

## 2022 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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GCAAR is proud to offer sponsorship opportunities to support various events throughout the year. Please note that some sponsorships are only available to GCAAR members and there is a 20% surcharge for non-members to sponsor our events. **If you would like to join GCAAR to receive special sponsorship rates, please send an email to [memberservices@gcaar.com](mailto:memberservices@gcaar.com) or call 301.590.8769.**

To learn more about sponsorship, please contact our events team at [events@gcaar.com](mailto:events@gcaar.com).

## Advertising

To maximize your visibility among GCAAR members, why not also consider advertising in one of our most popular publications? Ads are available in GCAAR's Capital Area REALTOR® magazine, in our weekly all-member e-newsletter, Newsliner and on GCAAR.com. For more information, please see <https://mediakits.theygsgroup.com/GCAAR/audience>.

## REALTOR® Fest (virtual) – July 11-15

GCAAR's most attended event of the year. Due to popular demand, GCAAR will again hold REALTOR® Fest virtually for an anticipated audience of over 1,000 REALTORS® for you to connect with. This conference will provide attendees with a full menu of continuing education – and opportunities for your company to offer professional development and other content to all participants!

REALTOR® Fest will provide you with 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.

## Marketing

	<i>Platinum</i> <small>member/non-member</small> \$5,000/\$6,000	<i>Gold</i> <small>member/non-member</small> \$1,250/\$1,500	<i>Silver</i> <small>member/non-member</small> \$625/\$750	<i>Bronze</i> <small>member/non-member</small> \$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
Company recognition on all REALTOR® Fest specific emails	X			
Dedicated social media post before event	X	X		
Group social media post following event	X	X		
Company logo listed on postcard mailed to over 10,000 REALTOR® members	X			

Recognition in <i>Capital Area REALTOR®</i> magazine	X			
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### At REALTOR® Fest

	<i>Platinum</i> member/non-member \$5,000/\$6,000	<i>Gold</i> member/non-member \$1,250/\$1,500	<i>Silver</i> member/non-member \$625/\$750	<i>Bronze</i> member/non-member \$250/\$300
Recognized at lunchtime session during event	X			
Company recognition on all emails sent to attendees before each class	X			
Opportunity to host professional development webinar of your choice (up to 1 hour) on GCAAR virtual platform (content approved by GCAAR)	X	X		
Option to offer a giveaway at virtual happy hour/networking session	X	X	X	X

### GCAAR Charity Basketball Tournament (in-person) – DATE TBD

Our annual basketball game and vendor fair is back! Play or watch as GCAAR members battle it out on the basketball court and afterwards enjoy food and networking. Profits will benefit local charities. Location and date to be determined.

	<i>Presenting</i> member/non-member \$2,000/\$2,400	<i>Exhibitor</i> member/non-member \$350/\$420
Company named as “Presented by...”	X	
Company logo featured on back of t-shirts	X	
Opportunity to speak at the end of the game	X	
Recognized as sponsor in Newsline and social posts before and after event	X	
Company tagged on GCAAR social channels	X	
Company logo included on social media graphic	X	
Thank you post following event on social media	X	X
Company name listed on one Newsline		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 (space is limited)	X	X
Recognition in <i>Capital Area REALTOR</i> ® magazine	X	

## GCAAR Holiday Party and Installation (in-person) – December 2022

The annual GCAAR Holiday Party and Installation will welcome nearly 500 REALTOR® and affiliate members to celebrate the season and install the incoming 2023 GCAAR president, along with the 2023 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.

	<i>Presenting</i> member/non-member \$25,000/\$30,000	<i>Platinum</i> member/non-member \$10,000/\$12,000	<i>Gold</i> member/non-member \$5,000/\$6,000	<i>Silver</i> member/non-member \$2,500/\$3,000	<i>Bronze</i> member/non-member \$1,500/\$1,800
GCAAR Holiday Party and Installation <i>presented by...</i>	X				
Company logo included on social media graphic	X				
Signage throughout	X	X	X	X	X
Company tagged on GCAAR social channels	X	X	X		
Company logo listed on each Newslines	X	X			
Dedicated social post before event	X	X			
Company name listed on one Newslines following event			X	X	
Group social post before event			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 Capital Area REALTOR® magazine	X	X	X	X	
Tickets to VIP Reception	8	4	1		
Tickets to event	10	8	6	4	2

## Profession Sessions (virtual)

GCAAR offers one-two Profession Sessions, GCAAR’s members-only professional development webinars, 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. Note this sponsorship is available only to GCAAR affiliate members and is **limited to two** per year, based on demand.

### Profession Session (\$200)

- Profession Session “sponsored by [company name]”
- Company logo included in event graphic, to be used in marketing the forum (distributed to over 11,000 members)
- One dedicated post on social channels leading up to session (social channels determined by GCAAR)
- Option to speak for 2-3 minutes before session begins
- Company name listed on survey sent after session

## New Member Orientation (virtual)

GCAAR offers New Member Orientation for GCAAR REALTOR® members who have joined our association within the last three months (generally two per month). This mandatory orientation is held

virtually (in-person to be determined in 2022) giving you the opportunity to network with MD, D.C. 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.

Note this sponsorship is available only to GCAAR affiliate members and is **limited to three** per year, based on demand.

### **New Member Orientation Sponsorship (\$125 each)**

- ❑ Listed on [GCAAR.com](https://www.gcaar.com) as sponsor (logo, company name, and website linked for the calendar year)
- ❑ Welcome new members at the beginning of class (2-3 minutes)
- ❑ Company name included in email sent to attendees following orientation
- ❑ Company listed as sponsors for the month on scrolling screen at Rockville and D.C. office (in-person/hybrid orientation only)
- ❑ Option to supply food/snack for orientation (sponsor to provide: in-person/hybrid orientation only)
- ❑ Opportunity to distribute your company's flyer and swag at orientation (sponsor to provide: in-person/hybrid orientation only)
- ❑ Opportunity to distribute your company's flyer in member service area (D.C. & Rockville: in-person/hybrid orientation only)

### **At Home with Diversity® Certification Course (Quarterly, virtual)**

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; only one sponsor accepted per company type (i.e., one title company, one junk removal service, etc.).**

### **At Home with Diversity® Certification Sponsorship (\$300)**

#### **Dates TBD**

- ❑ Welcome attendees at beginning of course (or during break, depending on the number of sponsors)
- ❑ Company logo included in event graphic, to be used in marketing the forum
- ❑ Company information provided to attendees before session begins (must send information to GCAAR)
- ❑ Dedicated social post leading up to course
- ❑ Recognition as sponsor in *Capital Area REALTOR®* magazine

## Young Professionals Network (YPN)

YPN helps young or young-to-the-industry real estate professionals excel in their careers by giving them the tools and encouragement they need to become involved in four core areas:

- REALTOR® association. Attend REALTOR® conferences and pursue leadership roles within their local, state and national associations.
- Real estate industry. Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
- Peers. Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.
- Community. Become exceptional members of their community by setting a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

### Happy Hour – April 20, 5:30 p.m.-7:30 p.m. (\$500)

- Company name recognized in GCAAR event emails
- Opportunity to speak during event (1-2 minutes)
- Dedicated social post on YPN channels (Instagram and Facebook)
- Company logo and company website linked on confirmation registration page
- Signage at event with company logo
- 2 tickets (for non-members) to attend

**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](mailto: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: \_\_\_\_\_

Social handles: \_\_\_\_\_

Company website: \_\_\_\_\_

## Sponsorship Levels

\*Prices listed below are GCAAR member/non-member sponsorship rates\*

### REALTOR® Fest (virtual) – July 11-15

**Payment due by DATE TBD.**

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

### GCAAR Charity Basketball Tournament – September 2022

**Payment due 45 days before event.**

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

### GCAAR Holiday Party and Installation (in-person) – December 2022

**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)
- Bronze (\$1,500/\$1,800)



Profession Sessions (virtual)

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

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

New Member Orientation (virtual)

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

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

At Home with Diversity® Certification Course (Quarterly, virtual)

**Available only to GCAAR Affiliate members**

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

Young Professionals Network (YPN)

**Payment due by April 8 to receive ALL benefits.**

- Happy Hour, April 20

**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®!**