media, all marketing materials & HBREA website
- Business highlighted in HBREA (1) E-newsletter
- Partnership Recognition on HBREA Web Page in specified tier
- Recognition on 2023 Gala Website and all Social media pages
- Web Link + Partnership Recognition on HBREA website in specified tier
- Sponsor logo recognition during the live 2023 Gala Auction
- Scholarship Contributor Recognition
- Host Sponsor Reception & awards VIP Gala Reception
- 10 Gala tickets 2023 Gala Celebration
- 10-VIP Reception Entries 2023 Gala Celebration
- Full page color ad in souvenir/virtual journal for Gala
- Live Team Interview
- One (1) Year Membership for four (4) Corporate Representatives
- Signature Sponsor One (1) Community Wealth Building Day/Housing Fair (includes a vendor booth and class)* (may be virtual)
- REALTIST Week Activities Recognition and Vendor Set-up
- Title Sponsor Broker Circle (1)
- Membership Networking Mixer (1)
- 2 Million in 5 Community Event (1) (class and vendor booth)
- Fall Housing Event/Veterans Housing/(1) (class and vendor booth)
- HUD Certificate Home Buying Class (2)
- Speaking Opportunity New Members Orientation Class (at their Lunch n Learn)
- Lunch n Learn Presentation 15 minutes (1) (Lunch for 2)

(Select One Additional Event from the list below)

- Host Member-Continuing Education
- Ambassador Event
- Membership Networking Mixer (1)



PLATINUM

\$20,000

BENEFITS INCLUDE:

- Business highlighted in HBREA (1) E-newsletter
- Partnership Recognition on HBREA Web Page in specified tier
- Recognition on 2023 Gala Website and all Social media pages
- Web Link + Partnership Recognition on HBREA website in specified tier
- Sponsor logo recognition during the live 2023 Gala Auction
- Scholarship Contributor Recognition
- Co-Host VIP 2023 Gala Reception Sponsor recognition
- 6-Gala tickets 2023 Gala
- 6-VIP Reception Entries 2023 Gala Celebration
- Full page color ad in souvenir/virtual journal for 2023 Gala
- Live Team Interview
- One (1) Year Membership for two (2) Corporate Representatives
- One (1) Community Wealth Building Day/Housing Fair (vendor booth and class)
*(may be virtual)
- REALTIST Week Activities Recognition and Vendor Set-up
- Title Sponsor Broker Circle (1)
- Membership Networking Mixer (1)
- HUD Certificate Home Buying Class (1)
- Speaking Opportunity New Members Orientation Class (at their Lunch n Learn)
- Lunch n Learn Presentation 15 minutes (1) (Lunch for 2)

(Select One Additional Event from the list below)

- Host Member-Continuing Education (1)
- Ambassador Event (1)
- Membership Networking Mixer (1)



GOLD

\$10,000

BENEFITS INCLUDE:

- Business highlighted in HBREA (1) E-newsletter
- Partnership Recognition on HBREA Web Page in specified tier
- Recognition on 2023 Gala Website and all Social media pages
- Scholarship Contributor Recognition
- 4-Gala tickets 2023 Gala
- 4-VIP Reception Entries 2023 Gala Celebration
- Full page color ad in souvenir/virtual journal for 2023 Gala
- Live Team Interview
- One (1) Year Membership for one (1) Any Level
- One (1) Community Wealth Building Day/Housing Fair (includes class-only)
- REALTIST Week Activities Recognition and Vendor Set-up
- Pastor Round table Event (1) (Partner Remarks -Vendor booth only)
- HUD Certificate Home Buying Class (1)
- Speaking Opportunity New Members Orientation Class (at their Lunch n Learn)
- Lunch n Learn Presentation 5 minutes (1) (Lunch for 2)



SILVER

\$5,000

BENEFITS INCLUDE:

- Business highlighted in HBREA (1) E-newsletter
- Partnership Recognition on HBREA Web Page in specified tier
- Recognition on 2023 Gala Website and all Social media pages
- Web Link + Partnership Recognition on HBREA website in specified tier
- Scholarship Contributor Recognition
- 2-Gala tickets 2023 Gala
- Half page color ad in souvenir/virtual journal for 2023 Gala
- One (1) Year Membership for one (1) Any Level
- One (1) Community Wealth Building Day/Housing Fair (vendor Booth-only)
- REALTIST Week Activities Recognition and Vendor Set-up
- Membership Networking Mixer (1)
- HUD Certificate Home Buying Class (1)
- Speaking Opportunity New Members Orientation Class (at their Lunch n Learn)
- Lunch n Learn Presentation 5 minutes (1) (Lunch for 1)



2MN5 EVENTS

This event typically will contain 1 or more of the 3 pillars below and allow our partners to positively impact the infrastructure of black homeownership locally

- Advocacy - Advocating for Black homeownership with public and private sector leaders at the local, state and federal levels;
- Activism - Activism for access to credit and the reform and changing of regulatory policies and laws that support increased Black homeownership;
- Action - Neighborhood and Community Development Projects that foster homeownership;

AMBASSADOR EVENT

Opportunity to share with consumers the importance of your industry in the homebuying journey and how the process works as it relates to purchasing and maintaining a home.

BROKER'S CIRCLE

Opportunity to partner and network with our Real Estate Broker members. The Broker Circle is designed to be a platform where our members come together to share best practices, receive education regarding new tools and technology to bolster their business, and to foster new relationships with our industry partners. This event includes both, independent and franchise brokerages throughout the Greater Houston and surrounding areas.

COMMUNITY WEALTH BUILDING DAY

Community wealth building day allows our partners to be branded in the community and gives access to hundreds of potential customers. This event is a homebuyer's fair for the whole family. This day is filled with educational opportunities for those seeking either to buy, sell or maintain their current home. There are vendor booths, children and adult classes and activities, prize giveaways and so much more.



FREE HUD CERTIFICATE HOME BUYING CLASS

Opportunity to share with consumers the importance of your industry in the home buying journey and how the process works as it relates to purchasing and maintaining a home.

LUNCH N LEARN

Is our monthly membership meeting. Partners can have access to the HBREA membership to share information regarding their products, services and real estate professional benefits. It is also an opportunity to create individual relationships with active selling REALTIST® members.

MEMBER CONTINUING EDUCATION

By hosting a continuing education, it will bring brand awareness, create relationships, an opportunity to highlight your product and increase business from REALTISTS members.

PASTORS ROUNDTABLE

Through our Faith Based Committee, the Pastor's Roundtable is an event where honor is given to the pastors within the community who promote homeownership,

STATE OF HOUSING IN BLACK AMERICA(SHIBA)

Presentation of the annual report highlighting data across the country and in the local market regarding housing statistics for Black America. This event is a collaboration of ideas from our leaders and industry partners like you to bring solutions to those found to impede or negatively affect the black homeownership rates.



**I WOULD LIKE TO BE A 2023 HBREA SPONSOR
AT THE FOLLOWING LEVEL:**

Corporate Sponsorship Levels

Community Champion	\$30,000
Platinum	\$20,000
Gold	\$10,000
Silver	\$5,000

METHOD OF PAYMENT:

American Express Visa Mastercard Check Paypal EFT

Cardholder Name: (as it appears on card)

Card Number:

Expiration Date:

CVC Code:

Address:

Signature:

Contact Name:

Email:

Phone Number:

Partnerships Matter

Make Check Payable to: Houston Black Real Estate Association

Mailing: 12401 S. Post Oak Road #229 Houston, TX 77045

Thank you for your support, please contact

Deirdra Taylor at 713-551-8619 if you need additional information.

W9's will be furnished upon request.

admin@hbrea-houston.org

*Disclaimer: In case of natural disaster it's possible the in person deliverables cannot be met .
The organization will reserve the right to make changes based on availability and convert to a virtual event
when possible. All support and contributions are non refundable. Thank you for your support.