

2021 SPONSORSHIP OPPORTUNITIES

The Greater Capital Area Association of REALTORS® (GCAAR), one of the largest local REALTOR® associations in the United States, represents over 11,000 agents and industry professionals in Maryland, the District of Columbia, and Virginia. We are dedicated to advancing the residential real estate industry and providing outstanding value and exceptional service to our members and communities.

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Please note that some sponsorships are only available to GCAAR members and there is a 20% surcharge for non-member sponsorships. If you would like to join GCAAR to receive special sponsorship rates, please send an email to membershiprecords@gcaar.com or call 301.590.2000.

To learn more about sponsorship, please contact our events team at events@gcaar.com.

Financial Forecast for 2021 – January 25

GCAAR welcomes National Association of REALTORS® (NAR) Chief Economist & Senior Vice President of Research Lawrence Yun as well as Vice President of Demographics and Behavioral Insights Jessica Lautz for a virtual financial forecast of the real estate market in 2021 and how buyer and seller behavior has changed as they adapt to covid-19. By sponsoring this virtual session, your company will be recognized by a wide variety of REALTORS® you may not normally see at GCAAR events. Do not miss out on GCAAR’s first 2021 event! This event will be held virtually. **Exclusive sponsorship per industry.**

	<i>Supporter</i> \$250/\$300
Company logo on all GCAAR event emails (11k+ distribution)	X
Company Logo included on social media graphic	X
Company tagged on social media post when marketing on GCAAR social channels	X
Logo included in marketing banner on the GCAAR website front page	X
Company recognition before and after program begins	X
Company recognized as sponsor in <i>Capital Area REALTOR® Magazine</i> (mailed to 10,000 members)	X

Recognition Awards – March 1

The GCAAR Recognition Awards celebrate the individual and teams of REALTORS® who have achieved significant milestones in the past year. This event will be held virtually. **Sponsorship available only to GCAAR members.**

	<i>Gold</i> \$1,250	<i>Silver</i> \$500	<i>Bronze</i> \$250
Company logo on all GCAAR event emails (11K+ distribution)	X		
Company name included on all GCAAR event emails (11K+ distribution)		X	
Dedicated post on GCAAR social channels leading up to the event	X		
Company name listed on GCAAR.com		X	X
Recognition before and after award event	X	X	
Company name at beginning and end of award video			X

Recognition and thank you during program	X	X	X
Dedicated thank you post	X		
Group thank you post following event		X	X
Recognition in <i>Capital Area REALTOR®</i> magazine	X	X	X

~~Rebuilding Together – June 26 (DC) (cancelled)~~

GCAAR’s largest volunteer event will take place on **Saturday, June 26 starting at 8am**. This event is an all-day event where member volunteers come together in order to help refurbish a family’s home. You can expect to see nearly 80+ REALTOR® and affiliate volunteers throughout the day.

THIS EVENT HAS BEEN CANCELED!

	<i>Lunch</i> \$500 (Exclusive)	<i>Breakfast</i> \$250 (Exclusive)	<i>Snacks</i> \$150 (Exclusive)
GCAAR to supply	X	X	X
Recognized as sponsor during event	X	X	X
Opportunity to handout food during designated timeframe	X	X	X
Recognized as sponsor in marketing leading up to event	X	X	X
Company tagged on GCAAR social channels	X	X	X

REALTOR® Fest – July 12-17

With the success of our first ever virtual week-long REALTOR® Fest in 2020, GCAAR’s most attended event of the year will once again be completely virtual in 2021. This year GCAAR anticipates an attendance of over 1,000 REALTORS® for you to connect. This week-long conference will provide attendees with a full menu of continuing education– and opportunities for your company to provide professional development and other content!

Our creative, virtual networking and trade show will provide you the opportunity to achieve your marketing and business goals whether you are just starting out, looking to expand your company’s client base, or seeking qualified business leads.

Website/Social Media

	<i>Platinum</i> \$5,000/\$6,000	<i>Gold</i> \$1,250/\$1,500	<i>Silver</i> \$625/\$750	<i>Bronze</i> \$250/\$300
Company logo displayed on website	X	X	X	
Company name listed on website				X
Link to company website from RealtorFest.com	X	X	X	X
Dedicated post on GCAAR social channels leading up to the event	X	X		
Company logo listed on postcard mailed to over 10,000 REALTOR® members	X			
Opportunity for company representative to appear in 30 second promotional video (talking points to come from GCAAR)	X			

At REALTOR® Fest

	<i>Platinum</i> \$5,000/\$6,000	<i>Gold</i> \$1,250/\$1,500	<i>Silver</i> \$625/\$750	<i>Bronze</i> \$250/\$300
Lunchtime session sponsored by “company name” (available on a first-come, first served basis)	X			
Company recognition on each email sent to attendees before each class (over 6,000 recipients in 2020)	X			
Opportunity to host professional development webinar of your choice (up to three 1 hour) on GCAAR virtual platform (content approved by GCAAR)	X			
Opportunity to host professional development webinar of your choice (up to 1 hour) on GCAAR		X		

virtual platform (one per sponsor & content approved by GCAAR)				
Option for representative(s) to host a breakout room in the virtual happy hour/networking session (we strongly recommend offering a giveaway or other enticement to enhance attendee engagement)	X	X		
Option to offer a giveaway at virtual happy hour/networking session			X	X

GCAAR Charity Basketball Tournament and Vendor Fair – September 2021

Our annual basketball game and vendor fair is back. Profits will benefit local charities. Location and date to be determined based on COVID-19 circumstances.

	<i>Presenting - SOLD</i> \$2,000/\$2,400	<i>Exhibitor</i> \$350/\$420
Company named as " <i>Presented by...</i> "	X	
Company logo featured on back of jerseys	X	
Opportunity to speak at the end of the game	X	
Company logo on marketing materials	X	
Company tagged on GCAAR social channels	X	
Company name listed on marketing materials		X
Company to be recognized at the end of the game	X	X
Opportunity to provide a prize to be raffled off at the end of the game	X	X
Chance to play in basketball game to receive face time with GCAAR members	X	X
Table at vendor fair to network with attendees	X	X

GCAAR Holiday Party and Installation – December 2021

The GCAAR Holiday Party and Installation welcomes nearly 500 REALTOR® and Affiliate Members to celebrate the season and install the incoming 2022 GCAAR President of the Board of Directors,

along with the 2022 Board of Directors. The celebration will showcase the work of our REALTOR® community and kick-off another year of service to the greater capital area. **Please note, this sponsorship is for an in-person event, but could shift to virtual depending on the circumstances.**

	<i>Presenting</i> \$25,000/\$30,000	<i>Platinum</i> \$10,000/\$12,000	<i>Gold</i> \$5,000/\$6,000	<i>Silver</i> \$2,500/\$3,000	<i>Bronze</i> \$1,500/\$1,800
GCAAR Holiday Party and Installation <i>presented by...</i>	X				
Signage throughout	X	X	X	X	X
Company tagged on GCAAR social channels	X	X	X		
Inclusion on all promotional materials	X	X	X	X	
Logo in program	X	X	X		
Name in program				X	X
Recognition from podium	X	X	X		
Recognition as sponsor of (first-come, first-served): Bar w/ specialty cocktail Coat Check Valet Dessert	X	X			
Speaking opportunity	X				
Opportunity to greet guests at check-in	X				
Recognition in Nov./Dec. Capital Area REALTOR® magazine	X	X	X	X	X
Tickets to VIP Reception	8	4			
Tickets to event	10	8	6	4	2

Profession Sessions

GCAAR offers 1-2 profession sessions each month to provide our members with the most valuable content possible. Currently being offered virtually, you will have the opportunity for your company logo and name to be recognized in front of at least 30 GCAAR REALTOR® members. Please note this sponsorship opportunity is **virtual** until further noticed and is limited to two sessions per sponsor per year. **One sponsor per profession session and only available to GCAAR Affiliate member.**

Profession Session (\$200)

- Profession Session “sponsored by [company name]”
- Company name and logo on GCAAR emails promoting session (11k+ distribution)
- Dedicated post on social channels leading up to session
- Option to speak for 2-3 minutes before session begins

New Member Orientation

GCAAR offers New Member Orientations for GCAAR REALTOR® members who have joined our association within the last six months (generally two per month). This mandatory orientation is held at the Rockville OR the DC office, giving you the opportunity to network with MD, DC, and Virginia REALTORS®. Each orientation class has up to 75 new REALTORS® who are eager to succeed in the real estate industry. This is your shot to get in front of brand new real estate agents that may not have vendor relationships yet.

Please note this sponsorship opportunity is **virtual** until further notice and is limited to three per year per Affiliate member unless there is no demand from another Affiliate member. New Member Orientation instructors may not be from the sponsoring company. **Sponsorship available only to GCAAR Affiliate members.**

New Member Orientation Sponsorship (\$125 each)

- Listed on gcaar.com as the sponsor of the New Member Orientation
- Welcome new members at the beginning of class via Zoom (2-3 minutes)
- Contact information listed at the beginning and end of PowerPoint slide
- Option for representative to stay 10-15 minutes after orientation to answer questions from attendees
- Company name included in email sent to attendees following orientation
- Company listed as sponsors for the month on scrolling screen at Rockville and DC office (in-person/hybrid orientation only)
- Option to supply food/snack for orientation (sponsor to provide: in-person/hybrid orientation only)
- Flyer and swag at orientation (sponsor to provide: in-person/hybrid orientation only)
- Flyer in member service area (DC & Rockville: in-person/hybrid orientation only)

Broker/Manager Forums (Quarterly)

GCAAR Broker/Manager Forums provide an opportunity for brokers and managers to stay abreast of industry trends, enhance their knowledge, and network with their peers. This opportunity will put you in front of 50-100 Brokers, Managers, and top leaders in the industry. Speakers and topics may include: Executive Directors of the DC and MD Real Estate Commissions, jurisdictional updates, and professional development.

Please note this sponsorship opportunity is **virtual** until further noticed and is limited to one forum per year per affiliate member unless there is no demand from another Affiliate member. **Sponsorship available only to GCAAR Affiliate members.**

Broker/Manager Forum Sponsorship (One meeting - \$300)

- ❑ Welcome attendees at beginning of forum via Zoom
- ❑ Recognition on promotional materials
- ❑ Provide electronic materials to GCAAR to include in email to attendees
- ❑ Company name listed on survey sent after forum
- ❑ Company logo listed in Broker Beat email sent to all GCAAR Brokers and Office Managers every other week leading up to forum
- ❑ Option for representative to stay 10-15 minutes after orientation to answer questions from attendees
- ❑ Recognition as sponsor in the next *Capital Area REALTOR®* magazine issue
- ❑ Company listed as sponsors for the forum on scrolling screen at Rockville and DC office (in-person/hybrid forum only)
- ❑ Provide flyer and swag for attendees (sponsor to provide: in-person/hybrid forum only)
- ❑ Display materials either inside or immediately outside meeting room ((in-person/hybrid forum only)

At Home with Diversity® Certification Course

As part of our continued commitment to promoting diversity and inclusion within the real estate industry, GCAAR is proud to offer the At Home with Diversity® (AHWD) certification course. REALTORS® know the importance of adapting to remain relevant in today's multicultural marketplace. AHWD covers how to work effectively with diverse populations by developing business practices rooted in inclusion and equality to help buyers of all cultural backgrounds achieve the dream of homeownership. **Sponsorship available only to GCAAR Affiliate members and industry exclusive.**

At Home with Diversity Certification sponsorship (\$300)

March 25/26, 2021 (virtual)

- ❑ Welcome attendees at beginning of course (or during break, depending on the number of sponsors)
- ❑ Company name listed on all communication sent to GCAAR members (11k distribution)
- ❑ Company information provided to attendees before session begins
- ❑ Dedicated social post leading up to course
- ❑ Company logo listed on GCAAR.com
- ❑ Company logo included in social graphics
- ❑ Recognition as sponsor in the next *Capital Area REALTOR®* magazine issue

GCAAR Young Professionals Network (YPN)

GCAAR YPN is part of the National Association of REALTORS® (NAR) YPN organization, which helps younger REALTORS® build a stronger link with the real estate industry and expand business opportunities. The group hosts social, educational, and community service events to help GCAAR members network, learn, and support our local community. **Please note, due to COVID-19, GCAAR YPN will be hosting virtual sessions until further notice.**

Professional Development Session (\$500 each)

GCAAR YPN will host 3 professional development sessions throughout the year, with an anticipated attendance of 50-75 individuals. These sessions will provide GCAAR members the opportunity to grow professionally, learn about hot topics in the industry, etc. **Industry exclusive per session.**

- Company name included in GCAAR newsletter (distributed to over 10,000 members)
- Logo, headshot, and short description included in YPNsider's list email (distributed to over 800)
 - Please send all information when you turn in payment to events@gcaar.com
- Dedicated social post on GCAAR YPN social channels leading up to session
- Dedicated thank you post on social channels after session
- Opportunity to give a brief pitch before the beginning of the session (1-2 minutes)
- Company representative cc'd in email sent to registrants after
 - Opportunity to provide materials to attach to email
- Recognized in *Capital Area REALTOR®* magazine as sponsor

Advertising

Advertising is available in the Capital Area REALTOR® magazine, in Newsline and Broker Beat emails, and on GCAAR.com. For more information, please see <https://gcaar.com/news-publications/advertising-sponsorships>.

**THANK YOU FOR YOUR SUPPORT OF THE
GREATER CAPITAL AREA ASSOCIATION OF REALTORS®.**

If you have any questions, please contact our events team at events@gcaar.com.

Sponsorship Agreement

Sponsorships of multiple events may be paid throughout the year, **however benefits/amenities outlined within this Sponsorship Agreement will not be awarded nor reserved without payment. To receive the full benefits outlined within this Sponsorship Agreement, the signed Agreement and payment must both be received by the payment date(s) indicated below.** GCAAR will deliver as much of the benefit package as possible to sponsors that miss the deadline. Benefits/amenities are on a first-come, first-served basis.

Company: _____

Address: _____

Contact Name: _____

E-Mail: _____ Phone: _____

Sponsorship Levels

Prices listed below are GCAAR member/non-member sponsorship rates.

Financial Forecast – Jan. 25, 2021

Payment due by Friday, December 18, 2020.

- Supporter (\$250/\$300)

Recognition Awards – March 1, 2021

Payment due Friday, January 29, 2021. Available only to GCAAR members.

- Platinum (\$1,250)
- Gold (\$500)
- Bronze (\$250)

Rebuilding Together – April 24, 2021

Payment due by Friday, March 19, 2021.

- Breakfast (\$250) - SOLD
- Lunch (\$500) - SOLD
- Snacks (\$150) - SOLD

REALTOR® Fest – July 12-17, 2021

Payment due by Friday, May 7, 2021.

- Platinum (\$5,000/\$6,000)
- Gold (\$1,250/\$1,500)
- Silver (\$625/\$750)
- Bronze (\$250/\$300)

GCAAR Charity Basketball Tournament and Fair – September 2021

Payment due 45 days before event.

- Presenting Sponsor (\$2,000/\$2,400) - SOLD
- Exhibitor (\$350/\$420)
- I will NOT be using my booth

GCAAR Holiday Party and Installation – December 2021

Payment due 45 days before event.

- Presenting (\$25,000/\$30,000); specific element _____
- Platinum (\$10,000/\$12,000); specific element _____
- Gold (\$5,000/\$6,000)
- Silver (\$2,500/\$3,000)

Profession Sessions

Available only to GCAAR Affiliate members, limited to two sessions per year.

- Sponsorship (\$200); session desired or next available: _____

New Member Orientation

Available only to GCAAR Affiliate members, limited to three per year.

- Sponsorship (\$125); date(s) desired or next available: _____

Broker/Manager Forums (QUARTERLY)

Available only to GCAAR Affiliate members, limited to one quarter per year.

- Sponsorship (\$300); quarter desired or next available: _____

At Home with Diversity® Certification Course

Available only to GCAAR Affiliate members

- Sponsorship (\$300); date desired or next available: _____

YPN (Young Professionals Network)

- Sponsorship (\$500); date desired or next available: _____

Payment

Total Sponsorship Amount: \$ _____

- Check: Payable to GCAAR
- Charge VISA MASTERCARD DISCOVER AMEX

Name on Card _____

Billing Zip Code _____

Card # _____

Exp. Date _____

TERMS & CONDITIONS

RIGHT TO REFUSE SPONSOR

GCAAR shall reserve the right to reject any potential sponsors on such factors as questionable business practices, those having a mission conflict with GCAAR, or those who have advertising practices not aligned with GCAAR's advertising practices.

RIGHT OF FIRST REFUSAL

All sponsorship benefits are offered on a first-come, first-served basis. By contracting for the aforementioned sponsorship benefits, your sponsorship will not be honored until payment is received.

PAYMENT & CANCELLATION POLICY

Payment for sponsorship must be received by payment date(s) indicated above for each event; no benefits/amenities will be awarded until full payment is received. Failure to make payment by the aforementioned payment date(s) will result in immediate cancellation of the sponsorship and benefits. Until payment is received, the company's future participation in GCAAR conferences and meetings could be affected. Under no circumstances is GCAAR obligated to accept late payments.

Cancellations must be made in writing to the Events Manager indicated on the first page of this packet. No refunds will be made after the aforementioned payment date(s) for each event.

DISCLAIMER

The relationship between GCAAR and the sponsoring organization of an event or event-related item do not represent exclusive agreements between GCAAR and the specific organization, nor do they suggest that GCAAR endorses the programs, products or services of the organization and under no circumstances can be represented as such.

GENERAL

Sponsors represents and warrants to GCAAR that the content of its materials do not violate any copyright, trademark, proprietary or personal rights of others, and that the advertisement is factually accurate and contains no unlawful matter. Sponsor agrees to indemnify and hold harmless GCAAR against any damages GCAAR may incur in connection with sponsorship pursuant to this Agreement.

Sponsors may not assign their rights or obligations, and nothing in this Agreement creates any rights for a third party.

This Agreement is the final and complete expression regarding the subject matter of the Agreement. This Agreement supersedes, and the terms of this Agreement govern, all previous oral and written communications regarding these matters. This Agreement may be changed only by a written Agreement signed by an authorized agent of both parties. This Agreement shall be governed by the laws of State of Maryland, and subject to the exclusive jurisdiction of the federal of Maryland courts.

ACCEPTANCE

We agree to abide by all rules, regulations, terms, and conditions as outlined in this Agreement.

Signature: _____

Date: _____

**THANK YOU FOR YOUR SUPPORT OF THE
GREATER CAPITAL AREA ASSOCIATION OF REALTORS®.**