



★ 2018 ★  
SPONSORSHIP  
and ADVERTISING  
opportunities





# WHO IS RESPRO®?

The Real Estate Services Providers Council, Inc. (RESPRO®) is a national non-profit trade association that unites providers from across the home buying and financing industry towards one common goal: A business and regulatory environment that better enables all of our members to efficiently offer affiliated services through subsidiaries, joint ventures, and strategic partnerships.

Our members are: Real estate broker-owners, Real estate franchisers, Mortgage lenders/brokers, Title insurers/agents, Home builders, Home warranty companies, and other settlement service providers throughout North America.

RESPRO® is pleased to provide you with our Sponsorship & marketing Opportunities Brochure, offering you a complete catalog of all of our opportunities that are available. By taking advantage of a Sponsorship & Marketing opportunity with RESPRO®, you can maximize your company's visibility before senior executives of the nation's leading real estate brokerage firms, homebuilders, mortgage companies and settlement service providers.



# RESPRO<sup>®</sup> Meetings

Maximize your company's visibility before senior executives of the nation's leading real estate brokerage firms, homebuilders, mortgage companies and settlement service providers by sponsoring our Annual Conference, Fall Seminar and Webinars.

## Exhibitor Opportunities

**Member Rate:** \$1,295      **Non-Member Rate:** \$2,500

Our exhibit package gives you a base for meeting with contacts throughout the event, as well as the opportunity to attend sessions for networking and your own professional development.

- A table and chairs in the high traffic exhibit area
- Company profile with logo on event app
- Marketing flyer on the event app (you provide)
- Logo and link on <http://www.respro.org>
- One complimentary registration

## Sponsorship Opportunities

### CONFERENCE SPONSOR (LIMITED TO UP TO THREE FIRMS)

**Member Rate** \$14,000      **Non-Member Rate** \$15,000

Get your name in front of decision makers from settlement service providers in the home buying and financing industry. Whether meeting with top prospects or strengthening relationships with existing clients, this sponsorship puts you first in the minds of the best names in the business!

- Four complimentary registrations
- Sponsorship acknowledgment on RESPRO's web site.
- Banner ad on [www.respro.org](http://www.respro.org) for 3 months
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Access to attendee list two weeks prior to event (1 pre-con email and 1 post-con email permitted)
- Optional exhibitor table

### NETWORKING RECEPTION

**Member Rate** \$12,500      **Non-Member Rate** \$13,000

Capture everyone's attention after education sessions at the Networking Reception. This is a great way to get your name in front of all attendees and kudos for sponsoring a fun event.

- Three complimentary registrations
- Sponsorship acknowledgment on RESPRO's web site.
- Banner ad on [www.respro.org](http://www.respro.org) for 3 months
- Company profile in the electronic program
- Company profile with logo on event app
- Cups & napkins with your company logo
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Access to attendee list two weeks prior to event (1 pre-con email and 1 post-con email permitted)
- Optional exhibitor table

# RESPRO<sup>®</sup> Meetings

## LUNCHEON

**Member Rate** \$8,500      **Non-Member Rate** \$9,000

You will be the taste of the afternoon by sponsoring our luncheon, which provides a wonderful networking opportunities for all of the attendees.

- Two complimentary registrations
- Sponsorship acknowledgment on RESPRO's web site.
- Banner ad on [www.respro.org](http://www.respro.org) for 3 months
- Company profile in the electronic program
- Company profile with logo on event app
- A menu with your logo at each place setting
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

## KICK START BREAKFAST

**Member Rate** \$7,000      **Non-member Rate** \$7,500

Be the first on the agenda the first full day of the conference by sponsoring this hearty breakfast. You will have 90 minutes to showcase your company in front of your potential partners and customers.

- Two complimentary registrations
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Cups, sleeves & napkins with your company logo
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table



## OPENING GENERAL SESSION

**Member Rate** \$5,500      **Non-member Rate** \$6,000

Enhance your company's visibility at the conference's keynote event!

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

# RESPRO<sup>®</sup> Meetings

## MOBILE APP

**Member Rate** \$5,000      **Non-member Rate** \$5,500

We rolled out the meeting mobile app in 2017 and it was very well received. By sponsoring the app, Your company's logo will appear on the app's splash page of the and have its own icon in the menu for each of the events – putting your name in front of attendees each time they login to navigate the event.

- One complimentary registration
- Opportunity to send up to 10 messages to all the attendees through the app
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

## CONTINENTAL BREAKFAST

**Member Rate** \$4,500      **Non-member Rate** \$5,000

This enhanced continental breakfast will be on the second morning of the event. You will have one hour to showcase your company in front of your potential partners and customers.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Cups, sleeves & napkins with your company logo
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

## KEY CARDS

**Member Rate** \$3,500      **Non-member Rate** \$4,000

This is a wonderful opportunity to advertise your company and much more to the event attendees. We'll work directly with the hotel's key card company to ensure your needs are met.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

## NETWORKING BREAKS

**Member Rate** \$3,500      **Non-member Rate** \$4,025

You will help keep the attendees energized throughout the day by being a networking break sponsor.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Cups & napkins with your company logo
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews
- Optional exhibitor table

# RESPRO® Meetings

## TOTE BAGS

**Member Rate** \$3,500      **Non-member Rate** \$4,000

You will help keep the attendees organized throughout the day by being a tote bag sponsor.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## PROGRAM-AT-GLANCE CARD AND DAILY PROGRAM PREVIEW

**Member Rate** \$3,500      **Non-member Rate** \$4,000

Be the company that keeps all of the event attendees on the right track. This is a pocket card that offers a program-at-glance on one side and your company ad on the other! In addition, you will start each morning in every attendee's inbox with a branded email summarizing the day's schedule and seminar activities.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## HOSPITALITY ROOM

**Member Rate** \$3,500      **Non-member Rate** \$4,000

This is a great opportunity to build name awareness and ensure your company is on the "it" list for attendees. The Hospitality Room will provide continuous beverage service, snacks, TVs and daily news papers. Company logo will be prominently displayed.

- One complimentary registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Cups & napkins with your company logo
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews



# RESPRO<sup>®</sup> Meetings



## EVENT NAME BADGE OR HOLDER

**Member Rate** \$2,500      **Non-member Rate** \$2,875  
Prominently display your logo below every attendee's name to be seen all day at every event. Only one per conference.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## NOTEPAD & PENS

**Member Rate** \$2,750      **Non-member Rate** \$3,250  
Make sure everyone at the Event takes notice of your company when taking notes using a pen and pad imprinted with your company name.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## WIRELESS INTERNET

**Member Rate** \$2,500      **Non-member Rate** \$3,000  
Give your company prime exposure as the event Wi-Fi sponsor! You can choose the internet code, featuring your brand, giving attendees at all Wi-Fi access on the in meeting area. (Code must be approved in advance by RESPRO)

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Marketing flyer on event app
- Banner ad on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## COFFEE BREAK

**Member Rate** \$2,000      **Non-member Rate** \$2,300  
Be the company that provides the attendees their morning coffee! This sponsorship includes custom signage, cups, sleeves and napkins with your company logo that will be used during the break.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Cups & napkins with your company logo
- Marketing flyer on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

# RESPRO® Meetings

## NAME BADGE LANYARDS

**Member Rate** \$1,850      **Non-member Rate** \$2,125

This is an ideal way to build name awareness and ensure your company is a hot topic among Event attendees. Your company's logo will be imprinted on the lanyard that is attached to attendee's name badges for constant visibility during the event.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews



## THUMB DRIVES

**Member Rate** \$1,500      **Non-member Rate** \$1,725

You can sponsor thumb drives with your logo that contains the event program which will be provided to each event attendee.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## ROOM DROPS (AVAILABLE 1ST & 2ND NIGHT)

**Member Rate** \$1,500      **Non-member Rate** \$2,000

Get an attendee's undivided attention by having an item delivered to their room during the day. The item will be placed in their room in a highly visible location. Room drops can include but are not limited to: candy, wine, flowers, and food baskets. Room drop or turndown service cannot be notepads or water bottles as these are separate sponsorships.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## ADOPT-A-ROOM

**Member Rate** \$1,350      **Non-member Rate** \$1,850

Pick one of our three meeting rooms to display your company name, logo, and materials all day long and through several sessions with steady flow different attendees!

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews





# RESPRO<sup>®</sup> Meetings

## TURN DOWN SERVICE (AVAILABLE 1ST & 2ND NIGHT)

**Member Rate** \$1,200      **Non-member Rate** \$1,700

As each guest walks into their hotel room at the end of the day, they are greeted with their beds turned down for the night, accompanied by a treat. Your company has the opportunity to sponsor the hotel's turndown service for each attendee. You may have a card with your logo and special message placed on each bed. Room drop or turndown service cannot be notepads or water bottles as these are separate sponsorships.

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## SWEET & SALTY SPONSOR

**Member Rate** \$1,000      **Non-member Rate** \$1,500

What better way to catch the attendee's attention than with a sweet and salty treat at the end of the day? These treats will be inserted in the event bags along with a note from you!

- One half price registration
- Sponsorship acknowledgment on RESPRO's web site.
- Company profile in the electronic program
- Company profile with logo on event app
- Opportunity to include give-away in the goody bags
- Recognition from stage during general sessions
- Company logo on welcome signage
- Announcement of sponsorship in member eNews

## REGISTRATION BAGS INSERTS

**Member Rate** \$1,000      **Non-member Rate** \$1,500

What better way to catch attention, than with a tote bag insert distributed with event registration materials? Tote bag inserts can include, but are not limited to: flyers, brochures, candy, pens, or any other give-a-ways. (Inserts cannot be water bottles or notepads)

## RESPRO<sup>®</sup> BOARD MEETINGS

**\$2,500**

RESPRO<sup>®</sup>'s Board of Director meetings draw the nation's leading settlement service providers who are building and managing affiliated businesses. As a sponsor you will be highlighted in front of your current and prospective business partners.

RESPRO<sup>®</sup>'s Board meetings open with a networking reception and dinner followed the next day with a half day meeting focusing on legal, regulatory, legislative and business activities and how they effect RESPRO<sup>®</sup> member companies!

### Sponsorship Benefits:

- Corporate name and logo displayed on all promotional materials
- Company logo displayed on menus
- Branded cups and napkins used during food & beverage events
- Opportunity to address the attendees during the networking reception along with an opportunity to introduce the speaks during the board meeting
- Advertising "button" on [www.respro.org](http://www.respro.org) for 4 weeks
- Complimentary registration

# Webinars

Sponsor a RESPRO® Webinar that covers an industry topic important to the way your company does business

Only \$4,000



RESPRO® will organize and host a topic of key importance to our industry. Your company acts as the sponsor of the webinar. The webinar will be broadcast live to a target audience of hundreds of attendees who will listen in and participate in the discussion.

It's a cost effective way to get your company's name and products in front your partners and potential partners.



## WHY SPONSOR A RESPRO® WEBINAR?

- Your company name is related to the topic of the webinar
- **Informative Speakers:** Your sponsorship allows RESPRO® to secure expert guest speakers from the industry who will lend their expertise to the topic.
- **Tap into the highly relevant RESPRO's registration base:** As a sponsor, you will receive the registration list with complete contact information

- **Exceptional opportunity for promotion before, during and after the webinar:** When your company sponsors a RESPRO® Webinar you will get excellent branding benefits. Your brand is communicated for the leading weeks during the registration process of the webinar – reaching thousands of potential business partners.
- Two complimentary registrations along with webinar playbacks

## WEBINAR SPONSOR PROMOTION INCLUDES:

### Pre Event Promotions

- Banner on [respro.org](http://respro.org)
- Button on RESPRO's eNews
- Article announcing your sponsorship in the RESPRO's eNews leading up to the Webinar
- Logo on all online registration communication (i.e. email registrations, reminder of event email notifications, etc.)

### Promotion during the Event

- Logo and brief PowerPoint to be seen by registrants upon logging onto the webinar – clearly identifying your company as the sponsor
- Opening remarks and verbal recognition of sponsorship
- Logo on each slide of the Webinar presentation



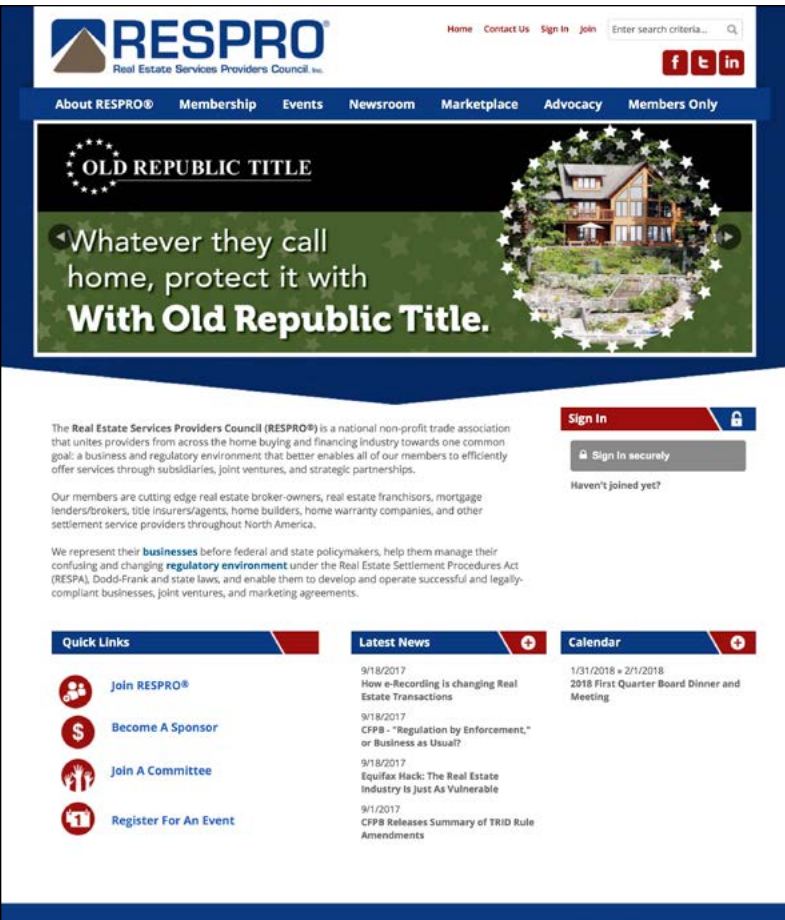
### Promotion after Event

- Ability to market your product and services to the webinar registrants. You will receive a complete registration list with full contact information
- Participation thank you letter along with an evaluation sent to Webinar registrants from the sponsor.

# RESPRO® Advertising Opportunities

To discuss advertising opportunities please contact Rae Brevard

p. 202-862-2051 • f. 202-862-2052 • rbrevard@respro.org



## RESPRO® WEBSITE

RESPRO®'s website at [www.respro.org](http://www.respro.org) is a comprehensive library of information on how to create and manage successful legally compliant affiliated business and strategic alliances. Our website receives an average of 30,000 per views per month.

**Banner Ad Specifications: 1000 x 320 pixels**

### Rate

**Member Rate:** \$500/month

**Non-Member Rate:** \$800

## RESPRO® eNEWS

RESPRO®'s eNews is an e-mail newsletter which is published 24 or 12 times per year, has a readership of approximately 1300 residential housing industry executives. eNews delivers timely alerts on fast breaking regulatory news that can affect affiliated businesses and strategic alliances.

**Standard Button Specifications: 100 x 100 pixels**

### Rate

**Member Rate:** \$200

**Non-Member Rate:** \$250

### Acceptable File Types

GIF, JPEG formats are acceptable. Please include a hyperlink URL address along with a 30–50 word description of your company or your product and services (optional). Send online ads to [rbrevard@respro.org](mailto:rbrevard@respro.org).

