



Community
HOME TRUST



Sponsorship

OPPORTUNITIES





About Community Home Trust

Community Home Trust
delivers housing

affordability

to diverse populations
in partnership with
our communities.



We operate as a land trust,
making nearly

350 homes

in Chapel Hill and Carrboro
permanently affordable.



Our homeowners live in
households earning
less than 60%
of the area median income.



Our homeowners include
**nurses, university
employees and
teachers**

who serve our community
but otherwise could not afford
to own a home here.



Our vision

is a world in which barriers
are removed for those wanting
a home they can afford, where
the supply of those homes
keeps pace with the demand,
and all individuals have long
term access to a safe home
where they can thrive,
work, and grow.



2024 Sponsorship Opportunities



THE FLAGSHIP EVENT FOR COMMUNITY HOME TRUST IS OUR
Annual Meeting & Block Party

This year's program will be held **Sunday, September 29, 2024, 3-6 p.m.**
at **Southern Community Park, 1000 Sumac Rd, Chapel Hill.**

**2024
ANNUAL MEETING
AND BLOCK PARTY**

- 200 attendees are expected, including Community Home Trust residents, supporters and board members; elected officials; and community partners
- Community Home Trust supporters will be honored at the program
- The event will be promoted in email marketing, social media, community calendars, and through our event media sponsor, ABC 11

In addition to the Annual Meeting and Block Party, Community Home Trust offers sponsors an opportunity for engagement on an ongoing basis, including:

**ONGOING
SPONSORSHIP
OPPORTUNITIES**

- Community Home Trust Neighborhood Tours
- Invitations to VIP events to meet board members and supporters of Community Home Trust
- Recognition in Community Home Trust's annual report



Annual Meeting Community Awards Recognition

For sponsors interested in showing their support for Community Home Trust's mission of making affordable housing permanently available, we offer these awards recognizing supporters and volunteers:

Keys to the Home Sponsorship

\$10,000

The Keys to the Home Sponsorship offers a unique opportunity to demonstrate support for Community Home Trust at the Annual Meeting and stay in touch with the organization year-round at the highest level of recognition. This level is limited to 2 sponsors, category exclusive.

Roger Perry Exceptional Innovation Award Sponsorship

\$7,500

This award, named in honor of local developer and longtime Community Home Trust supporter Roger Perry, recognizes a member of the community for innovative solutions to address housing affordability. The sponsorship provides an opportunity to congratulate the winner and make some remarks on your organization's support for increasing housing opportunities for all. Sponsors also will be invited to participate in networking events with Community Home Trust's board of directors and homeowners. This level is limited to 2 sponsors, category exclusive.

Building Better Futures Award

\$5,000

This award is presented to an individual Community Home Trust supporter who demonstrates a shared belief that everyone deserves a place to call home and has gone above and beyond in a meaningful way. This sponsorship provides an opportunity to congratulate the winner and make brief remarks. Sponsors also will be invited to participate in a Community Home Trust neighborhood tour. This level is limited to 2 sponsors, category exclusive.

Deanna Carson Memorial Good Neighbor Award

\$5,000

This award honors Deanna Carson, a Community Home Trust colleague who exemplified the characteristics of a good neighbor. As homeownership program manager, Deanna was responsible for preparing our applicants to be successful homeowners. Every person fortunate to work with or simply be around Deanna was treated to her sweet smile and upbeat spirit. She approached life with selfless motivation, always putting the needs of others before her own. She had a superpower of remembering every applicant and client with whom she had ever worked. The sponsorship provides an opportunity to present the award to a Community Home Trust homeowner or tenant who demonstrates caring, generosity and commitment to their neighbors. Sponsors also will be invited to participate in a Community Home Trust neighborhood tour. This sponsorship is limited to 2 sponsors, category exclusive.



Other Sponsorship Opportunities

Inclusive Community Sponsorship

\$5,000

This sponsorship provides an opportunity to show your support for Community Home Trust's mission and receive recognition at the Annual Meeting. Sponsors receive a display table, prominent positioning in all marketing, and a "shout out" from the stage. Sponsors also will be invited to participate in a Community Home Trust neighborhood tour. This level is limited to 2 sponsors, category exclusive.

Making a House a Home Sponsorship

\$2,500

Sponsors will receive recognition at the Annual Meeting with a display table, inclusion in all marketing, and a "shout out" from the stage. This level is open to all sponsors and individuals wanting to show their support for Community Home Trust's work to assure permanent affordable housing.

"Won't You Be My Neighbor" Sponsor

\$200 and up

This sponsorship is open to individuals and small businesses who want to demonstrate that they are in favor of increased affordable housing solutions in our community. Sponsors can "pay what they like" and will receive recognition in promotional materials for the Annual meeting.



Networking Events with Community Home Trust

The Community Home Trust Board of Directors and senior management will host several events throughout the year on an invitation-only basis to thank sponsors and supporters. Events will include social gatherings at homes, a "fireside chat" with affordable housing thought leaders, and opportunities to meet others in our region who share your interest in creating and sustaining a thriving, diverse community.



Community Home Trust Neighborhood Tours

These small-group bus tours of neighborhoods featuring Community Home Trust houses and apartments are a great way to see the organization's work in action. Additionally, this is a great opportunity to meet with Community Home Trust homeowners and applicants.



Annual Report

Community Home Trust will release its annual report at the Annual Meeting, providing an update on accomplishments for the year, featuring stories of new homeowners and tenants, and detailing upcoming projects. Some sponsorships include the opportunity to feature a display ad in the annual report, demonstrating support for the mission of Community Home Trust.



Sponsorship Benefits

EVENT SPONSOR BENEFITS	Keys to the Home Sponsor \$10,000*	Inclusive Communities Sponsor \$5,000*	Making a House a Home Sponsor \$2,500	Won't You Be My Neighbor Sponsor \$200 Minimum**
Name/logo on promotional materials	✓	✓	✓	✓
Table & Signage at the event	✓	✓	✓	
Shout-out from the stage during the event	✓ (Speaking opportunity)	✓	✓	
"Thank you" shout-out with name and logo in the 2024 Annual Report	✓ (Half-page)	✓ (Quarter-page)		
Invitation to participate in a Neighborhood Tour	✓ (2 RSVPs)	✓ (2 RSVPs)		
Invitation to attend two CHT Social Events	✓ (2 RSVPs per event)			

*= Limited to two sponsors, with industry exclusivity **= Limited to individuals & small businesses

AWARD SPONSOR BENEFITS	Roger Perry Exceptional Innovation Award \$7,500*	Building Better Futures Award \$5,000*	Deanna Carson Memorial Good Neighbor Award \$5,000*
Name/logo on promotional materials	✓	✓	✓
Table & Signage at the event	✓	✓	✓
Speaking opportunity & present award on stage to award winner	✓	✓	✓
"Thank you" shout-out with name and logo in the 2024 Annual Report	✓ (Quarter-page)	✓ (Quarter-page)	✓ (Quarter-page)
Invitation to participate in a Neighborhood Tour	✓ (2 RSVPs)	✓ (2 RSVPs)	✓ (2 RSVPs)
Invitation to attend one CHT Social Event	✓ (2 RSVPs)		

*= Limited to two sponsors, with industry exclusivity



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LEARN MORE ABOUT
Sponsorship Opportunities

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