

## 2024 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.

We offer sponsorship opportunities for a number of our in-person and virtual events each year. Please review the information below to find the opportunity that is right for you and your company. To learn more about sponsorship, contact our Events team at [events@gcaar.com](mailto:events@gcaar.com). We look forward to working with you!

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Note that some sponsorships are only available to GCAAR members, and there is a 20% surcharge for those who are not GCAAR members. Email [membershiprecords@gcaar.com](mailto:membershiprecords@gcaar.com) for information on becoming a member or call 301-590-2000. Benefits subject to change.

## Financial Forecast 2024 – January 22, 1-2 PM (virtual)

GCAAR welcomes National Association of REALTORS® (NAR) Chief Economist & Senior Vice President of Research **Lawrence Yun** for a virtual financial forecast of the real estate market in 2024. By sponsoring this virtual session, your company will be promoted in front of a wide variety of REALTORS® you may not normally see at other GCAAR events. **Exclusive sponsorship per industry.**

	<i>Supporter</i> \$250/\$300
Company logo on all GCAAR emails promoting this event (12k+ 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 on homepage of GCAAR website	X
Verbal company recognition before and after program begins	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. Benefits subject to change.

## Regional Economic Forecast – What to Expect in the Year Ahead – March 7, 1-2 PM (virtual)

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. Her presentation will also include an outlook for the 2024 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 emails promoting this event (12k+ 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 on homepage of GCAAR website	X
Verbal company recognition before and after program begins	X

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## Annual Recognition Awards Reception – March 20, 6-8 PM (in-person)

The GCAAR Recognition Awards celebrate the individuals and teams of REALTORS® who have

achieved significant milestones in the past year, in addition to the GCAAR Pathways Award winners – primary GCAAR REALTOR® members who are committed to guiding and supporting their clients from traditionally underserved communities along the various pathways to homeownership. This year, we’re recognizing them during an evening reception at the Bethesda Marriott from 6-8 PM featuring drinks and hors d'oeuvres.

	<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
<b>NEW!</b> Full-page ad in <i>Capital Area REALTOR® Magazine</i> (mailed to 12,000+ members; \$1530 value)*	X			
<b>NEW!</b> Half-page ad in <i>Capital Area REALTOR® Magazine</i> (mailed to 12,000+ Members; \$925 value)*		X		
Company logo on GCAAR emails promoting this event (12K+ distribution)*	X			
Company name included on all GCAAR emails promoting this event (12K+ distribution)		X		
Dedicated post on GCAAR social media channels leading up to the event	X	X		
Signage on monitor/screen during event	X	X	X	X
Company logo listed on GCAAR.com Recognition Awards event page	X	X		
Company name listed on GCAAR.com Recognition Awards event page			X	X
Recognition as sponsor of (first come, first served): Bar Coat check Photography Dessert	X	X		
Recognition from podium during event	X	X	X	X
Dedicated thank you post on GCAAR’s social media channels after the event	X	X		
Group thank you post on GCAAR’s social media channels following event			X	X

\* Sponsoring company is responsible for submitting artwork. All artwork must meet [advertising requirements](#).

\*\*The number of emails will depend on when sponsor signs up.

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## REALTOR® Fest – June 3 - 7 (virtual, with in-person happy hour)

Due to popular demand, GCAAR’s largest event of the year will once again be largely virtual in 2024, with a special in-person recognition opportunity for our early-bird sponsors!

REALTOR® Fest is a week-long event providing a full menu of continuing education classes – and opportunities to get your company’s name in front of more than 1,000 REALTORS®.

NEW FOR 2024: Sign up as a REALTOR® Fest sponsor by May 2, and you’ll gain extra visibility during our in-person happy hour for all early-bird REALTOR® Fest registrants!

**Note:** To maximize **General REALTOR® Fest Sponsorship Benefits**, be sure to sign up early. Deadline for inclusion in **Pre-REALTOR® Fest Kick-Off Happy Hour** is Thursday, May 2, 2024.

### General REALTOR® Fest sponsorship benefits

	<i>Platinum Limit of 4 \$5,000/\$6,000</i>	<i>Gold \$1,250/\$1,500</i>	<i>Silver \$625/\$750</i>	<i>Bronze \$250/\$300</i>
<b>NEW!</b> Full-page company ad in <i>Capital Area REALTOR®</i> magazine (mailed to 12,000+ members; \$1,530 value)*	X			
<b>NEW!</b> Half-page company ad in <i>Capital Area REALTOR®</i> magazine (mailed to 12,000+ members; \$925 value)*		X		
Company logo displayed on website, realtorfest.com	X	X	X	
Company name listed on website, realtorfest.com				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			

\*Sponsoring company is responsible for submitting artwork. All artwork must meet [advertising requirements](#).

**NEW!** Pre-REALTOR® Fest Kick-Off Happy Hour (in person)

	<i>Platinum Exclusive</i> \$5,000/\$6,000	<i>Gold</i> \$1,250/\$1,500	<i>Silver</i> \$625/\$750	<i>Bronze</i> \$250/\$300
Headline sponsor at REALTOR® Fest Kick-Off Happy Hour	X			
Speaking opportunity (2-3 mins) at REALTOR® Fest Kick-Off Happy Hour	X			
REALTOR® Fest signature drink served during the REALTOR® Fest Kick-Off Happy Hour (2 available)	X			
Company-branded cocktail napkins (2 available)	X			
Company name featured on REALTOR® Fest Kick-Off Happy Hour BINGO game card	X	X	X	
Signage featuring company name placed throughout the venue during the REALTOR® Fest Kick-Off Happy Hour	X	X	X	X
Opportunity to display promotional materials at sponsorship table at REALTOR® Fest Kick-Off Happy Hour	X	X	X	X
Thank you to all sponsors during REALTOR® Fest Kick-Off Happy Hour	X	X	X	X
Option to offer a giveaway for raffle at the REALTOR® Fest Kick-Off Happy Hour (highly recommended)	X	X	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. Benefits subject to change.

**GCAAR vs. PGCAR Basketball Tournament – Date TBD**

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 "Presented by..."	X	
Company logo featured on back of t-shirts	X	
1-2 minute speaking opportunity to speak during half-time	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 Capital Area <i>REALTOR</i> <sup>®</sup> magazine	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. Benefits subject to change.

## GCAAR Holiday Party and Installation – December 4, 2024

The GCAAR Holiday Party and Installation welcomes over 350 REALTOR<sup>®</sup> and affiliate members to celebrate the season and welcome the incoming 2025 GCAAR President and Board of Directors. The celebration will showcase the work of our REALTOR<sup>®</sup> 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				
<b>NEW!</b> Full-page company ad in <i>Capital Area REALTOR</i> <sup>®</sup> magazine (mailed to 12,000+ members; \$1,530 value)*	X	X			
<b>NEW!</b> Half-page company ad in <i>Capital Area REALTOR</i> <sup>®</sup> magazine (mailed to 12,000+ members; \$925 value)*			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 on monitor at event	X	X	X		
Recognition from podium	X	X	X		

Recognition as sponsor of (first come, first served): Bar Coat Check Valet Dessert	X	X			
1-2 minute speaking opportunity	X				
Opportunity to greet guests at check-in	X				
Recognition in Capital Area REALTOR® magazine	X	X	X	X	X
Tickets to event	10	8	6	4	2

\*Sponsoring company is responsible for submitting artwork. All artwork must meet [advertising requirements](#). 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 – Year-Round (in-person and virtual)

GCAAR offers several Profession Sessions each month to provide our members with the most valuable content possible to enhance their knowledge and build their business. These virtual events typically attract 30-200 members. As a sponsor, you will have the opportunity for your company logo to be displayed on our promotional graphic, and your company name will be recognized verbally during the session. Please note that sponsorship is limited to GCAAR members.

### Profession Session (\$200)

- Profession Session “sponsored by [company name]”
- Company logo on GCAAR graphic promoting the session; the graphic is included in all emails and social mediaposts promoting the event (12k+ distribution)
- Dedicated post on GCAAR’s social media channels leading up to session
- For in-person Profession Sessions – display materials either inside or immediately outside meeting room (sponsor to provide)
- Option to welcome participants as session begins (please limit to two minutes)
- Option for representative to stay 10-15 minutes after session to answer questions from attendees

## New Member Orientation (virtual)

GCAAR offers New Member Orientations for GCAAR REALTOR® members who have joined our association within the last three months (generally two sessions per month). This mandatory orientation is held virtually and gives you the opportunity to meet an average of 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 who may not have developed vendor relationships yet.

### **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 slides
- Company name included in email sent to attendees following orientation

### **Broker/Manager Forums (Quarterly, in-person)**

GCAAR Broker/Manager Forums provide an opportunity for brokers and office managers to stay abreast of industry trends, enhance their knowledge and network with their peers. This opportunity will put you in front of dozens of the top leaders in the real estate industry. Speakers and topics may include executive directors of the D.C. and MD Real Estate Commissions, jurisdictional updates and professional development.

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
- 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 the forum to answer questions from attendees
- Provide flyer and swag for attendees (sponsor to provide)
- Display materials either inside or immediately outside meeting room (sponsor to provide)

### **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.

### **GOLD - Professional Development events (2) - \$2500/\$3000\***

- Professional development headline sponsor (no limit)
- Recognition and thank you during program
- Table provided for display/distribution of marketing materials/SWAG at event
- Signature drink
- Speaking opportunity at event (2-3 mins)

### **SILVER – Social events (Cookout/prom) - \$1250/\$1500\***

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Details coming soon.

### **BRONZE – Networking events (Happy Hour) - \$750/\$900\***

- Networking event headline sponsor (no limit)
- First choice of networking event (subject to availability)
- Speaking opportunity/recognition at event if applicable (2-3 mins)
- Signature drink
- Logo featured on signage
- Can distribute small giveaway at sign-in table

\* 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.

### **GENERAL**

- Recognition as a year-long YPN sponsor on YPN Social Media Channels\*\*
- Individual Sponsor Spotlight on YPN Social Media Channels/Newsletters\*\*
- Logo featured in Event-Specific Marketing/Social Media Posts
- Preferred access to additional sponsorship opportunities throughout the year

\*\*Applies to Gold and Silver sponsorships *only*.

## **Advertising**

GCAAR welcomes print and digital advertisers for Capital Area REALTOR® magazine and our newsletters. For more information, please see <https://gcaar.com/news-publications/advertising-sponsorships>.

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 2024

**Payment due by Thursday, January 17, 2024**

**Available only to GCAAR affiliate members**

- Sponsorship (\$250/\$300)

### Regional Economic Forecast with Dr. Lisa Sturtevant

**Payment due by Thursday, February 22, 2024**

**Available only to GCAAR affiliate members**

- Sponsorship (\$250/\$300)

### Recognition Awards – March 20, 2024

**Payment due by Thursday, March 7, 2024.**

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

### REALTOR® Fest (June 3-7) with Pre-REALTOR® Fest Kick-Off Happy Hour - May 16, 2024

**Payment due by Tuesday, April 2, 2024**

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

### GCAAR Charity Basketball Tournament – Date TBD

- Presenting (\$2,500/\$3,000)
- Exhibitor (\$350/\$420)

### 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

### YPN (Young Professionals Network)

#### Professional development

- Gold (\$2500/\$3000)

### Social events

- 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 that conflicts with GCAAR, or those who have advertising practices not aligned with GCAAR's advertising practices.

### FIRST RIGHT OF REFUSAL

All sponsorship benefits are offered on a first-come, first-served basis. When 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 contact 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

Sponsor 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 any 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®.**