

2019 GBAR AFFILIATE PARTNERSHIP PROGRAM



NATIONAL
ASSOCIATION *of*
REALTORS®

WWW.BERGENBOARD.COM - 1.10.19

WELCOME TO THE 2019 GBAR AFFILIATE PARTNERSHIP PROGRAM

GBAR, a not for profit professional trade association with over 7,500 members, serves real estate professionals and consumers in the Greater Bergen and Hudson Counties. GBAR is dedicated to providing its members with industry information, political advocacy, education and programs that enhance their ability to successfully and professionally serve their clients and customers. GBAR understands that to bring a real estate transaction to a successful close REALTORS® depend upon their industry partners. As a GBAR Affiliate Partner we recognize your business needs and offer various opportunities for exposure, publicity and engagement with GBAR's unique and innovative programs and services.

Based on the opportunities your package includes you will receive exclusive online and digital promotional opportunities at no additional cost. The following pages present the many opportunities to position your company with GBAR members through Annual Events, Committee and Membership Programs and the Professional Development offerings.

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AFFILIATE MEMBERSHIP

\$190 PER YEAR

- Opportunity to serve on one GBAR Committee
- Opportunity to join the GBAR Affiliate Council
- First Priority for Sponsorship Opportunities
- Subscription to GBAR Weekly Newsletter
- Member Pricing for Association Events and all Fundraising Events
- Name and company information listed on GBAR website
- Invited to attend general membership events unless they are a closed event exclusive to sponsoring affiliates. (Annual and Mid Year Meetings, Circle of Excellence Awards Ceremony, Broker Events and Global Luncheon are all CLOSED EVENTS exclusive to sponsoring Affiliates.)

ACTIVELY SPONSORING AFFILIATE PARTNERSHIP BENEFITS (ALL AFFILIATE PARTNERS MUST BE AFFILIATE MEMBERS OF GBAR)

- Included in all Pre and Post Event Marketing and Publicity for Sponsored Event
- Linked Logo on Sponsored Event Registration Page
- Contact List of Attendees for Sponsored Event
- Introduction and Recognition at Sponsored Event
- Opportunity to Present Door Prize for Sponsored Event
- Vendor Table for Company Literature and Promotional Items - if desired

* Final name pending approval from NAR.

** All times, dates, and prices for each event are subject to change throughout the year.

ANNUAL MEETINGS & EVENTS

LUNAR NEW YEAR CELEBRATION

DATE: February | 6:00PM - 8:00PM EXPECTED ATTENDANCE: 100 - 125 LOCATION: TBD

\$500 PER SPONSOR - 1 HH SOLD

- Vendor Table
- Thank You Banner
- List of Attendees
- Networking Opportunities

CIRCLE OF EXCELLENCE AWARDS LUNCHEON - Only Affiliates Hosting Can Attend This Event

The NJR® Circle of Excellence Sales Award® recognizes those members who have demonstrated excellence in the field of salesmanship. This luncheon honors those top producers and the recipient of GBARs* Rising Star Award. Position yourself among the TOP PRODUCERS of Bergen & Hudson Counties!

Date: March | 12:00PM-2:00PM Expected Attendance: 650-750 Location: TBD

SPONSORSHIP OPPORTUNITIES:

\$3,500: FAVOR SPONSOR (1 AVAILABLE)

Customized Logo Placement on gift to 2018 Circle of Excellence Winners, Full Page Color Journal Ad with Premium Page Placement, Vendor Table and 2 Tickets.

\$2,500: MIMOSA/CONGRATULATORY BAR SPONSOR (LUNCH) (1 AVAILABLE)

Customized Banner and Napkins, Full Page Color Journal Ad with Premium Page Placement, Vendor Table and 2 Tickets.

\$1,500: TABLE SPONSOR - 2 HH SOLD

Full Page Color Journal Ad, Vendor Table, 2 Tickets and Backdrop Logo on Step & Repeat.

\$600: Ad SPONSOR A

Full Page Color Journal Ad

\$400: Ad SPONSOR B

1/2 Page Color Journal Ad

*Graphic design services for advertising page can be provided for you.

MID-YEAR MEETING - Only Affiliates Hosting Can Attend This Event

GBAR annually hosts a mid-year meeting focusing on GBAR Affairs. During this event, the GBAR Good Neighbor Award is announced and key note speakers address members on the important issues that affect the Real Estate Industry and the Association.

Date: May | 9:00AM-11:30AM Expected Attendance: 450-500 Location: TBD

\$500 PER SPONSOR

- 6' Vendor Table
- Inclusion in Affiliate Partner Directory Trade Show Program

ANNUAL MEETING - Only Affiliates Hosting Can Attend This Event

The Annual Meeting of GBAR is held every Fall. The purpose of this meeting is to elect the Board of Directors, update the membership on the business of the association, and vote on the Annual Budget. At this event, an Annual Report is given to each member, the REALTOR® of the Year Award is announced and reports from the President, CEO and Committees are presented to the membership.

Date: October 2019 | 9:00AM - 11:30AM Expected Attendance: 500-600 Location: TBD

\$500: PER SPONSOR

- 6' Vendor Table
- Inclusion in Affiliate Partner Directory Trade Show Program

ANNUAL MEMBER APPRECIATION PICNIC

Every summer GBAR hosts an annual picnic celebrating its diverse membership. This is a social event allowing members and guests to interact in a less formal setting and develop relationships. Attendance at this event has increased every year for the past 3 years. This event is free and open to all members.

Date: July 2019 | 5:00PM - 8:00PM Expected Attendance: 350-450 Location: TBD

SPONSORSHIP OPPORTUNITIES:

\$500: BEVERAGE SPONSOR (2 AVAILABLE)

Customized Thank You near the DJ area, Logo on Event Banner, Inclusion in Event E-mail Marketing

\$500: ENTERTAINMENT SPONSOR/ MUSIC (1 AVAILABLE)

Customized "Thank You" Sign-age, Special Banner and Thank you near DJ Area. Logo on Event Banner, Inclusion in Event E-mail Marketing, Linked Logo on Calendar Description.

\$500: NOVELTY DESSERT SPONSOR (2 AVAILABLE)

Customized "Thank You" Sign-age, Logo on Event Banner and Inclusion in Event Email

\$500:FOOD SPONSOR (6 AVAILABLE)

Customized "Thank You" Sign-age, Logo on Event Banner and Inclusion in Event Email

TRIPLE PLAY REALTORS® CONVENTION GBAR HOSPITALITY SUITE

The Triple Play REALTOR® Convention and Trade Expo is the largest annual convention and trade show of its type. This is the premier event for the real estate industry pros in the tri-state area. GBAR hosts a hospitality suite for its members throughout the convention. The suite provides a comfortable private atmosphere, charging station, refreshments and food at no cost to members

Date: Tuesday & Wednesday, December 2019 Expected Daily Attendance: 250-350

Location: Atlantic City Convention Center

SPONSORSHIP OPPORTUNITIES:

\$2,000: TUESDAY BREAKFAST

7:30AM - 10:00AM

\$2,000: TUESDAY LUNCH

11:30AM - 2:00PM (2 Available)

\$2,200: TUESDAY WINE & REWIND

4:30PM - 6:00PM

\$2,300: WEDNESDAY BREAKFAST

7:30AM - 10:00AM (2 Available)

\$2,300: WEDNESDAY LUNCH

11:30AM - 2:00PM

Included in all Opportunities:

- Daily inclusion in suite social media updates
- Logo on Facebook Event Page Cover Image
- Table display, marketing materials
- Logo placement on Suite Banner and Sign-age

SALUTE TO HISPANIC HERITAGE MONTH RECEPTION

Date: October 2019 | 6:00PM - 8:00PM Expected Attendance: 100 - 150 Location: TBD

\$500: PER SPONSOR

- Vendor Table
- Customized Thank You Banner
- Company Marketing on GBAR website, social media and E-bulletin
- List of attendees

ANNUAL MEETINGS & EVENTS CONTINUED

GBAR INSTALLATION & HOLIDAY GALA

Every year GBAR installs the new leadership team, honors past leaders, REALTOR® of the Year and Quarter Century Club recipients and celebrates with an evening of cocktails, dinner and dancing.

Date: December 2019 | 6:00PM - 10:30PM Expected Attendance: 900-1,000 Location: TBD

SPONSORSHIP OPPORTUNITIES:

\$2,500: SIGNATURE COCKTAIL (1 AVAILABLE)

Branded Napkins with Company Colors, Logo on ice sculpture, full page color Ad and 4 Tickets

\$2,200: MUSIC/ENTERTAINMENT SPONSOR (1 AVAILABLE)

Company logo positioned on DJ Booth Banner, full page color Ad and 2 Tickets

\$2,000: HAND ROLLED CIGAR TABLE

Company Logo on Cigar band and matches, ½ Page Color Ad and 2 Tickets

\$1,800: PHOTO FRAME (1 AVAILABLE)

Company Logo on Step and Repeat ½ Page Color Ad and 2 Tickets

\$1,500: SOCIAL MEDIA KIOSK AND 2 TICKETS (1 AVAILABLE)

\$1,400: PHOTO BACKDROP (4 AVAILABLE - 1 SOLD HH)

Company Logo on Step and Repeat ½ Page Color Ad and 2 Tickets

\$1,300: BACK COVER/INSIDE FRONT COVER PREMIUM SPACING AND 2 TICKETS (3 AVAILABLE)

\$1,200: FULL PAGE COLOR AD AND 2 TICKETS

\$600: ½ PAGE COLOR AD AND 1 TICKET

NEW MEMBER PROGRAMS

NEW MEMBER ORIENTATION

GBAR welcomes new licensees monthly; with 65-75 new agents attending each month. This is an opportunity for new agents to become acquainted with your company and its services as they grow their network of business partners early in their career. **(22 AVAILABLE PER YEAR)**

\$500: PER SPONSOR - 10HH - 5WW SOLD

- Exclusive Sponsorship (Only 1 company per event)
- 20 minute presentation to New Members
- Complete contact database of New Member Orientation students
- Company promotional literature distributed with New Member Material
- Logo and company info Added to New Member Welcome E-mail
- Event includes the cost of Breakfast

COMMITTEE PROGRAMS

GBAR has various Committees and Networks, each with a unique focus. These Committees host events reflecting their specific objectives and provide the general membership with increased community engagement and networking opportunities. This is a great opportunity to directly connect with REALTORS® and other industry professionals working in niche markets relating to specific segments of Buyers and Sellers in Bergen County and beyond.

With every Committee Program you will receive:

- Vendor Table
- Customized Thank You Banner
- List of all attendees
- Company Marketing on GBAR website, social media and E-Bulletin

BROKER COUNCIL EVENTS - AN EXCLUSIVE BROKER ONLY EVENT - Only Affiliates Hosting Can Attend This Event

Date: Spring and Fall 2019 Location: TBD

\$800: PER SPONSOR PER LUNCHEON

- 15 minute presentation

GLOBAL BUSINESS COUNCIL LUNCHEONS - Only Affiliates Hosting Can Attend This Event

Date: Spring and Fall 2019 Location: TBD

- \$500: PER SPONSOR PER LUNCHEON**
 - 15 minute presentation

**GLOBAL BUSINESS COUNCIL
2015, 2016, 2017 & 2018
NAR PLATINUM AWARD WINNER**



YOUNG PROFESSIONALS NETWORK "YPN" is a group of young, career-minded real estate professionals who want to stay abreast of the latest tools, resources, and networking opportunities. Our network allows real estate professionals to meet other service relate professionals that will bring added value to their clients.

- \$500: PER SPONSOR EVENT**
YPN EVENTS INCLUDE:

- "Tools for School" Networking Benefit - August 2019 | 6:00PM - 8:00PM | Location: TBD
- Food Fight - November 2019 | 6:00PM - 8:00PM | Location: TBD
- Ugly Sweater Holiday Toy Drive - November 2019 | 6:00PM - 8:00PM | Location: TBD
- Spring Mixer - Spring 2019 | 6:00PM - 8:00PM | Location: TBD

- \$100 PER SPONSOR PER EVENT: 5 - 6 AVAILABLE PER (INDUSTRY ROUND TABLE) 1 HH SOLD**
 - 4 Round Tables | 6:00PM - 8:00PM | Location: TBD

BERGEN COUNTY YPN AWARDED
2016 MEDIUM ASSOCIATION NETWORK OF THE YEAR
BY THE NATIONAL ASSOCIATION OF REALTORS®

BEEFSTEAK FUNDRAISER

Dates: May 2019 | 6:00PM - 10:00PM Expected Attendance: 250-350 Location: TBD

- \$800 BAR SPONSOR**
- \$500 ENTERTAINMENT SPONSOR (DJ)**
- \$500 DESSERT SPONSOR**
- \$500 FOOD SPONSOR**

RPAC COMMITTEE Position your company as a supporter of REALTOR® & Homeownership Advocacy join our REALTORS® Political Action Committee events! Open to all.

RPAC CASINO NIGHT

Real Estate can be a risky business. REALTORS® don't gamble with their careers - they gamble at Casino Night

Dates: June | 6:00PM - 8:00PM Expected Attendance: 100-150 Location: TBD

- \$800: HOST A HIGH ROLLERS POKER SUITE TOURNAMENT**
- \$500: HOST A TABLE**
 - Black Jack
 - Craps
 - Roulette
 - Money Wheel

RPAC REALTOR® FAMILY FEUD - September 2019 | 6:00PM - 8:00PM | Location: TBD

RPAC WINE & CHEESE EVENT - March 2019 | 6:00PM - 8:00PM | Location: Ramsey Country Club

- \$800: BAR SPONSOR**
- \$500: FOOD SPONSOR**

EDUCATIONAL OPPORTUNITIES

"LUNCH & LEARN" AND "TECH TALK"

GBAR 1.5 – 2 hour Lunch & Learn and Tech Talk programs are focused on providing up-to-date information on the most current topics that affect their day-to-day business.

- Position your company as an industry expert and credible source among REALTORS®.
- Speaker for various classes (pre-approval by GBAR Staff required) or affiliate teaches the seminar.
- Content-driven programs, not promotional (designed to help build your credibility as an informative and accurate resource).

Dates: TBD Expected Attendance: 35-65 per session Location: TBD

\$500: PER SPONSOR - 6HH SOLD

- 4 - 6 Weeks Promotion on GBAR Homepage
- 3 - 4 Weeks Social Media Promotion
- Customized graphics and marketing designed by GBAR Staff
- List of attendees with contact information

*** Cost of lunch is included in the pricing above, GBAR orders and arranges food service.

DESIGNATION COURSES

- \$500: ABR - ACCREDITED BUYER'S REPRESENTATIVE [2.28.19 - 3.1.19] (2 AVAILABLE)**
- \$500: SFR - SHORT SALE & FORECLOSURE CERTIFICATE [5.22.19] (1 AVAILABLE)**
- \$500: SRS - SELLER REPRESENTATIVE SPECIALIST [6.3.19 - 6.4.19] (2 AVAILABLE)**
- \$500: EPRO - E-PRO® CERTIFICATION [9.5.19 - 9.6.19] (2 AVAILABLE)**
- \$500: RENE -REAL ESTATE NEGOTIATION EXPERT [11.20.19 - 11.21.19](1 AVAILABLE)**
 - 4 - 6 Weeks Promotion on GBAR Website
 - 30 Minute Presentation

"CE & STAY" SPONSORSHIP - 13 HH SOLD

Combining GBARs* Continuing Education curriculum with the success and popularity of the Affiliate Lunch & Learn programs- this unique sponsorship gives Affiliates the opportunity to connect their industry expertise with a CE Topic while engaging directly with members. Affiliates can choose to host a lunch presentation before or after a CE course. Directly connect your services to the overall CE topic and as a resolution to the REALTORS® business issue.

Dates: TBD Location: TBD Expected Attendance: 35-65 per session

\$500: PER SPONSOR

\$600: INSTRUCTOR & AFFILIATE

- Vendor Table during all CE Courses offered in a single day - Course Registration/Sign-In
- Contact Info on Open Slide Show for Both CE Courses
- 4-6 Weeks Regional Promotion on NJAR's Website and Calendar
- Linked Logo Placement on event date/description - Featured in weekly e-Bulletin 2 weeks prior
- Lunch for all attendees
- 30 minute presentation

2019

AFFILIATE COMMITMENT

LEVELS

PLATINUM \$6,000+

- Half Page Ad in Gala Brochure
- Linked Logo on Weekly E-newsletter
- Linked Logo and Contact Information on "Industry Partner" Page on Website
- Premium Placement at Events
- Social Media Post Promotion for Your Business
- Web Marketing Material
- Print Marketing Material

GOLD \$4,000

- Linked Logo on Weekly E-newsletter
- Linked Logo and Contact Information on "Industry Partner" Page on Website
- Premium Placement at Events
- Social Media Post Promotion for Your Business
- Web Marketing Material
- Print Marketing Material

SILVER \$2,500

- Linked Logo on Weekly E-newsletter
- Linked Logo and Contact Information on "Industry Partner" Page on Website
- Social Media Post Promotion for Your Business
- Web Marketing Material
- Print Marketing Material

BRONZE \$1,500

- Linked Logo on Weekly E-newsletter
- Linked Logo and Contact Information on "Industry Partner" Page on Website
- Web Marketing Material
- Print Marketing Material