

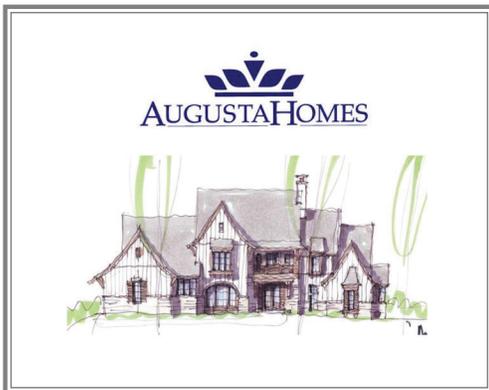
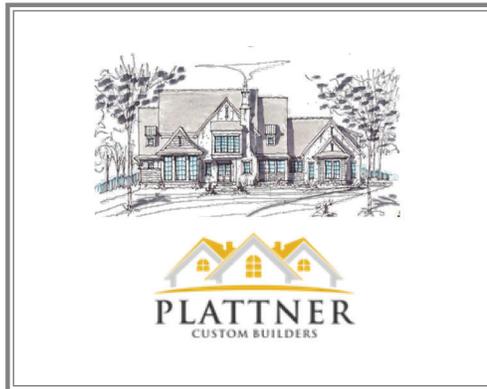


to benefit

MOTOR RACING OUTREACH

in conjunction with

THE HENDRICK FAMILY FOUNDATION, THE DALE JR. FOUNDATION
& OPERATION FINALLY HOME





The Interior Design Society (IDS) is an independent national organization comprised of more than 2,000 members. One of the country's largest design organizations dedicated to serving the residential interior design industry, IDS embraces four core values including professionalism, community, influence and growth. The IDS National headquarters is located in High Point, NC, the world's home furnishings capital. Founded in 1973 by the National Home Furnishings Association (NHFA) to support interior designers based within furniture stores, the Interior Design Society has long since expanded its focus to provide support to professional interior design entrepreneurs nationwide.



*The Preserve at Narrow Passage
Marketed by Christy Walker & Associates – Keller Williams Realty*

Narrow Passage is a new development in Davidson between the Rocky River and its West Branch. Out of its approximate 59 acres, the community will consist of 37+/- acres of open space. There will be walking trails within the community connecting with Davidson's miles of greenways that will take you by foot or by bike to many destinations within Davidson. One destination that is an asset to Narrow Passage will be access to all the amenities of River Run, just a short walk or bike ride away. A renowned conservation expert designed the community using a conservation approach which created this region's first conservation neighborhood known as Narrow Passage.

Davidson, in keeping with its historical roots, has accepted Narrow Passage as the name of this Rural Village themed neighborhood. Narrow Passage came to be, many years ago, when the East Rocky River used to run in a different location than it does today. On the southern-most parcel of the development, East Rocky River used to curve up to a very narrow bridge on steep land. Because this bridge was so narrow and dangerous the locals came to call it the "Narrow Passage".

When the owner of the land assembled a group of five investors, he didn't realize what a great bunch of caring entrepreneurs he had brought together. This group includes two members with experience in land development and two others skilled in residential, commercial and real estate management. Some of their past developments are: Alexander Island, 100 Norman Place and Waterford Point. All of these developments are thriving Lake Norman luxury waterfront communities.



Motor Racing Outreach (MRO) is a non-profit 501(c)(3) organization founded in 1988 to serve the NASCAR racing community.

Motor sports are pressure filled and can place stressful demands on drivers, crewmembers, officials, media, husbands,

children, wives and the many other people groups that make up our racing community; our family. For **MRO**, and those who partner with us, our opportunity is to serve and support these community members with the goal of us all being able to enjoy the most peaceful and fulfilling lives possible.

It is the specific mission of **MRO** to introduce the racing community to a personal faith in Christ, to growth in Christ likeness, and to active involvement in the church. We do this through the trusting relationships we build and by providing care in times of stress, and knowledge and understanding of God's Word and principles.

We hope to unify and mobilize believers worldwide to support and work with us in the development of young people who have a reason to face the future, singles with a sense of fulfillment, husbands and wives who honor one another with peaceful resolutions to disputes rather than bitterness and regret.

MRO partners extensively with other non-profits in the greater Charlotte area and throughout the USA. We believe strongly in the power of collaboration to accomplish greater impact in improving the lives of others. The homeless and children who need assistance are a special focus of MRO as well as our military men, women, and families, active duty and veterans. Beginning with those in need here in the Carolina's, but reaching throughout the United States and around the world.

MRO is extremely grateful for the opportunity to be a part of the 2020 IDS Charlotte Showhouse. The new friendships we are building are just the beginning. What excites us most is how we see this project and your support continuing to help us and to help many others. Enjoy your time and experience knowing that you are also helping to make a greater, positive difference in the lives of many!

Blessings,

Billy E Mauldin, Jr.

President and Senior Chaplain

Motor Racing Outreach



Initiated in 2017, Hendrick Cares is the corporate social responsibility program of Hendrick Automotive Group assuring our company's more than 40 years of caring for others continues to benefit our employees, customers and communities around us.

Whether recognizing employees, showing our appreciation to customers, or coming together to organize city-wide holiday meal drives across our markets; it's evident that Hendrick cares. Supported by the company's new Corporate Outreach Initiatives team, the program helps the company unite, engage and make a difference in the community and celebrates the resulting efforts.



The Dale Jr. Foundation is a charity dedicated to giving underprivileged individuals, with a focus on youth, the resources to improve confidence, education, and the opportunity to achieve extraordinary goals.

The Dale Jr. Foundation supports a variety of charities falling within our mission statement, and makes an effort to provide support to all those in need in as many communities as possible. The Foundation has contributed to over 400 charities nationally and locally, including The Make-A-Wish Foundation, Blessings in a Backpack, the Mooresville Soup Kitchen, and more.



At Operation FINALLY HOME, we provide homes and home modifications to America's military Heroes and the widows of the fallen who have sacrificed so much to defend our freedoms and values. We bring together corporate sponsors, builder associations, builders, remodelers, developers, individual contributors, and volunteers to help these Heroes and their families by addressing one of their most pressing needs – a place to call home.

With faith in God and determined action, we will have hundreds of homes built annually across the nation for our Heroes, those who have sacrificed while wearing America's uniform in defense of our freedoms and values, helping them get their lives back on track after the hardships they have faced.



Plattner Custom Builders believe superior custom home building begins with careful planning and design and continues with meticulous management of the construction details. In building homes for the past 13 years, we have built a team of dependable and skilled tradesmen who deliver the highest quality work. Expert management and strong relationships enable Plattner Custom Builders to build homes of unsurpassed craftsmanship and lasting value. Karl's grandfather and great grandfather began building custom homes decades ago. Karl is proud to carry on their tradition of building quality homes and providing the highest level of customer service. Karl is a Certified Green Builder, LKN Best of the Lake 1st place winner: 2008, 2009, 2010, 2011, 2012, 2103, 2014, LKN, Charlotte Homebuilders Home Tour of Homes-Gold Award 2010.



Southern Cottage Corporation offers the latest industry trends and innovations paired with responsible home design and implementation. Southern Cottage, a Certified Green Home Builder, was founded in the Lake Norman area of Charlotte, NC in 2002 by Chris Hoffman. Chris's motivation has been to help clients create the unique home of their dreams.

Chris understands the value of relationships and the importance of "exceeding expectations".



Southern Cottage Corporation is proud to be part of the distinguished Southern Living Custom Builder Program, recognized as a coveted network of some of the finest custom home builders in the South.

Southern Cottage has been featured on such shows as NBC's Carolina Today, and in many local publications. They have received numerous awards for their remodeling transformations and their new construction projects, including the most coveted "Best in Show" award from the Lake Norman Homebuilders Association in both 2015 and 2018.



Since 1997, Augusta Homes has been admired as a leading Lake Norman Area Luxury Home Builder among Industry Peers, Architects, Designers and Realtors. Our approach is very simple. . . work with trade partners who are true craftsmen, build a great home every time and have fun during the process. Our seasoned staff of professionals has more than 150 years of combined experience in the Building Industry. From property selection, home design, construction through to warranty service; you will find no other builder that shares in your dream. We value our client's loyalty and look forward to keeping the promises we make. Our homes are prized for their impeccable workmanship, unique designs and energy innovation. We have been recognized with NHBA Awards and additionally, numerous local distinguished award achievements.



2020 Showhouse Sponsorship Benefits (Revised 10/10/19)

	Platinum SPONSOR	Diamond SPONSOR	Emerald SPONSOR	Ruby SPONSOR	Pearl SPONSOR	Silver SPONSOR	Friend of the House
Investment	\$25,000	\$10,000	\$5,000	\$2,500	\$1500	\$1000	\$500
SPONSOR BENEFITS							
Platinum Category Exclusivity for Industry (Build, Décor, etc.) Vendor - CASH DONATION	✓						
Platinum Category Exclusivity for Non-Industry (Auto, Bank, etc.) Vendor - CASH DONATION	✓						
Category Exclusivity for In-Kind Vendor • The donation must cover all needs in 3 homes for building or decoration to be considered exclusive. Please refer to In-Kind Worksheet for valuation as it relates to Sponsorship Levels.	✓						
Logo/Company Name in <u>Print Marketing</u> at SPONSORSHIP LEVEL	ALL	SOME					
Logo/Company listed on Showhouse <u>Website</u> in Sponsor Level Listing	✓	✓	✓	✓	✓		
Logo/Company listed on IDS and MRO <u>Websites</u> in Sponsor Level Listing	✓	✓	✓				
Logo/Company Name in <u>Social Media</u>	✓	✓	✓	✓	✓	✓	
Logo/Company in <u>Billboard</u> Advertising	✓						
Logo/Company in possible <u>TV</u> Advertising	✓						
Inclusion in Showhouse <u>Press Release</u> Announcing Vendor Partners	✓	✓					
BENEFITS AT THE SHOWHOUSE OPENING GALA							
# of <u>Free Tickets</u> to IDS Showhouse Gala*	(2) Two Cash Vendors Only						
Presentation <u>Plaque</u> at Gala Event based on Participation Level	Platinum ✓	Diamond ✓	Emerald ✓	Ruby ✓			
BENEFITS DURING SHOWHOUSE HOURS							
Presence in Official Showhouse <u>Event Program</u> *	Full Page Cash Vendors Only	Thank you List	Thank You List	Thank you List	Thank you List	Thank you List	Thank you List
# of 'Vendor Pass' Arm Bands to the IDS Showhouse during regular Showhouse Tour hours. *	(4) Four	(4) Four	(2) Two	(2) Two	(2) Two		
Logo/Company name on <u>On-site Signage</u> during Showhouse tour hours	✓	✓	✓	✓			
<u>Tabletop Space</u> for promotional literature onsite during Showhouse tour hours	Premium Placement ✓	Secondary Placement ✓	Tertiary Placement ✓	Placement ✓			
BENEFITS DURING OTHER SHOWHOUSE SPECIAL EVENTS							
# of 'Vendor Pass' Arm Bands to Daytime and Evening Special Events (There will be up to 6 day and 6 evening events)	(6) Six	(2) Two	(1) One				



SPONSORSHIP RESERVATION FORM

Please include us as **Sponsors of the Cause** for the IDS Showhouse with events. To assure full promotional benefits of sponsorship, please return the form as soon as possible.

Name of Company _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Website _____

Contact Person for Logo _____ Email _____

I am committing to (please check):

- | | | |
|--------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> | Experience Sponsor | \$100,000+ |
| <input type="checkbox"/> | Titanium Sponsor | \$50,000 - \$99,000 |
| <input type="checkbox"/> | Platinum Sponsor | \$25,000 - \$49,999 |
| <input type="checkbox"/> | Diamond Sponsor | \$10,000 - \$24,999 |
| <input type="checkbox"/> | Emerald Sponsor | \$5,000 - \$9,999 |
| <input type="checkbox"/> | Ruby Sponsor | \$2,500 - \$4,999 |
| <input type="checkbox"/> | Pearl Sponsor | \$1,500 - \$2,499 |
| <input type="checkbox"/> | Silver Sponsor | \$1,000 - \$1,499 |
| <input type="checkbox"/> | Friend of the House | \$500 - \$999 |

By completing this form, I state that I have full authority to commit to the donation itemized on this form.

Authorized Signature

Please Print Name

Date

Payment _____

Solicited By: _____



For more information on the Showhouses please contact:

Audrey Clawson, President, IDS Charlotte, Event Chair
audreyclawson@me.com
203-915-8338
idscharlotte.com

For Donations please send your check and paperwork to:

Motor Racing Outreach
5555 Concord Parkway, Smith Tower, Ste 405
Concord, NC 28027
704-455-3828
go2MRO.com

For more information on Plattner Custom Builders please contact:

Karl Plattner
704-987-3836
PO Box 2603
Davidson, NC 28036
plattnercustombuilders.com

For more information on Southern Cottage Corporation please contact:

Chris Hoffman
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Cornelius, NC 28031
704-237-4554
southerncottage.net

For more information on Augusta please contact:

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Cornelius, NC 28031
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