



# NEAR

## 2018 Sponsorship Opportunities

To Our Valued Business Partners:

NEAR will once again be offering a Premier Partner Sponsorship opportunity in addition to the existing A La Carte Menu for the 2018 membership year! We are confident that these new offerings will provide you with optimum ways to maximize your marketing opportunities. We are also offering Bundle Discounts which will provide you with a 10-20% savings on your total package of \$1,501 or higher. The more you invest in your business, the more you save!

NEAR is committed to providing you, our valued Business Partners, with multiple options to help build your network with area REALTORS®, establish valuable business relationships, create name and brand recognition, and to socialize with a great group of professionals. NEAR hosts a wide variety of events including membership meetings, professional development and continuing education courses, as well as some very special events such as our Annual Awards Gala and the Installation/Holiday reception. We also offer opportunities to reach out to our membership via print and digital advertising. Many of these sponsorships are limited - reserve yours today!

***It's Budgeting Time!*** We wanted to provide you with our 2018 offerings to consider as you develop your 2018 marketing plan/budget. Take a look at our Sponsorship Opportunities and our new Premier Partner Sponsorship offerings. Once you've made your selections, just complete the attached form and fax, email or mail this form to us and we will contact you to finalize the details.

***Questions?*** Contact Karen at 978-577-6138 or via e-mail:  
karen@northeastrealtors.com

## Premium Partner Opportunities

Unique opportunity to become a Premium Partner of NEAR which offers many invaluable benefits including: a website landing page with links, spotlight on NEAR Facebook page, acknowledgement at all events, logo/link in NEAR newsletters, member mailing labels and much more! Refer to the attached table for detailed information.

## Digital Opportunities

**Digital E-newsletter Sponsorship:** Our monthly broadcast e-newsletter is a critical component of our membership communication to both REALTORS® and Business Partners. The newsletter contains event information, news alerts, and other timely information. Sponsored email banners are 200 pixels wide by (up to) 300 pixels tall and can be linked to your company website or your email address. \$100/edition

**Solo Email Sponsorship:** A great way to promote an event, special offer, or introduce yourself to the entire NEAR membership! Solo email sponsorships contain only the sponsor's information and the sponsor may choose the subject line. \$200/email

**Website Logo:** Prominently display your company logo on NEAR's homepage with a link to your website. A great way to promote brand recognition to all NEAR members. \$75/qtr

## Print Opportunities

**Business Partner Directory:** All NEAR Business Partner Members in good standing are listed at no charge in our printed Business Partner Directory, which is provided to new members at orientation and available on the NEAR website.

## Event Opportunities

**Continuing Education (CE):** Real estate agents are required to complete 12 hours of CE every two years to maintain their MA license. Most courses also double for NH license elective credit. Sponsor may address the class for up to 5 minutes before the start of the program (8:55 am) to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250/class

**New REALTOR® Orientation:** All new REALTORS® are required to attend this full-day course that introduces them to the REALTOR® association and reinforces their responsibilities under the Code of Ethics. Sponsor may address the class for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250/class

**Member Meetings:** NEAR hosts quarterly member meetings at which the NEAR President addresses members with association updates, announcements, and more. Sponsor may maintain a table at the event and address attendees for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150/quarterly meeting, \$250/annual meeting.

**NH Core Recertification:** This course is specific to NH licensees and is required every 2 years. Sponsor may address attendees for up to 5 minutes before the start of the program (8:55 am) to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250

**Annual Recognition Gala:** The Annual Awards Gala is NEAR's most popular event! Join hundreds of members as we recognize Top Producers and award special honors, such as REALTOR® of the Year, and enjoy the chance to network both before and after dinner. We expect to have over 500 members in attendance in 2017. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

**NEAR Conference & Expo:** The Conference & Expo has become an annual event which includes top-notch speakers, multiple sessions, booths, programs ads, and multi-level sponsorships. This will be a major draw for all REALTOR® members across New England. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

**NAR PAF Fundraiser:** The most fun event of the year! This fundraising event generates donations to the State and National REALTOR® Political Action Fund. Music, food, raffles, and plenty of summer fun; what more could you want on a beautiful summer evening? Many sponsor opportunities at various levels available!

**Holiday Reception/Installation of Officers:** NEAR's Annual Holiday Reception and Installation of Officers is a festive year-end event at which we thank current year leadership and welcome incoming officers, directors, and committee chairs, all while celebrating the holiday season. Networking is the major activity here to allow for maximum sponsor exposure. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

## 2018 Sponsorship Opportunities

### Sponsor Menu Plan – A La Carte Selection Form

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

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

### Bundle Discounts: The more you invest...the more you SAVE – up to 20%!

10% discount on total sponsorships of \$1,501 or higher  
 15% discount on total sponsorships of \$2,000 or higher  
 20% discount on total sponsorships of \$2,500 or higher

**Apply Discount to Final Total**  
 (Available for A La Carte Items only)  
**Discount Deadline: December 31, 2017**

### Advertising Opportunities (Advance payment required)

#### Digital

<b>NEAR's monthly e-newsletter</b> - sent to all NEAR Members (only 2 available/email)	<input type="checkbox"/> E-newsletter sponsorship, # of editions: _____	\$50/edition
<b>Solo email Blast</b> – A dedicated email advertisement sent to all NEAR Members	<input type="checkbox"/> Solo email sponsorship, # of emails: _____	\$200/email
<b>Website</b> – Logo with link displayed on NEAR website (bottom of home page and of subpages; 200 x 100 pixels)	<input type="checkbox"/> Website link: Qtr 1: ___ Qtr 2: ___ Qtr 3: ___ Qtr 4: ___	\$75/quarter

#### Print

<b>Member Mailing Labels</b>	<input type="checkbox"/> Full membership mailing labels	\$100/request
------------------------------	---	---------------

### Education Opportunities (Advance payment required)

Education Events	Sponsor Level Please check the sponsor level below and circle the date of the event you want to sponsor	January	February	March	April	May	June	July	August	September	October	November	December
		Continuing Education	<input type="checkbox"/> \$150, Meet, Greet & Bring 'em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	17	21	21	18	16	20	18	15	19	17
New REALTOR® Orientation	<input type="checkbox"/> \$150, Meet, Greet & Bring 'em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	11	8	15	12	10	14	12	9	13	11	8	13
Member Mtg	<input type="checkbox"/> \$200, Meet & Greet					TBD				18			
Annual Mtg	<input type="checkbox"/> \$250, Meet & Greet w/table at event-1 avail										25		
Pro Standards & Code of Ethics	<input type="checkbox"/> \$150, Meet, Greet & Bring 'em Food to Eat <input type="checkbox"/> \$250, Meet & Greet		22								24		
Code of Ethics	<input type="checkbox"/> \$150, Meet, Greet & Bring 'em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	24		22	25	15	21	26	22	25		7 20	5 18

**Meet, Greet & Bring 'em Food to Eat:** Sponsor provides breakfast or lunch and meets attendees as they enter the classroom and briefly (up to 5 minutes) greets group before the class begins.

**Meet & Greet Level:** NEAR provides breakfast or lunch, the sponsor meets attendees as they enter the classroom and briefly (up to 5 minutes) greets group before the class begins.

## Sponsor Menu Plan – A la Carte Selection Form (cont.)

Special Events	Available Opportunities (Advance payment required)
<p><b>Recognition Gala – Andover CC, May 3, 2018</b> The NEAR Annual Recognition Gala is NEAR's most popular and well-attended event! We expect as many as 500 guests! Networking sessions are held both before and after the dinner for maximum sponsor exposure.</p> <p>All sponsorships offer your company name and logo included in the program, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p><b>1 Sponsorship Per Level</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$1,500 Centerpiece Sponsor (incl. 4 event tickets) Company logo on centerpiece</li> <li><input type="checkbox"/> \$1,500 Favor Sponsor (incl. 4 event tickets) Company logo with each favor</li> <li><input type="checkbox"/> \$1,500 Reception Sponsor (incl. 4 event tickets) Company logo on sign at the bar, on cocktail napkins and name on signature drink</li> <li><input type="checkbox"/> \$1,500 Postcard Sponsor (incl. 4 event tickets) Company logo on postcard</li> <li><input type="checkbox"/> \$1,250 Photo Booth (incl. 3 event tickets) Logo on photo strips</li> <li><input type="checkbox"/> \$1,250 Entertainment Sponsor (incl. 3 event tickets) Sign age promoting sponsor</li> <li><input type="checkbox"/> \$1,250 Raffle/Auction Sponsor (incl. 3 event tickets)</li> </ul> <p><b>Unlimited Sponsorships Available</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$1,000 Platinum Sponsor (incl. 4 event tickets)</li> <li><input type="checkbox"/> \$750 Gold Sponsor (incl. 3 event tickets)</li> <li><input type="checkbox"/> \$400 Silver Sponsor (incl. 2 event tickets)</li> <li><input type="checkbox"/> \$200 Bronze Sponsor (incl. 1 event ticket)</li> <li><input type="checkbox"/> \$200 Program Ad, full page black &amp; white (no ticket)</li> <li><input type="checkbox"/> \$100 Program Ad, half page black &amp; white (no ticket)</li> <li><input type="checkbox"/> \$50 Attendee Mailing List (no ticket)</li> </ul>
<p><b>Conference &amp; Expo – Westford Regency, March 8, 2018</b> NEAR is pleased to once again offer this exciting event which will include top-notch speakers, multiple sessions, booths, programs ads and multi-level sponsorships. This will be a major draw for all REALTOR® members across New England!</p> <p>All sponsorships offer your company name and logo included in the program, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p><b>1 Sponsorship Per Level</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$1,500 Name Badge Sponsor (incl. 4 event tickets)</li> <li><input type="checkbox"/> \$1,500 Swag Bag (incl. 4 event tickets)</li> <li><input type="checkbox"/> \$1,500 Postcard Sponsor (incl. 4 event tickets) Company logo on postcard</li> <li><input type="checkbox"/> \$1,000 Pen Sponsor (incl. 3 event tickets)</li> </ul> <p><b>Unlimited Sponsorships Available</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$500 Booth – NEAR Member (incl. 2 company representative)</li> <li><input type="checkbox"/> \$500 Swag Bag Goodie (incl. 2 event tickets)</li> <li><input type="checkbox"/> \$250 Session Sponsor (incl. 1 event ticket)</li> <li><input type="checkbox"/> \$200 Program Ad, full page black &amp; white (no ticket)</li> <li><input type="checkbox"/> \$100 Program Ad, half page black &amp; white (no ticket)</li> <li><input type="checkbox"/> \$50 Attendee Mailing List (no ticket)</li> </ul>
<p><b>Holiday Reception – December, 2018</b> NEAR's Annual Holiday Reception and Installation of Officers is a festive year-end event. Networking is the major activity here to allow for maximum sponsor exposure.</p> <p>All sponsorships offer admission to the event as well as your company name and logo included on sponsor board, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p><b>1 Sponsorship Per Level</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$1,500 Postcard Sponsor (incl. 4 event tickets) Company logo on postcard</li> <li><input type="checkbox"/> \$1,000 Centerpiece Sponsor (incl. 3 event tickets) Company logo on centerpiece</li> <li><input type="checkbox"/> \$1,000 Favor Sponsor (incl. 3 event tickets) Company logo with each favor</li> <li><input type="checkbox"/> \$1,000 Reception Sponsor (incl. 3 event tickets) Logo on sign/cocktail napkins</li> <li><input type="checkbox"/> \$750 Entertainment Sponsor (incl. 2 event ticket)</li> <li><input type="checkbox"/> \$750 Dessert Table Sponsor (incl. 2 event ticket) Company logo on sign at dessert station</li> </ul> <p><b>Unlimited Sponsorships Available</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$750 Platinum Sponsor (incl. 3 event tickets)</li> <li><input type="checkbox"/> \$500 Gold Sponsor (incl. 2 event tickets)</li> <li><input type="checkbox"/> \$300 Silver Sponsor (incl. 1 event ticket)</li> <li><input type="checkbox"/> \$175 Bronze Sponsor (incl. 1 event ticket)</li> <li><input type="checkbox"/> \$50 Attendee Mailing List (no ticket)</li> </ul>

<b>Premier Partner Opportunities</b> (Advance payment required) <span style="float: right;">See attached description</span>		
<input type="checkbox"/> Premium- \$5,000 - <b>SOLD</b>	<input type="checkbox"/> Elite - \$4,000 (Two Available)	<input type="checkbox"/> Diamond - \$3,000 (One Available)

**Advance payment is required for all sponsorships. Bundle Discounts not applicable for premier sponsorships.**

Total Sponsorship Amount: \$ \_\_\_\_\_ Applicable Discount Amount: \$ \_\_\_\_\_ Total Due: \$ \_\_\_\_\_

Please charge my credit card. Card type:  MC  VISA  AmEx  Discover

Credit Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Name on card: \_\_\_\_\_ Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Fax your completed selection form to NEAR at 978-577-6156 or email it to: [karen@northeastrealtors.com](mailto:karen@northeastrealtors.com) or

Mail to: NEAR, 6 Lyberty Way, Suite 204, Westford, MA 01886



NEAR Premium Partner Sponsors

3 Sponsorship Levels:

Benefits	Premier - \$5,000 1 Available	Elite - \$4,000 2 Available	Diamond - \$3,000 2 Available
Recognition as Premium sponsor	X	X	X
Logo/Link on Homepage	X	X	X
Landing Page	X	X	X
Premium Partner Sponsor Board displayed at all events	X	X	X
Spotlight on Facebook Page	4/year	3/year	2/year
Newsletter Spotlight - Link to Articles from Newsletter	4/year	3/year	2/year
Logo/Link in Newsletter	3/year	2/year	1/year
Member Mailing Labels	3/year	2/year	1/year
Ad in Business Partner Directory, Event Programs	Full Page B & W Ad: Gala Conf & Expo	Full Page B & W Ad: Gala	Full Page B & W Ad: Conf & Expo
Member Email Ad	3	2	2
Complimentary Table space at annual Conf & Expo	X	N/A	N/A
Preferred location at annual Conf & Expo	X	X	X
60 Second Advertisement	X	X	X
Meet & Greet	2- New Member 1 – Continuing Ed or COE	1 Continuing Ed or COE	1 Continuing Ed or COE
Gala Event Sponsor	Platinum	Gold	Silver
Invitation from NEAR to provide seminars to members	3	2	1