



Contact Information

Rccr.org/Huntington

Exhibitor: Seth King, Program Coordinator
sking@rccr.org 304-389-7623

Sponsorship: Kevin Jones, Executive Director
kjones@rccr.org 304-205-0234

HOUSING FAIR

2024

Exhibitor & Sponsorship Opportunities



Event Details

Saturday, June 29, 2024

10:00 am - 3:00 pm

Marshall Health Network Arena

1 Civic Center Plaza Huntington WV 25701

About the Event



RCCR invites you to be part of a one-day community event on Saturday, June 29, 2024, where we educate residents and prospective homebuyers about how to achieve and maintain Homeownership. The Housing Fair will provide resources for first-time home buyers, current homeowners, renters, and others who are interested in learning more about purchasing, repairing, and maintaining a home. The Housing Fair will include workshop sessions, raffle giveaways, and space for 40+ housing related agencies, realtors, lenders, insurance agents, attorneys, and others. Exhibitors will have opportunities to interact with attendees and share information about the programs they offer. The goal of the Housing Fair is to increase awareness of housing programs and services that support the creation of generational wealth through sustainable homeownership.

About RCCR

RCCR established in 1987 is a 501c3 nonprofit organization that develops projects and programs which help renew our community by identifying, addressing, and overcoming obstacles that keep people from decent, affordable housing. RCCR is expanding our homeownership services to Huntington in May 2024.



"Turning Hope into Homes"

Advertising

Target Audience

Women/Head of Household

Ages: 25 – 64

80% AMI

WV counties: Cabell, Wayne, & Putnam

OH counties: Lawrence

KY counties: Boyd

Direct Mail Ads

15,000+ Huntington households

Youtube (28 days)

10,000 Ads

Website (45 days)

100,000 displays ads on WSAZ.com

3,000 Rccr.org Website

Television (28 days)

128 Broadcast Commercials on WSAZ, WQCW, MeTV

262,000 Individual views

Social Media (45 days)

100,000 impressions Facebook, Twitter

RCCR is a Community Housing Development Organization (CHDO) and HUD Housing Counseling Agency offering:

Pre-Purchase Housing Counseling
Foreclosure Prevention Counseling
Homebuyer Education Workshops
Post-Purchase Community Workshops
Single Family Home Development

Exhibitor Space

Exhibitor Registration Due Date: Friday, June 14, 2024

Increase visibility among homebuyers and homeowners with opportunities for exhibiting during National Homeownership Month. The projected attendance for this event is 500+ with raffles and giveaways. For questions or to register, please contact Seth King, Email: sking@rccr.org, office: 304-389-7623

Company Name:

10x10 Space - For-Profit: \$200.00

Contact Name:

10x10 Space – Non-Profit: \$0.00

Mailing Address:

Total Due for Booth Space: \$

City / State / Zip:

Telephone:

Please scan QR code
for online vendor
payment or visit
rccr.org/huntington



E-mail:

Products and/or services to be exhibited:

Registration/Payment Options

1) Register online at rccr.org/huntington or use the QR Code. Pay using a debit or credit card.

2) Complete the registration form and mail to: RCCR PO Box 3911 Charleston WV 25339.

Make check payable to: RCCR

If e-mailing, please send completed document to Seth King, sking@rccr.org

2024 Exhibitor Contract - exhibitor acceptance acknowledges and agrees to the following:

1. Each exhibitor will be given a 10x10 space in the exhibition area.
2. Exhibitor will be provided with one 8-foot table and two chairs.
3. Exhibitors must be set up by 9:30 AM and must have their area torn down/cleaned up by 5:00 PM.
4. No refunds will be given to exhibitors who fail to occupy their space.
5. Exhibitor may not sublet their space unless given prior approval.
6. Exhibitors agree to be open and staffed during all event hours.
7. Exhibitors are responsible for their purchased space and property as well as the set-up/tear down of their space.
8. Exhibitors must promote within their designated space and stay clear of walkways and interference of other exhibitors.
9. All exhibitors must be approved prior to their participation. A confirmation email will be sent once approval is given with details providing set-up and tear down information, etc.
10. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to themselves, their employees, agents, representatives, or visitors. He/she will hold harmless RCCR Inc, the respective officers, Board of Directors, employees and/or representatives, and volunteers of the above-mentioned organization from any and all liability in connection with any and all of the above.

Sponsorship Levels

Increase visibility among homebuyers and homeowners with opportunities for sponsorship during National Homeownership Month. The projected attendance for this event is 500+ with raffles and gift card giveaways valued at \$5,000. Register at Rccr.org/huntington or to coordinate please contact: Kevin Jones, Executive Director Email: kjones@rccr.org, office: 304-205-0234. **Sponsorship packages include the following benefits:**

Benefits:	Presenting \$10,000 (1)	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friends \$500
Presented by title on all marketing materials	NOT AVAILABLE				
Prominent exhibitor space 20' x 20'	NOT AVAILABLE				
Premium item inclusion in 500 complimentary gift bags	NOT AVAILABLE	✓			
Opportunity to present a session at the Housing Fair	NOT AVAILABLE	✓			
Logo on digital media*, social media ads, direct mail advertisements, & print collateral.	NOT AVAILABLE	✓	✓		
Inclusion in press announcement	NOT AVAILABLE	✓	✓	✓	
Mention during raffle giveaway	NOT AVAILABLE	✓	✓	✓	✓
Logo inclusion in social media post and website	NOT AVAILABLE	✓	✓	✓	✓
10' x 10' exhibitor space	NOT AVAILABLE	✓	✓	✓	✓



Please scan QR code for online sponsorship payment or visit rccr.org/huntington

*digital media includes YouTube, website ads, television commercials

Logo deadline: Friday, May 17, 2024

Swag Bag Item deadline: Friday, June 14, 2024

Please send your highest quality logo possible. PDF, SVG, or EPS file preferred. PNG or JPG acceptable. If your organization follows a graphics style guide please send it to: kjones@rccr.org