

## 2023 SPONSORSHIP OPPORTUNITIES

The Greater Capital Area Association of REALTORS® (GCAAR), one of the largest local REALTOR® associations in the United States, represents over 12,000 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](mailto:membershiprecords@gcaar.com) or call 301.590.2000.

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

## Financial Forecast for 2023 – January 30

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 2023. By sponsoring this virtual session, your company will be recognized by a wide variety of REALTORS® you may not normally see at GCAAR events. 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 12,000+ members)	X

Pricing is member/non-member and reflects a 20% surcharge for those who are not GCAAR members. Email [memberservices@gcaar.com](mailto:memberservices@gcaar.com) for information on becoming a member.

## Recognition Awards – February 23

The GCAAR Recognition Awards celebrate the individual and teams of REALTORS® who have achieved significant milestones in the past year.

The GCAAR Pathways Awards celebrate our primary GCAAR REALTOR® members who are committed to guiding and supporting their clients from traditionally underserved communities along the various pathways to homeownership.

	<i>Platinum</i> \$5,000/\$6,000	<i>Gold</i> \$2,500/\$3,000	<i>Silver</i> \$1,500/\$2,000	<i>Bronze</i> \$625/\$750
Company logo on all GCAAR event emails (12K+ distribution)	X			
Company name included on all GCAAR event emails (12K+ distribution)	X	X		
Dedicated post on GCAAR social channels leading up to the event	X	X		
Company name listed on GCAAR.com			X	X
Recognition before and after award event	X	X	X	X
Recognition and thank you during program	X	X	X	X
Dedicated thank you post	X	X		
Group thank you post following event			X	X



Recognition in <i>Capital Area REALTOR®</i> magazine	X	X	X	X
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## GCAAR vs. PGCAR Basketball Tournament – June 28, 2023

Our annual basketball game is back! GCAAR faces PGCAR for an epic showdown.

	<i>Presenting</i> \$2,000/\$2,400	<i>Exhibitor</i> \$350/\$420
Company named as " <i>Presented by...</i> "	X	
Company logo featured on back of t-shirts	X	
Opportunity to speak at the end of the game	X	
Company tagged on GCAAR social channels	X	
Recognized as sponsor in Newsline and social posts before and after game	X	
Thank you post following event on social media	X	X
Company to be recognized at the end of the game	X	X
Company logo included on social media graphic	X	X
Opportunity to provide a prize to be raffled off at the end of the game	X	X
Chance to play in the basketball game with GCAAR members (space is limited)	X	X
Recognition in <i>Capital Area REALTOR®</i> magazine	X	

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## The Great Housing Market Reset of 2023 – March 16

Dr. Lisa Sturtevant, Chief Economist with Bright MLS, will present on economic and housing market conditions nationally, as well as in the Greater Capital Area. In addition to insights on the economic and demographic factors impacting the housing market, she will provide an update on key market trends, including inventory, pricing, and buyer activity. The presentation will also include an outlook for the 2023 market.

By sponsoring this virtual session, your company will be recognized by a wide variety of REALTORS® you may not normally see at GCAAR events. 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 12,000+ members)	X

Pricing is member/non-member and reflects a 20% surcharge for those who are not GCAAR members. Email [memberservices@gcaar.com](mailto:memberservices@gcaar.com) for information on becoming a member.

## REALTOR® Fest – June 5 - 9

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 2023. This year GCAAR anticipates an attendance of over 1,000 REALTORS®. 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 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 12,000 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
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 virtual platform (one per sponsor & content approved by GCAAR)		X		
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

Pricing is member/non-member and reflects a 20% surcharge for those who are not GCAAR members. Email [memberservices@gcaar.com](mailto:memberservices@gcaar.com) for information on becoming a member.

## GCAAR Holiday Party and Installation – December 2023

The GCAAR Holiday Party and Installation welcomes over 500 REALTOR® and Affiliate Members to celebrate the season and install the incoming 2024 GCAAR President and 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> \$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 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	2		
Tickets to event	10	8	6	4	2

Pricing is member/non-member and reflects a 20% surcharge for those who are not GCAAR members. Email [memberservices@gcaar.com](mailto:memberservices@gcaar.com) for information on becoming a member.

## Profession Sessions

GCAAR offers several profession sessions each month to provide our members with the most valuable content possible. Currently being offered virtually, these typically attract 30-200 members. You will have the opportunity for your company logo and name to be recognized both during the session and in the promotional materials. Please note that sponsorship is limited to GCAAR members.

### Profession Session (\$200 each)

- ❑ Profession Session “sponsored by [company name]”
- ❑ Company name and logo on GCAAR emails promoting session (12k+ distribution)
- ❑ Dedicated post on social channels leading up to session
- ❑ Option to welcome participants as session begins (please limit to two minutes)

## New Member Orientation

GCAAR offers New Member Orientations for GCAAR REALTOR® members who have joined our association within the last three months (generally two per month). This mandatory orientation is held virtually and give you the opportunity to meet 75 new REALTORS® who are eager to succeed in the real estate industry. This is your chance to get in front of brand new real estate agents that may not have vendor relationships yet.

New Member Orientation instructors may not be from the sponsoring company. Please note that sponsorship is limited to GCAAR 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 (Please limit to two 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.

**Sponsorship available only to GCAAR Affiliate members.**

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### 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

**Please note:** It is a requirement to be a D&I Champion In order to be on a board or committee. Sponsorship available only to GCAAR Affiliate members and industry exclusive.

### At Home with Diversity Certification sponsorship (\$300) – TBD

- ❑ 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 young or young-to-the-industry 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.

	<i>Gold</i> \$2500/\$3000	<i>Silver</i> \$1250/\$1500	<i>Bronze</i> \$750/\$900	<i>Table Sponsor</i> \$500/\$600
<b>PROFESSIONAL DEVELOPMENT EVENT</b>				
Professional Development Headline Sponsor	X			
Recognition and thank you during the program	X			X
Can distribute marketing materials/SWAG at the event	X			X
Speaking opportunity at the event (2-3 mins)	X			
Complimentary event tickets	4	2		
<b>DODGEBALL</b>				
Dodgeball Headline Sponsor		X		
Recognition and thank you during the program		X		
Logo featured on Dodgeball T-Shirts		X		
Can distribute marketing materials and SWAG at the event		X		
Opportunity to provide raffle/prize at Dodgeball event		X		
Speaking opportunity at the event (2-3 mins)		X		
Complimentary Dodgeball Team	X	X	X	
<b>NETWORKING EVENTS (HAPPY HOUR)</b>				
Networking Event Headline Sponsors (1 event)	X		X	
Additional Networking Event Sponsor (1 event)		X		
First choice of Networking Event (subject to availability)	X		X	
Speaking opportunity at the event (2-3 mins)	X		X	
Recognition at event	X	X	X	
<b>GENERAL</b>				
Recognition as a year-long YPN sponsor on YPN Social Media Channels	X	X		
Individual Sponsor Spotlight on YPN Social Media Channels/Newsletters	X	X		
Logo featured in Event-Specific Marketing/Social Media Posts	X	X	X	X
Preferred access to additional sponsorship opportunities throughout the year	X	X	X	X

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## Advertising

Advertising is available in the Capital Area REALTOR® magazine, in Newline 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](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: \_\_\_\_\_

## Sponsorship Levels

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

### Financial Forecast – January 30, 2023

#### Payment due by Friday, January 17, 2023.

- Supporter (\$250/\$300)

### Recognition Awards – February 23, 2023

#### Payment due by Monday, February 13, 2023.

- Platinum (\$5,000/\$6,000)
- Gold (\$2,500/\$3,000)
- Silver (\$1,500/\$1,800)
- Bronze (\$625/\$750)

### REALTOR® Fest – June 5-9, 2023

#### Payment due by Friday, April 14, 2023.

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

### GCAAR Basketball Tournament – June 28

#### Payment due by Thursday, June 15, 2023.

- Presenting (\$2500/\$2000)
- Exhibitor (\$350/\$420)

## GCAAR Holiday Party and Installation – December 2023

### 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

#### Available only to GCAAR Affiliate members.

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

### New Member Orientation

#### Available only to GCAAR Affiliate members.

- 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)

### Professional Development

- Gold (\$2500/\$3000)
- Table Sponsor (\$500/\$600)

### Dodgeball

- Silver (\$1250/\$1500)

### Networking Events (Happy Hour)

- Bronze (\$750/\$900)

### 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®.**