



HAMPTON ROADS ASSOCIATION OF REAL ESTATE BROKERS



REALTIST WEEK 2024

“REALTIST PILLARS OF CHANGE”

April 7 - 13, 2024



Hampton Roads Association of Real Estate Brokers

“DEMOCRACY IN HOUSING”

The purpose of the National Association of Real Estate Brokers® is to enhance the professional and business conditions of NAREB® Realtist® members by strengthening the consumer capacity of Black, minority, and emerging target market segments that Realtists® serve. And by promoting the real estate industry in general, utilizing economic, political, legal, and social leverage to remediate disparate and discriminatory housing and property ownership policies and practices prevailing in the United States.

Our Vision...

The Hampton Roads Association of Real Estate Brokers (HRAREB) will foster the expansion of inter-generational wealth creation by Black and minority households through promotion and retention of elevating levels of real property ownership investments sustained by NAREB’s enduring commitment to preservation and fulfillment of the Realtist credo, ***“Democracy in Housing.”***

Our Task...

Since 1947, NAREB has consistently advocated and worked for Democracy in Housing. Today, many of the same issues and disparities exist. The Building Black Wealth Program (BBWP) consists of initiatives designed to address the myriad of concerns having an impact upon NAREB’s ability to increase to Black homeownership as described in NAREB’s annual editions of State of Housing in Black America (SHIBA) Report. To that aim, HRAREB presents its annual REALTIST® Week to address each of NAREB’s Five Strategic Priorities: Faith-Based & Civic Engagement; Women Initiatives; Small Business; Multi-Generational Wealth Building; and, Government Relations / Advocacy. The events presented herein will fulfill each of those strategies in our – Hampton Roads – community. Join us!



Day One - Sunday, April 7th, 2024

FAITH-BASED / COMMUNITY ENGAGEMENT PILLAR

As its faith-based/civic engagement, the Hampton Roads Association of Real Estate Brokers (HRAREB) plans to visit Zion Baptist Church in Hampton, Virginia for Sunday worship, fellowship, and support its community outreach initiatives. Members in attendance may make a financial contribution individually and/or as a group.

Zion Baptist is uniting citizens of the community and afar back to church. Bridging the gap between those members of the community who are not often reached by the traditional activities of the church. Hoping to enrich your life through spiritual and personal development by providing a variety of services and resources to address the quality of life issues.

The Hampton Roads Association of Real Estate Brokers (HRAREB) recognizes the mission and impact of Zion Baptist Church, and is proud to include it among our many community partners!

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| Name: | HRAREB Day of Worship |
| Pastor: | Joshua N. King, Jr |
| Location: | Zion Baptist Church 125 W County St. Hampton, VA 23663 |
| Telephone: | (757) 723-3442 |
| Date / Time: | April 7 th , 2024 @ 11:00am |



Day Two - Monday, April 8th, 2024

SMALL BUSINESS PILLAR

The Hampton Roads Association of Real Estate Brokers (HRAREB) recognizes the importance of supporting small, disadvantaged businesses and creating opportunities for engagement and growth. With the support of small business advisors and consultants, HRAREB presents its ***Hampton Roads Small Business Symposium***, a day of seminars focusing on business dynamics and best practices in delivering quality customer service, business process planning and execution, leadership development, client relationship management, selling to government agencies, business finance, business operations, human resources, and asset management.

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| Event Title: | Hampton Roads Small Business Symposium |
| Presenters: | Assorted Business Professionals |
| Location: | Chesapeake Conference Center 700 Conference Drive Chesapeake, Virginia 23320 |
| Date / Time: | April 8 th , 2024 / 9:00 AM to 5:00 PM |
| Ticket Price: | Non-Members \$35/person Members \$25/person |
| Food & Beverages: | Coffee / Tea / Juice / Water |



Day Three – Tuesday, April 9th, 2024

COMMUNITY ENGAGEMENT PILLAR

The **HRAREB Realist Fair** is a unique, urban real estate venue, featuring exhibits from local and regional mortgage lenders, real estate brokerages, government housing agencies, real estate professionals, and affiliates.

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| Event Title: | HRAREB Realist Fair |
| Exhibitors: | Realists/Realtors, Mortgage Lenders, Government and Non-Profit Agencies, Real Estate Professionals, Residential Contractors/Trades, Etc. |
| Location: | Chesapeake Conference Center 700 Conference Drive Chesapeake, Virginia 23320 |
| Date / Time: | April 9 th , 2024 / 9:00 AM to 5:00 PM |
| Ticket Price: | Admission Free of Charge |



Day Four – Wednesday, April 10th, 2024

GOVERNMENT RELATIONS PILLAR

HAREB will host its ***Mayors' Pancake Breakfast***, a signature event designed to provide a forum for local mayors and their council members to present their vision and the state of housing in their respective locales. City leaders will discuss their city's plans for upcoming affordable housing development, and particularly projects aimed at stemming homelessness within their borders. HRAREB has invited leaders from Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk and Virginia Beach for a frank, in-depth conversation.

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| Event Title: | Mayors' Pancake Breakfast |
| Invitees: | Chesapeake - Hampton (Mr. Donnie Tuck - Not Available) Newport News - Norfolk - Portsmouth (Mr. Shannon Glover - Confirmed) Suffolk - Virginia Beach (Mr. Bobby Dyer - Confirmed) |
| Exhibitors: | None |
| Location: | Chesapeake Conference Center 700 Conference Drive Chesapeake, Virginia 23320 |
| Date / Time: | April 10 th , 2024 / 8:00 AM to 11:00 AM |
| Ticket Price: | Non-Members \$30/person Members \$20/person |
| Food & Beverages: | Pancake Breakfast Coffee / Tea / Orange Juice / Water |



Day Five – Thursday, April 11th, 2024

WOMEN'S INITIATIVES PILLAR

Today's women feel over-worked, over-burdened, over-taxed, and over-it. They represent the majority of new business start-ups, single-parent households, first-time home buyers, and students, and have had a major impact on virtually every industry in America. Yet, the glass ceiling and challenges still prevail. The Hampton Roads Association of Real Estate Brokers (HRAREB) recognizes the need to encourage, empower, and enlighten their fellow sisters with an introduction to tools, resources, and techniques that make the road traveled much, much smoother.

HRAREB will host its Women's Empowerment event ***She | Me | Her!*** to introduce to life hacks that improve time management, reduce stress, increase productivity, succeed in business, and help balance work-life. Using a conversational approach, HRAREB will introduce four (4) highly impactful, leading women having remarkable success in work and life. Their conversation, and testimonies, will revolve around removing mental barriers, setting goals, putting self first, branding, accessing capital and credit, building wealth, and how to enjoy and keep it all!

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| Event Title: | She Me Her! |
| Panelists: | Panelists TBA |
| Location: | Chesapeake Conference Center 700 Conference Drive Chesapeake, Virginia 23320 |
| Date / Time: | April 11 th , 2024 Panel: 6pm to 7:30pm Networking: 7:30pm to 9pm |
| Exhibitors: | None |
| Ticket Price: | Non-Members \$30/person Members \$20/person |
| Food & Beverages: | Hors d'oeuvres Cash Bar |



Day Six – Friday, April 12th, 2024

SMALL BUSINESS PILLAR!

The majority of National Association of Real Estate Brokers (NAREB) members are small businesses that qualify for most diversity and inclusion initiatives. Hampton Roads Association of Real Estate Brokers (HRAREB) will focus its attention on educating its members and strengthening leadership skills, business development, and mentorship.

HRAREB will host a business after-hours mixer to introduce prospective members to the Association and its community partners. The mixer will provide a venue for networking and exchange of ideas among minority business leaders, dissemination of information from our vendors, face-time with state and local officials, and foster collaboration among the regions real estate enthusiasts and professionals.

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| Event Title: | HRAREB After-Hours |
| Invitees: | Real Estate Brokers Real Estate Agents Appraisers Home Inspectors Mortgage Lenders Insurance Agents Lawyers Title Agents |
| Location: | Delta Hotels by Marriott 725 Woodlake Dr Chesapeake, VA 23320 |
| Date / Time: | April 12 th , 2024 @ 6pm |
| Exhibitors: | Sponsors Only |
| Ticket Price: | Non-Members \$30/person Members \$20/person |
| Food & Beverages: | Heavy Hors d'oeuvres Cash Bar |



Day Seven – Saturday, April 13th, 2024

MULTI-GENERATIONAL WEALTH BUILDING PILLAR!

Hampton Roads Association of Real Estate Brokers (HRAREB) understands that wealth building concepts, plans, and execution should be addressed on a multi-generational basis. In that regard, HRAREB intends to reach and inform audiences about wealth building and homeownership. To that aim, we host multiple in-person classes throughout the day, while providing multiple opportunities for attendees, our sponsors, participating vendors, and Realtists to connect. Classes are focused on helping first-time buyers navigate the world of mortgages, understand the mechanics of purchasing a home, learning how to manage real estate owned, and what homeownership really entails, and much, much more.

Attendees will receive the opportunity to win door prizes, compete for cash drawings, and connect one-on-one with local and regional real estate professionals.

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| Event Title: | Community Housing Symposium |
| Invitees: | First-Time Home Buyers |
| Location: | ODU Tri-Cities Center 1070 University Blvd Portsmouth, VA 23703 |
| Date / Time: | April 13 th , 2024 @ 8am |
| Exhibitors: | Outside Vendor Tents |
| Ticket Price: | Free of Charge |



2024 REALTIST WEEK SPONSORSHIP

EVENT SPONSORSHIP

The Hampton Roads Association of Real Estate Brokers (HRAREB), a NAREB local board, presents its 2024 REALTIST WEEK PILLARS OF CHANGE as a testament of its focus on Hampton Roads. We look to our sponsors to support our efforts to educate low-to-moderate income households, minority professionals and enthusiasts in the real estate industry and facilitate the meaningful exchange of ideas about our business, enhance our toolbox, and learn how best to serve our clientele in the region. We look to our sponsor to support these efforts and allow us to highlight their work, products and services for the benefit of all. To that aim, we seek the following sponsorships...

Sponsorship Levels

Benefits

Title Sponsor - \$10,000.00

Key Note Address and Event Co-Host Day 2 thru 7
 Sponsor Mention During Each Event, Except Day 1
 Logo w/Hyperlink on HRAREB Website for 1 Year
 Back-Page Advertisement in 2024 Realtist Week Journal
 Premium Vendor Table at Day 3, 6 & 7 Events
 Exposure at 2, 3, 4, 5, 6 & 7 Events

Event Sponsor - \$5,000.00

Sponsor Mention During Each Event, Except Day 1
 Logo w/Hyperlink on HRAREB Website for 1 Year
 Full-Page Advertisement in 2024 Realtist Week Journal
 Premium Vendor Table at Day 3, 6 & 7 Events
 Exposure at 2, 3, 4, 5, 6 & 7 Events

Supporting Sponsor - \$2,500.00

Sponsor Mention During Each Event, Except Day 1
 Half-Page Advertisement in 2024 Realtist Week Journal
 Display Table at Day 3, 6 & 7 Events
 Exposure at 2, 3, 4, 5, 6 & 7 Events

Exhibitor Only \$750.00

Exhibitor Table (30 x 60) at Day 3 & 7 Only
 Eighth-Page Advertisement in 2024 Realtist Week Journal

Government / Non-Profit Exhibitor \$450.00

Exhibitor Table (Bar Height) at Day 3
 Standard Table at Day 7
 Eighth-Page Advertisement in 2024 Realtist Week Journal



**2024 REALTISTS PILLARS OF CHANGE
HAMPTON ROADS ASSOCIATION OF REAL ESTATE BROKERS
SPONSOR / EXHIBITOR APPLICATION**

Sponsor Name: _____

Department: _____

Billing Address: _____ Suite/Floor: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Telephone: _____

Email Address: _____ Website: _____

Please describe your products / services: _____

| <u>Check One</u> | <u>Sponsorship Level</u> | <u>Fee</u> |
|--------------------------|--------------------------|--------------|
| <input type="checkbox"/> | Title Sponsor | \$ 10,000.00 |
| <input type="checkbox"/> | Event Sponsor | \$ 5,000.00 |
| <input type="checkbox"/> | Supporting Sponsor | \$ 2,500.00 |
| <input type="checkbox"/> | Exhibitor | \$ 750.00 |
| <input type="checkbox"/> | Non-Profit Exhibitor | \$ 450.00 |

The Sponsor hereby purchases the sponsorship level indicated in this Application. Sponsor agrees to pay Virginia Housing and Community Development Corporation (VHCDC) the appropriate sponsorship fee upon receipt of invoice. HRAREB and VHCDC reserve the right to reject this application, at their sole discretion. Presentations are subject to approval. Sponsor levels and vendor tables are first-come, first-served. Please submit your Application no later than February 16th, 2024. Full payment and Advertising collateral is due no later than February 23rd, 2024.

Signature: _____ Printed Name: _____

Title: _____ Date: _____

**DO NOT SEND PAYMENT WITH THIS FORM.
VHCDC WILL INVOICE YOUR COMPANY OR ORGANIZATION UPON ACCEPTANCE OF YOUR APPLICATION.**

Please complete and submit this form via Fax: 1.866.931.5843 or email to: info@VHCDC.org

**Virginia Housing and Community Development Corporation
Attn: 2024 Hampton Roads Realist Week
445 N. Main St., #1574 - Suffolk, VA 23439-0016**