



2020 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 Events Manager Kayla Neiderer at 301.590.8776 or kneiderer@gcaar.com.



RECOGNITION AWARDS – RESCHEDULED TBD

The GCAAR Recognition Awards celebrate the individual and teams of REALTORS® who have achieved milestones in the past year. Join us at the prestigious Omni Hotel in Washington, DC. for our March 23rd breakfast award event which recognizes individuals and teams who have achieved the highest sales and volume in 2019. We anticipate over 400 attendees at the Recognition Awards.

Sponsorship available only to GCAAR members.

	PLATINUM \$7,500	GOLD \$2,500	BRONZE \$750
Signage throughout	X	X	
Inclusion on all promotional materials	X	X	
Company tagged on GCAAR social channels	X	X	
Logo in program	X	X	
Name in program			X
Recognition from podium	X	X	
Recognition as sponsor of (first come, first served):			
Coffee Station	X	X	
Coat Check			
Valet (advertised as “Underwritten by ...”)			
Photography Station			
Speaking opportunity	X		
Partake in announcing award winners at event	X		
Opportunity to greet guests at check-in	X		
Recognition in Capital Area REALTOR® magazine	X		
Include an item in the “swag bag” (company to provide)	X	X	X
Tickets to event	4	3	2

REBUILDING TOGETHER – JUNE 6, 2020

GCAAR’s largest volunteer-based event will take place on Saturday, April 25 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® based volunteers throughout the day.

	LUNCH \$500 (Exclusive)	BREAKFAST \$200 (Exclusive)	SNACKS \$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	
Recognized as sponsor in marketing leading up to event	X		



Company tagged on GCAAR social channels	X		
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REALTOR® FEST – JULY 6, 2020

Our signature Annual Conference and the region’s largest REALTOR® trade show, REALTOR® Fest offers attendees networking, continuing education, and professional development. With 1,000 attendees, REALTOR® Fest can help you 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.

REALTOR® Fest returns to the Bethesda North Marriott Hotel & Conference Center on Monday, July 6th.

Please note: Platinum level sponsorship is industry exclusive.

REALTOR® FEST PROGRAM

	PLATINUM \$10,00/\$12,000	GOLD \$5,000/\$6,000	SILVER \$2,500/\$3,000	BRONZE \$1,500/\$1,800	EXHIBITOR \$625/\$750
Logo on front cover	X	X			
Full page fold-out ad	X				
One full-page ad: inside front or back cover, back cover, or centerfold (first-come, first-served)		X			
One full-page ad			X		
Logo on the note’s pages				X	
Company name listed	X	X	X	X	X

REALTORFEST.COM AND SOCIAL MEDIA

	PLATINUM \$10,00/\$12,000	GOLD \$5,000/\$6,000	SILVER \$2,500/\$3,000	BRONZE \$1,500/\$1,800	EXHIBITOR \$625/\$750
Featured prominently	X				
Link to company’s website	X	X	X	X	
Logo displayed with sponsors	X	X	X		
Company name listed with sponsors				X	X
Company tagged on GCAAR social channels	X	X	X		

AT REALTOR® FEST

	PLATINUM \$10,00/\$12,000	GOLD \$5,000/\$6,000	SILVER \$2,500/\$3,000	BRONZE \$1,500/\$1,800	EXHIBITOR \$625/\$750
Opportunity to use breakout room for companies’ purpose (first-come, first-served)	X	X			

Signage in the hallway leading into the trade show (company provides)	X	X			
Level-specific amenities (see lists below)			X	X	
16 x 16 ft. trade show booth in a premiere location	X				
8 x 16 ft. trade show booth in prime location		X			
8 x 8 ft. trade show booth			X	X	X
Exhibitor passes to event	10	8	6	4	2
Recognition as a <i>lunch</i> sponsor (first-come, first-served)	X				
Recognition as a <i>breakfast</i> sponsor (first-come, first-served)		X			
Opportunity for representatives to staff REALTOR® Fest registration	X				
Inclusion in the REALTOR® Fest 2020 Passport Book	X	X			
Opportunity to announce your company prize at the afternoon raffle	X	X	X	X	

SILVER AMENITIES (OFFERED ON A FIRST-COME, FIRST SERVED BASIS)

- ~~Green Bag (Exclusive) Company logo on REALTOR® Fest bag (company to provide at least 1,250)~~
- Audio Visual Equipment (Multiple Available): signage as A/V sponsor
- Break (Three (3) Breaks Available): Opportunity to provide branded cups, plates, napkins, etc. during the morning, afternoon or evening break (company to provide at least 1,250)
- Highlighters/Pens (Exclusive at Registration): One (1) Highlighter AND One (1) Pen Available: Provide either a pen or highlighter for all attendees at the registration table with your company logo (company to provide at least 1,250)
- Charging Station (Two (2) Available): Signage provided at charging station

BRONZE AMENITIES (OFFERED ON A FIRST-COME, FIRST SERVED BASIS)

- Classroom (Six (6) Available): Signage outside of the classroom with listing of classes and your logo on the sign.
- Highlighters (Six (6) Available): Provide either a pen or highlighter for all attendees with your logo on it outside the classrooms (company to provide at least 1,250)
- ~~Lanyard (One (1) Available): lanyards for all attendees with your logo (company to provide at least 1,250)~~
- Parking (Two (2) Available): Signage denoting sponsorship



ADD-ONS

REALTOR® FEST 2020 PASSPORT BOOK (\$100)

Ensure a visit at your booth and put your company's information in the hands of every REALTOR® attending this year's event by participating in our REALTOR® Fest 2020 Passport Book. Every attendee will be invited to have their passport book stamped for a chance to win great prizes. Don't be left out, participate today! (The passport is included at the Platinum and Gold sponsorship levels)

LOGO ON REALTOR® FEST WEBSITE (\$75)

If you are an exhibitor who would like to gain additional brand recognition prior to the event, you can upgrade your visibility by having your logo on the website which receives over 5,000 unique site visits in the months leading into the event. (Logos are included in the Bronze and above sponsorship levels.)

GCAAR CHARITY BASKETBALL TOURNAMENT AND VENDOR FAIR – SEPTEMBER 2020

Our annual basketball game and vendor fair is back. Profits will benefit local charities. The event will be location and date are to be determined.

	PRESENTING SPONSOR - SOLD \$2,000/\$2,400	EXHIBITOR \$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

RPAC CASINO NIGHT – OCTOBER 8, 2020

GCAAR is hosting its first REALTOR® Party Action Committee (RPAC) Casino Night on Thursday, April 30 from 6-9 p.m. at the Hyatt Regency in Downtown Bethesda. Expecting 75 to 100 engaged GCAAR members, we anticipate a vibrant evening. **Sponsorship available only to GCAAR members.**

	ROYAL FLUSH \$2,500 (Industry Exclusive)	STRAIGHT FLUSH \$750 (1 available)	FULL HOUSE \$500 (4 available)
Signage at designated table		X	X
Company name listed in marketing materials		X	X



Company logo promoted on all marketing materials	X		
Company tagged on GCAAR social channels	X	X	
Promoted on all social media posts	X	X	
Opportunity to bring door prize	X	X	
Signage as sponsor at (first come, first served): Roulette Table Craps Table Blackjack Table	X	X	
Opportunity to speak for 1-2 minutes during event	X		
Number of tickets to event	4	3	2

GCAAR HOLIDAY PARTY AND INSTALLATION – DECEMBER 2020

The GCAAR Holiday Party and Installation welcomes nearly 500 REALTOR® and Affiliate Members to celebrate the season and install Jan Brito, incoming 2021 GCAAR President of the Board of Directors, along with the 2021 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.

	PRESENTING \$25,000/\$30,000	PLATINUM \$10,000/\$12,000	GOLD \$5,000/\$6,000	SILVER \$2,500/\$3,000	BRONZE \$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):	X	X			
Bar w/ specialty cocktail					
Coat Check					
Valet	X	X			
Dessert					
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

NEW MEMBER ORIENTATION (2-3 PER MONTH)

GCAAR offers New Member Orientations for GCAAR REALTOR® members who have joined our association within the last six months (generally two per month). The classes are held at the Rockville OR the DC office, giving you the opportunity to network with MD, DC, and Virginia REALTORS®. Each orientation class has 50+ new REALTORS® who are eager to succeed in the real estate industry.

Sponsorship is limited to two months 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 (MONTHLY - \$650)

- Welcome new members at the beginning of class
- Option to supply food/snack for orientation (sponsor to provide)
- Flyer and swag at orientation (sponsor to provide)
- Flyer in member service area (DC & Rockville)

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.

Sponsorship 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 - \$1,000)

- Welcome attendees at beginning of forum
- Display materials either inside or immediately outside meeting room (space permitting)
- Provide flyer and swag for attendees (sponsor to provide)
- Recognition on invitation and promotional materials

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.



	FOUNDATION (\$2,500)	CORNERSTONE (\$750)
One exclusive company email sent to the YPN Insiders list (reaching over 800 real estate industry members)	X	X
YPN Networking Event (Industry Exclusive)		
Opportunity to speak (2-3 minutes)	X	
Logo included on event email sent to GCAAR YPN Insider list (reaching over 800 real estate industry members)	X	
Logo featured on GCAAR YPN's 2020 step and repeat banner (must have sponsorship form by March 1)	X	
Provide materials for "selfie station" at step and repeat banner (company to provide)	X	
Recognition as event sponsor on GCAAR YPN social media channels	X	
Included as a sponsor at the YPN booth at REALTOR® Fest	X	
Logo on event flyer – placed at both GCAAR offices (Rockville & DC)	X	
Can distribute business cards and swag at event	X	
Professional Development Event (150+)		
Recognition from podium	X	
Opportunity to distribute collateral to attendees	X	
Recognition as sponsor on GCAAR YPN social media channels	X	
Logo featured in event marketing email	X	
Complimentary admission to event	4	2
Educational Seminars		
Opportunity to speak 2-3 minutes before program begins		X
Table available to place marketing materials for members attending		X
Recognition as sponsor on GCAAR YPN social media channels		X
Logo included on event email sent to GCAAR YPN Insider list (reaching over 800 real estate industry members)		X
Logo on event flyer – placed at both GCAAR offices (Rockville & DC)		X

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 Events Manager Kayla Neiderer at 301.590.8776 or kneiderer@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.

RECOGNITION AWARDS – RESCHEDULED TBD

Available only to GCAAR members.

- Platinum (\$7,500)
- Gold (\$2,500)
- Bronze (\$750)

REBUILDING TOGETHER – JUNE 6, 2020

Payment due by Friday, May 1, 2020.

- Lunch (\$500)
- Breakfast (\$200)
- Snacks (\$150)

REALTOR® FEST – JULY 6, 2020

Payment due by Friday, May 8, 2020.

- Platinum (\$10,000/\$12,000)
- Gold (\$5,000/\$6,000)
- Silver (\$2,500/\$3,000); selected amenity: _____
- Bronze (\$1,500/\$1,800); selected amenity: _____
 - Add-on Passport Book (\$100)
- Exhibitor (\$625/\$750)
 - Add-on Passport Book (\$100)
 - Add logo to website (\$75)
- I will NOT be using my booth at REALTOR® Fest

GCAAR CHARITY BASKETBALL TOURNAMENT AND FAIR – SEPTEMBER 2020

Payment due 45 days before event.

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



CASINO NIGHT – OCTOBER 8, 2020

Payment due by Friday, August 28, 2020. Available only to GCAAR members.

- Royal Flush (\$2,500)
- Straight Flush (\$750)
- Full House Sponsor (\$500)

GCAAR HOLIDAY PARTY AND INSTALLATION – DECEMBER 2020

Payment by Friday, October 23, 2020.

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

NEW MEMBER ORIENTATION (2-3 PER MONTH)

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

- Sponsorship (\$650); month(s) desired or next available: _____

BROKER/MANAGER FORUMS (QUARTERLY)

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

- Sponsorship (\$1,000); quarter desired or next available: _____

YPN (YOUNG PROFESSIONALS NETWORK)

Payment due Friday, March 6, 2020.

- Foundation (\$2,500)
- Cornerstone (\$750)

Please check below if you prefer the sponsored event to be in Montgomery County or the District of Columbia (YPN Sponsorship Only):

- Montgomery County
- District of Columbia

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®.**

Please contact Events Manager Kayla Neiderer (301.590.8776 or kneiderer@gcaar.com) with questions.