

California Association of Real Estate Brokers

BLACK WALL \$TREET *Rebuilding Our Community*



Restore Stability ~ Rebuild Community ~ Retain Legacy



California Association of Real Estate Brokers

BLACK WALL \$TREET **Rebuilding Our Community**

Greetings Strategic Partners:

The California Association of Real Estate Brokers (CAREB) was established in 1955 out of the need and necessity to practice real estate equitably. The National Association of Real Estate Brokers (NAREB) is the oldest minority real estate trade organization in the nation with 74 years of fighting and advocating for *Democracy in Housing*.

The California Association of Real Estate Brokers aligns their values with National, State and Local Fair Housing Practices; however, our membership consists primarily of Black Real Estate Professionals (REALTIST®). and our primary focus is increasing and sustaining Black Home Ownership.

2020 was a year of uncertainty and change; The California Association of Real Estate Brokers adapted and thrived as needed and held their first and very successful Virtual Conference with over 500 attendees.

As a result, we have seen growth both in membership and community involvement this past year even through the pandemic. Our memberships numbers surpassed all previous years, and we are on track to exceed those numbers in 2021. While our events have been virtual the value for the community and real estate professionals never wavered as we continued to host:

- Educational Seminars
- Community Virtual Events
- Financial Literacy Workshops
- Virtual Training and Mentorship for our Membership

As the President of CAREB, I am pleased we continuously support our Mission Statement "*Democracy in Housing*," as we create knowledge for Brokers, Salespersons, Lenders, and all REALTIST® Members to continue to fight for the same rights as all other citizens building generational wealth through Home Ownership and closing the homeownership gap between Blacks and others.

We are also pleased with our formed alliances with lending institutions, our Real Estate Associations, and partners. Our alliances continue to grow by leaps and bounds. CAREB will have our Annual State Conference October 20 thru October 22nd in San Diego, Ca. Our goal is to continue to support Black Homeownership, increase Black Wealth and provide financial literacy. We need your support as a Partner/Sponsor to achieve our goal to increase Black Home Ownership to "3 million by 2030".

Our theme is "**Black Wall Street, Rebuilding Our Communities.**" 100 years ago, in Tulsa, OK our community was obliterated. The Greenwood District was the most prosperous town founded by our slave descendants. Our goal is to bring topics, resources and a vision that will empower our attendees to take their business to the next level and help their clients rebuild wealth, rebuild their communities, and sustain it.

Our classes/sessions will cover advocacy and leadership training, personal development, business development and NAREB/CAREB chapter development.

Executive Officers

President

Denise E. Matthis

Chairman of the Board

Derrick Luckett

1st Vice President

Otis L. Milton

2nd Vice President

Val Darden

3rd Vice President

Anna Tutt

Treasurer

Frances Young

Secretary

Lytic Armstrong

Regional Vice Presidents

Carlton Brown

Nekaya Carter

Willie Wilcox

California Association of Real Estate Brokers
3725 Don Felipe Drive
Los Angeles, CA 90008
TIN 94-2939760
323-402-4613

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Personally, being a chair or co-chair of the past 9 state conferences, I am excited with our Chairs, Kama Burton and Stanley Jackson and the educational sessions they are putting together for our membership to level up in 2022. This in person conference will surely surpass all our previous conferences in attendance. As a precaution, they also will have many of our general sessions live streamed and selected education sessions recorded for future training.

We believe that issues in business today require positive, productive, partners and relationships which you have proven to be a part of. Attached you will find our State Conference Sponsorship & Partnership Opportunities. We look forward to having your partner with us. Please do not hesitate to reach out to me or our Conference Chairs at any time.

In the REALTIST® Spirit,

Denise E. Matthis

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President, California Association of Real Estate Brokers (CAREB)

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BLACK WALL \$TREET *Rebuilding Our Community*

Platinum Event Strategic Partner \$15,000

Executive Officers

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Frances Young

Secretary

Lyric Armstrong

Regional Vice Presidents

Carlton Brown

Nekaya Carter

Willie Wilcox

- 4 tickets to Conference
- Installation Gala
 - 1 Table at (8 seats)
 - 2 Minute Speaking Opportunity at Installation Gala to congratulate incoming team
- Opening Ceremony Host
- Welcome Reception Host
 - Exclusive Vendor table
 - 5 minutes speaking time
- Host of The Local Board Presidents and CAREB Leadership Circle
- Host of General Assembly (1) with five minutes Speaking Opportunity
- Host for Educational Breakout Sessions (1) with Speaking Opportunity
- Company Standup banner in breakout room
- Recognition and Award Presentation as Platinum Event Strategic Partner
- Logo Partnership Recognition on website with clickable link, social media, email marketing and all printed communications
- Company logo on Banner at Event
- Marketing on both CAREB and Conference Website until 5/31/2022 to include company downloadable material
- **1 minute Video** to advertise and market conference as a Platinum Strategic Partner
- CAREB Membership Roster
- 2022 NAREB/CAREB Membership in area of choice (5 Memberships)
- One Hour Virtual Educational Session prior to conference
- Vendor Table
- 2 Page Ad in Souvenir Journal
- Logo on Step & Repeat for marketing opportunity



California Association of Real Estate Brokers

BLACK WALL \$TREET Rebuilding Our Community

CAREB Gold Strategic Partner \$10,000

Executive Officers

President
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Derrick Lockett

1st Vice President
Otis L. Milton

2nd Vice President
Val Darden

3rd Vice President
Anna Tutt

Treasurer
Frances Young

Secretary
Lyric Armstrong

Regional Vice Presidents

Carlton Brown
Nekaya Carter
Willie Wilcox

- 3 tickets to Conference
- Installation Gala
 - Preferred Seating
 - 3 tickets
- Gold Strategic Partner for Legislative Breakfast or Prayer Breakfast
- Host of General Assembly (1) with five minutes Speaking Opportunity
- Host for Educational Breakout Sessions (1) with Speaking Opportunity
- Company Standup banner in breakout room
- Recognition and Award Presentation as Gold Event Strategic Partner
- Logo Partnership Recognition on website clickable link, social media, email marketing and all printed communications
- Marketing on CAREB and Conference Website until 5/31/2022 to include company downloadable material
- 2022 NAREB/CAREB Membership in area of choice (3)
- Vendor Table
- 1 full page Ad in Souvenir Journal
- Logo on Step & Repeat for marketing opportunity





California Association of Real Estate Brokers

BLACK WALL \$TREET *Rebuilding Our Community*

CAREB Silver Strategic Partner \$7,500

Executive Officers

President
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Derrick Lockett

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2nd Vice President
Val Darden

3rd Vice President
Anna Tutt

Treasurer
Frances Young

Secretary
Lyric Armstrong

Regional Vice Presidents

Carlton Brown
Nekaya Carter
Willie Wilcox

- 2 tickets to Conference and Installation Gala
- Silver Strategic Partner for a General Session
- Host of General Assembly with one (3) minute Speaking Opportunity
- Host for one (1) Educational Breakout Session
- Company Standup banner in Breakout Room
- Recognition and Award Presentation as Silver Event Strategic Partner
- Logo Partnership Recognition on website, social media, email marketing and all printed communications
- Marketing on CAREB and Conference Website until 5/31/2022 to include downloadable material
- 2022 NAREB/CAREB Membership in area of choice (2)
- Vendor Table
- 1 page Ad in Souvenir Journal
- Logo on Step & Repeat for marketing opportunity





California Association of Real Estate Brokers

BLACK WALL \$TREET Rebuilding Our Community

CAREB Bronze Strategic Partner \$5,000

Executive Officers

President
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Derrick Lockett

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Val Darden

3rd Vice President
Anna Tutt

Treasurer
Frances Young

Secretary
Lyric Armstrong

Regional Vice Presidents

Carlton Brown
Nekaya Carter
Willie Wilcox

- 2 tickets to Conference and Installation Gala
- Bronze Strategic Partner for a General Session
- Host for one (1) Educational Breakout Session
- Recognition and Award Presentation as Bronze Event Strategic Partner
- Logo Partnership Recognition on website, social media, email marketing and all printed communications
- Marketing on CAREB and Conference Website until 5/31/2022 to include company downloadable material
- Vendor Table
- 1/2page Ad in Souvenir Journal
- Logo on Step & Repeat for marketing opportunity





California Association of Real Estate Brokers

BLACK WALL \$TREET *Rebuilding Our Community*

CAREB Bronze Virtual Strategic Partner \$5,000

Executive Officers

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Anna Tutt

Treasurer
Frances Young

Secretary
Lyric Armstrong

Regional Vice Presidents

Carlton Brown
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Willie Wilcox

- 5 tickets to Conference
- Bronze Strategic Partner for a General Session Video (1 minute)
- Video Host for one (1) Educational Breakout Session & Social Media Outlets (2 minutes)
- Recognition and Award Presentation as Bronze Event Strategic Partner
- Logo Partnership Recognition on website, social media, email marketing and all printed communications
- Marketing on CAREB and Conference Website until 5/31/2022 to include company downloadable material
- Virtual Vendor on Whova app
- 1 page Ad in Sponsorship Journal





California Association of Real Estate Brokers

BLACK WALL \$TREET *Rebuilding Our Community*

\$2,500 Signature Partner

Executive Officers

President

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Derrick Lockett

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Otis L. Milton

2nd Vice President

Val Darden

3rd Vice President

Anna Tutt

Treasurer

Frances Young

Secretary

Lyrice Armstrong

Regional Vice Presidents

Carlton Brown

Nekaya Carter

Willie Wilcox

- 1 ticket to Conference and Installation Gala
- Logo Partnership Recognition on website, social media, email marketing and all printed communications
- Marketing on CAREB and Conference Website until 5/31/2022 to include company downloadable material
- Vendor Table
- ¼ page Ad in Souvenir Journal

\$250 Black Chambers and Community Partners (501c3)

- Logo and Downloadable Materials on our Conference website
- Logo Partnership Recognition on website with clickable link, social media, email marketing and all printed communications





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Souvenir Journal

- Inside Front Cover \$500
- Inside Back Cover \$250
- Full Page Ad \$100
- Half Page Ad \$75
- Quarter Page Ad \$50
- Business Card Ad \$25

Installation Gala

- Individual Tickets \$65
- Table \$500

Vendor Booths (3 full days)

- For Profit Business \$500
- Not for Profit Organizations (501c6) \$125
- Non-Profit Organizations (501c3) \$75

Kama Burton, Sponsorship & Conference Chair

Kama@cmbrealtyervices.com

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Stanley Jackson, Co-Chair

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Denise E Matthis, CAREB President

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