

Partnership Opportunities

February 2010



EBBY HALLIDAY
 BIRTHDAY

February - Ebby Halliday 100th Year Birthday Celebration

Omni Parkwest - February 24th - 11:30 am - 1:00 pm

Please join the Dallas Sales and Marketing Council's celebratory luncheon for Ebby Halliday's 100th Birthday. We will be honoring her 60+ years as a prominent figure within the DFW Real Estate community. Part of the proceeds from this event will benefit **HomeAid**/Homebuilders care which builds and maintains dignified housing where homeless families and individuals can rebuild their lives.



Title Event Partner: \$5,000

- **Recognition During Event** - Company's logo to be displayed during event and a filmed Birthday Wish to Ebby will be included in the video. Title Partner may also submit a 30 second spot to be shown prior to video presentation during the lunch
- **Print Recognition** - Headline recognition on all event collateral including: program, evite, flyer
- **Online Media** - Mentions in online media including: Ebby 100th Birthday website, HBA website, DallasSMC.com blog
- **Social Media** - mentions on social media outlets for Ebby, HBA, SMC and participating associates
- **Event Program** - Full Page Ad in event program
- **Tickets** - 10 Tickets to the event

Gold Partner: \$1,000

- **Recognition During Event** - Company logo will be displayed during the event
- **Print Recognition** - Name and company logo on event collateral, correspondence, and event postings
- **Online Media** - Mentions in online media including: HBA website & DallasSMC.com blog
- **Event Program** - Quarter Page ad in event program

Platinum Partner: \$2,500

- **Recognition During Event** - Company logo will be displayed during the event
- **Print Recognition** - Recognition on all event collateral including: program, evite, flyer
- **Online Media** - Mentions in online media including: HBA website & DallasSMC.com blog
- **Social Media** - mentions on social media outlets for HBA, SMC and participating associates
- **Event Program** - Half Page Ad in event program
- **Tickets** - 5 Tickets to the event

Silver Partner: \$500

- **Recognition During Event** - Company logo will be displayed during the event
- **Print Recognition** - Company listed on "Thank You" page in the event program
- **Online Media** - Mentions in online media including: HBA website & DallasSMC.com blog

"Ebby's story weaves together history, economics, politics, personal anecdotes, business lessons and life principles into a chronicle of an extraordinary life . . ."
 — Roger Staubach

Why Partner?

-Ebby's only birthday appearance at a Real Estate event

-Portion of the proceeds benefit HomeAid

- Tribute to Ebby

- Ebby's story: How she rose to be the "First Lady of Real Estate"



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