

## 2025 PREMIER PARTNERSHIPS & SPONSORSHIPS

The Greater Capital Area Association of REALTORS® (GCAAR) is one of the largest local REALTOR® associations in the United States, representing over 12,000 agents and industry professionals in Montgomery County, Maryland and the District of Columbia. We are dedicated to advancing the residential real estate industry and providing outstanding value and exceptional service to our members and communities.

In 2025, GCAAR is offering annual Premier Partnership opportunities for our in-person and virtual events. Below are the details about this brand-new program, including an outline of the new partnership levels and their benefits.

Premier Partnerships packages include year-long collaboration with GCAAR, its events, and provide benefits beyond individual event opportunities. Sponsorship packages are event specific, do not include annual partnership, and are available for two of GCAAR's premier events. Both Partnership and Sponsorship packages are outlined below. The four Premier Partnership packages are industry exclusive on a first-come, first-served basis. The two Sponsorship packages are not industry exclusive and available based on event capacity.

Premier Partnership and Sponsorship is only available to GCAAR affiliate members. To learn more about becoming a GCAAR Premier Partner, contact our Events team at [events@gcaar.com](mailto:events@gcaar.com). We look forward to working with you!

## Premier Events

*All below events are included in the Premier Partnership packages.*

### GCAAR Recognition Awards and Showcase | February 20, 2025

We celebrate our member's sales milestones during our annual GCAAR Recognition Awards. In 2025, our Premier Partners will have the opportunity to host an exhibit table in a showcase area during the event. Members will have the opportunity to browse committee tables as well as network with our Premier Partners.

### REALTOR® Fest Happy Hour Expo | June 5, 2025

Premier Partners will gain extra visibility during our in-person happy hour and sponsorship expo to kick off our largest event of the year, REALTOR® Fest.. NEW FOR 2025: All REALTOR® Fest registrants will have an opportunity to attend the kick-off happy hour and expo! Premier Partners can host an exhibit table, network with attendees and sponsor raffle prizes.

### REALTOR® Fest | June 9-13, 2025

Due to popular demand, GCAAR's largest event of the year will once again be largely virtual in 2025, with a special in-person kick-off happy hour and expo for all registrants! REALTOR® Fest is a week-long, virtual event providing a full menu of continuing education classes – and opportunities to get your company's name in front of approximately 1,000 REALTORS®.

### GCAAR Members Trade Show | October 9, 2025

For the first time, GCAAR will host a member Trade Show. We are shining a spotlight on our affiliate members and offering sponsorship opportunities to be a part an event highlighting all the amazing affiliates and the services they provide. Premier partners will have the opportunity to host an exhibit table and network with all GCAAR members in attendance.

### GCAAR Installation Holiday Party | December, 2025

The GCAAR Installation & Holiday Party welcomes over 250 members to celebrate the season and recognize the incoming GCAAR President and Board of Directors. The celebration will showcase the work of our REALTOR® community in the previous year and kick off another year of service to the greater capital area.

### Charity Basketball Tournament

Our annual basketball game is back! GCAAR again faces the Prince George's County Association of REALTORS® for an epic showdown benefiting a local charity.

### Broker/Manager Forums

GCAAR's 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 local real estate industry. Speakers and topics may include executive directors of the D.C. and MD real estate commissions, jurisdictional updates and professional development.

## **Profession Sessions**

GCAAR offers at least one Profession Session each month to provide our members with the most valuable (non-CE) content possible to enhance their knowledge and build their business. These are hosted both in person and virtually and typically attract 30-200 members.

## **Member Happy Hours**

GCAAR hosts several happy hours throughout the year to provide valuable, in-person networking opportunities for our members and affiliates. These events typically attract 25-75 attendees.

## **Young Professionals Network (YPN) Events**

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 several social and educational events to help GCAAR members network, learn and support our local community.

## Premier Partnership Packages

***Premier Partnerships packages include year-long collaboration with GCAAR, its events, and provide benefits beyond individual event opportunities. The four Premier Partnership packages are industry exclusive on a first-come, first-served basis.***

<b>Platinum Partners</b>	<b>Headline Partners</b>
<b>\$10,000</b>	<b>\$5,000</b>
Year-long recognition on GCAAR website with company name, logo and link to your website	Year-long recognition on GCAAR website with company name, logo and link to your website
Featured exhibit table at REALTOR® Fest Happy Hour Expo and Members Trade Show	Featured exhibit table at REALTOR® Fest Happy Hour Expo and Members Trade Show
Signature drink and cocktail napkins at REALTOR® Fest Happy Hour Expo and Installation & Holiday Party <i>(limited to first paid Platinum Partner)</i>	Name and logo featured on REALTOR® Fest and Trade Show email and social media promotions
Name and logo featured on REALTOR® Fest and Trade Show email and social media promotions ads	Company name and logo displayed on REALTOR® Fest website
Company name and logo displayed on REALTOR® Fest website	Exhibit table at Recognition Awards and Showcase
Exhibit table at Recognition Awards and Showcase	Dedicated REALTOR® Fest and Trade Show social media post
Dedicated REALTOR® Fest and Trade Show social media post	Option to provide a raffle prize for one in-person premier event of your choice
Option to provide a raffle prize for one in-person premier event of your choice	"Sponsored by" name and logo for signage at all premier events
"Sponsored by" name and logo for signage at all premier events	Company name and logo included in monthly events email
Company name and logo included in monthly events email	Name featured on basketball tournament t-shirts
Company logo included in premier events social media post	Promo/materials table at all premier events
Company logo featured on basketball tournament t-shirts	2 minutes to speak at premier events (in-person - limit 1 per event, first come, first served)
Promo/materials table at all premier events	4 company registrations at each event
2 minutes to speak at premier events (in-person - limit to one sponsor to speaker per event, first come, first served)	Capital Area REALTOR® Magazine – 1 full page print ad in issue of your choice
6 company registrations at each event	1 video promoting one GCAAR premier event
Capital Area REALTOR® Magazine – 2 full page print ads in issues of your choice	"Affiliate Alley": Rack space at Rockville GCAAR store for marketing materials for the year (sponsor is responsible for supplying and keeping materials updated)
2 videos promoting two separate GCAAR premier events	
"Affiliate Alley": Rack space at Rockville GCAAR store for marketing materials for the year (sponsor is responsible for supplying and keeping materials updated)	
Priority consideration for sponsor-recommended topics and/or speakers for Profession Sessions	

<b>Corporate Partners</b>	<b>Support Partners</b>
<b>\$3,000</b>	<b>\$1,000</b>
Year-long recognition on GCAAR website with company name and link to your website	Year long recognition on GCAAR website with company name and link to your website
Exhibit table at REALTOR® Fest Happy Hour Expo and Members Trade Show	Exhibit table at REALTOR® Fest Happy Hour Expo and Members Trade Show
Name featured on REALTOR® Fest & Trade Show ads	Name featured on REALTOR® Fest & Trade Show ads
Company name and logo displayed on REALTOR® Fest website	Company name displayed on REALTOR® Fest website
Option to provide a raffle prize for REALTOR® Fest Happy Hour Expo & Trade Show	Option to provide a raffle prize for REALTOR® Fest Happy Hour Expo & Trade Show
Exhibit table at Recognition Awards and Showcase	Exhibit table at Recognition Awards and Showcase
Food and beverages "Sponsored by" company name for all premier events	Food and beverages "Sponsored by" company name for all premier events
Company name included in monthly events e-newsletter	Company name included in monthly events e-newsletter
Option to welcome attendees to virtual events (1 sponsor per event, first come, first served)	Attend and network at all premier events
Opportunity to attend and network at all premier events	2 company spots at each event
3 company spots at each event	Capital Area REALTOR® Magazine – 1 quarter page print ad in issue of your choice
Capital Area REALTOR® Magazine – 1 half page print ad in issue of your choice	Affiliate alley: rack space at Rockville GCAAR store for marketing materials for the year (sponsor is responsible for materials)
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## Sponsorship Packages

*Sponsorship packages are event specific, do not include annual partnership, and are available for two of GCAAR's premier events. The two Sponsorship packages are not industry exclusive and available based on event capacity.*

<b>REALTOR® Fest Only</b>	<b>Member Trade Show Only</b>
<b>\$750</b>	<b>\$750</b>
Exhibit table at REALTOR® Fest Happy Hour Expo	Exhibit table at Member Trade Show
Name featured on REALTOR® Fest ads	Name featured on Trade Show ads
Company name with link displayed on REALTOR® Fest website	Name featured on Trade Show event signage
Name featured on REALTOR® Fest event signage	Option to provide a raffle prize at the Trade Show
Option to provide a raffle prize for REALTOR® Fest Happy Hour Expo	Option to provide a raffle prize for Trade Show

## Advertising with Capital Area REALTOR® Magazine

GCAAR Platinum and Headlining Partner levels include advertising sales dollars within their sponsorship package. All GCAAR affiliate members are welcome to purchase additional print and digital advertisements in Capital Area REALTOR® magazine, on our website and in our email newsletters. For more information, please see [gcaar.com/advertising](http://gcaar.com/advertising). Sponsoring companies are responsible for submitting artwork. All artwork must meet [advertising requirements](#).

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Signature drink and cocktail napkins at REALTOR® Fest Happy Hour Expo and Installation & Holiday Party (limited to first paid Platinum Partner)	Name and logo featured on REALTOR® Fest and Trade Show email and social media promotions	Name featured on REALTOR® Fest & Trade Show ads	Name featured on REALTOR® Fest & Trade Show ads
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Realtor Fest Only \$750	Member Tradeshow Only \$750
Exhibit table at REALTOR® Fest Happy Hour Expo	Exhibit table at Member Trade Show
Name featured on REALTOR® Fest ads	Name featured on Trade Show ads
Company name with link displayed on REALTOR® Fest website	Name featured on Trade Show event signage
Name featured on REALTOR® Fest event signage	Option to provide a raffle prize at the Trade Show
Option to provide a raffle prize for REALTOR® Fest Happy Hour Expo	Option to provide a raffle prize for Trade Show

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# Partnership/Sponsorship Agreement

Annual partnership or event sponsorship may be purchased throughout the year, **however benefits/amenities outlined within the packages will not be awarded nor reserved without payment. To receive the full benefits outlined within the packages, 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 partners and sponsors depending on when they purchase a package. Some benefits/amenities are on a first-come, first-served basis.

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

Address: \_\_\_\_\_ Contact: \_\_\_\_\_

Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

## GCCAR Sponsorship levels

Prices listed below are GCAAR member rates.

### PLATINUM PARTNERS

- \$10,000

### HEADLINE PARTNERS

- \$5,000

### CORPORATE PARTNERS

- \$3,000

### SUPPORT PARTNERS

- \$1,000

### REALTOR® FEST ONLY SPONSOR

- \$750

### MEMBER TRADE SHOW ONLY SPONSOR

- \$750

## Payment processing

Once GCAAR receives your signed agreement, GCAAR will send a digital invoice for payment. Partners and sponsors will have 72 hours to pay the invoice to confirm the agreement. Once payment is received, benefits will be executed.



## TERMS & CONDITIONS

### RIGHT TO REFUSE PARTNERSHIP/SPONSOR

GCAAR shall reserve the right to reject any potential partners/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 partnership packages are industry exclusive offered on a first-come, first-served basis. When contracting for the aforementioned partner or sponsor benefits, your agreement will not be honored until payment is received.

### PAYMENT & CANCELLATION POLICY

Payment for partnership/sponsorship must be received 72 hours after the invoice has been issued; no benefits will be awarded until full payment is received. Failure to make payment within 72 hours will result in immediate cancellation of the agreement. Until payment is received, the company's future participation in GCAAR events 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.

### DISCLAIMER

The relationship between GCAAR and the partnering/sponsoring organization 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

Partner/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. Partners agree to submit all "Affiliate Alley" materials to GCAAR in advance of displaying to ensure materials do not violate the standards. Partner/sponsor agrees to indemnify and hold harmless GCAAR against any damages GCAAR may incur in connection with partnership/sponsorship pursuant to this Agreement.

Partners/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®!***