

The REALTORS® Association of Hamilton-Burlington (RAHB) celebrates a 21 year partnership with CHML Christmas Tree of Hope - CHML/Y108 Children's Fund.

This year's main event is scheduled for Thursday, November 19 from 6 p.m. to 10 p.m. at Michelangelos Event Venue & Conference Centre, 1555 Upper Ottawa Street, Hamilton.



As the need to help less fortunate children in our community continues to grow, so too, does RAHB's commitment to our annual auction. Sunglasses to spa packages, teddy bears to toys, getaways to golf and everything in between will be up for grabs in the silent and live auction.

This fundraiser is not only an auction, it is also an evening of good food and good cheer.

Funds raised from the partnership between RAHB and CHML/Y108 continue to support many local charities in the cities of Hamilton and Burlington.

Objectives

- To raise sponsor profile on Hamilton's #1 radio cluster through involvement in the promotional program on AM900 CHML; reaching 120,000 community listeners, and 300,000 listeners on Y108 (CJXY-107.9FM)



Message from the Children's Fund President

We are grateful to the REALTORS® Association of Hamilton-Burlington for their annual commitment to the fund and equally proud of our role in the community.

2009 marks the 32 years of the CHML/Y108 Children's Fund. The mandate of the fund is to support children's causes in the Hamilton/Burlington and surrounding area.

The fund is a legally registered charity managed by a volunteer board. All media for promotion of the fund is donated by Corus Entertainment Inc. As a result, the fund is able to offer maximum use of all donations in helping children.

David DeRocco,
President, CHML/Y108
Children's Fund
Founders of the
CHRISTMAS TREE OF HOPE



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For more information or to become a sponsor please contact Rhonda at
T.: 905.529.8101 x 294 E.: rhondaw@rahb.ca
www.rahb.ca/auction



REALTORS®
ASSOCIATION
of Hamilton-Burlington



All proceeds
to



Level 1: (Limited to One Title Sponsor)

A level one sponsor will be....

Identified as the **title sponsor** at RAHB Annual Charity Auction & Social and receives:

- Logo on all promotional material, including event program, banners and posters
- Acknowledgement and company link on both public/member websites of RAHB
- Volunteer opportunities for your staff
- On stage participation by a company representative
- 10 complimentary tickets to the event
- A 10'x10' booth at REALTORS® without BORDERS Conference & Trade Show, October 8, expected attendance 500+

Recognized as the **title sponsor** on AM900 CHML and Y108 and receives:

- Minimum 120 (:30) recorded promos on both AM900 CHML and Y108
- Four (4) week website listing 900chml.com
- Four (4) week website listing on y108.ca "loyalty points" program
- Minimum 100 (:15) live mentions on both AM900 CHML and Y108
- Sponsor inclusion in a minimum of three (3) email blasts to CHML "INSIDE" online VIP database and Y108 Rock Party online VIP database
- Opportunity to join RAHB reps on-air on CHML and Y108
- Sponsor mention on parallel auction on eBay

Value of this Media Promotional Program:
\$75,000.00

➤ **Your cost:**
\$10,000.00

Level 2: (Maximum Four (4) Sponsors)

A level two sponsor will be....

Identified as a **sponsor** at RAHB Annual Charity Auction & Social and receives:

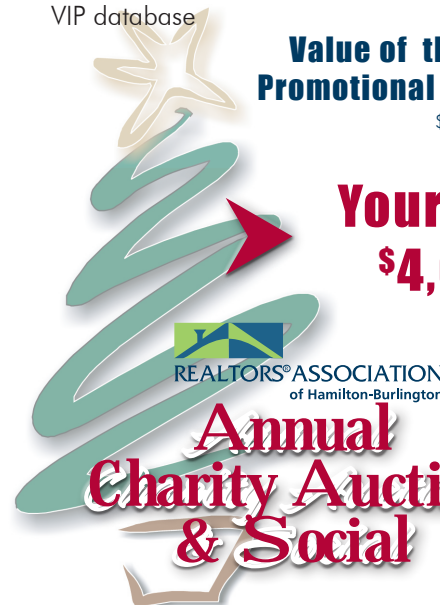
- Logo on all promotional material, including event program, banners and posters
- Acknowledgement and company link on both public/member websites of RAHB
- Volunteer opportunities for your staff
- Six (6) complimentary tickets to the event
- A 10'x10' booth at REALTORS® without BORDERS Conference & Trade Show, October 8, expected attendance 500+

Recognized as a **promotional partner** on AM900 CHML and Y108, and receives:

- Minimum 40 (:30) recorded promos on AM900 CHML and Y108
- Four (4) week website listing 900chml.com
- Four (4) week website listing on y108.ca "loyalty points" program
- Minimum 25 (:15) live mentions on both AM900 CHML and Y108
- Sponsor inclusion in a minimum of three (3) email blasts to CHML "INSIDE" online VIP database and Y108 Rock Party online VIP database

Value of this Media Promotional Program:
\$35,000.00

➤ **Your cost:**
\$4,000.00



Level 3: (Maximum Four (4) sponsors)

A level three sponsor will be....

Identified as a **sponsor** at RAHB Annual Charity Auction & Social and receives:

- Logo on all promotional material, including event program, banners and posters
- Acknowledgement and company link on both public & member websites of RAHB
- Volunteer opportunities for your staff
- Four (4) complimentary tickets to the event
- A 10'x10' booth at REALTORS® without BORDERS Conference & Trade Show, October 8, expected attendance 500+

Recognized as a **promotional partner** on AM900 CHML and Y108, and receives:

- Minimum 25 (:15) live mentions on both AM900 CHML and Y108
- Four (4) week website listing 900chml.com
- Four (4) week website listing on y108.ca "loyalty points" program
- Sponsor inclusion in a minimum of three (3) email blasts to CHML "INSIDE" online VIP database and Y108 Rock Party online VIP database

Value of this Media Promotional Program:
\$12,500.00

➤ **Your cost:**
\$2,500.00

All proceeds to



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