



Dulles Area Association of REALTORS®

Affiliate Engagement Opportunities

2019

CORPORATE ENGAGEMENT OPPORTUNITIES 2019

Make the Right Move for Your Business

Become a DAAR Affiliate Member!

Affiliate Membership **\$249***

Would you like to increase your business by 20%? ... 30%? ... More? Become an affiliate member of the Dulles Area Association of REALTORS® and you could see results just like this!

Affiliate Membership is a special category of membership reserved for individuals who are not actively engaged in the real estate profession but who have a direct interest in the activities of the Association and its REALTOR® members.

With more than 1400 members, DAAR is the largest trade association in Loudoun County. We are a network of successful professionals supporting businesses like yours for over 50 years. DAAR offers an environment in which you can develop enduring relationships that can have a positive impact on the growth of your company.

Whether you're looking to reach a specific segment of the REALTOR® community, such as broker owners or newly licensed agents, or want to build brand awareness through increased visibility over a multi-month or annual period, DAAR has a variety of media-based and in-person marketing opportunities available to assist you in reaching your business goals.

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AFFILIATE MEMBERSHIP

Make your company stand out, and let DAAR provide you a competitive edge!

Do REALTORS® know you?

The DAAR Affiliate Membership helps you get your name in front of REALTORS® and industry decision makers. In today's challenging business environment, the savvy know it's all about one-to-one marketing. Reaching the audience you need, however, can be difficult.

Let DAAR Help You!

DAAR offers its members a vital community of active professionals and a full array of services. The Association is a one-stop shop where REALTORS® can find what they need for their clients. Whether your target market is buyers and sellers, or REALTORS® and their companies, joining DAAR will give you an advantage over the competition.

Benefits of Affiliate Membership

Increased exposure. Attend events, sponsor workshops, discuss opportunities to teach classes on relevant topics.

New partnerships. Participate in member networking events, serve on committees, work alongside agents and brokers on charitable volunteer efforts.

Increased referrals. Take advantage of give-and-take business opportunities, like sharing ideas and contacts.

Knowledge. Learn from our industry leaders or share your expertise with our members. Receive the latest industry news and receive monthly and quarterly market reports.

Marketing. Hear about suggestions on how to promote your company to our members. Display your brochures in our lobby. List your company in our business directory.

Sponsorships. Gain visibility for your business by sponsoring classes and events. Obtain advance notice of all sponsorship and advertising opportunities.

“So glad to see that DAAR is taking such a great interest in working with affiliate members. I think it will go a long way in serving the needs of and educating the DAAR membership base on the changing dynamics of the real estate industry.”

**— Deborah Hafer,
JK Moving Services**

DAAR REALTORS®

REALTORS® are a cut above other real estate professionals. They have pledged to uphold a strict code of ethics as a condition of membership.

OUR REALTORS® ...

Have averaged nearly **\$1.8 billion** in annual sales over the past 20 years.

Work with **10,000+** homebuyers and sellers each year.

DAAR'S REACH

Member/Customers
1,750+

Classes/Events
100+

Attendees
1,500+

2019 EVENTS CALENDAR

- Feb. 23-25 **CSC Hands on Project / Outreach**
- Mar. 07 **REALTOR® Awards Networking**
- April 5 **Economic Summit**
- Jun. 06 **DARPAC Event Networking**
- July **Beers and Baseball**
- Sept. 26 **REALTOR® Recharge! Annual Conference & Expo**
- Oct. 10 **CSC Silent Auction Fall Networking**
- Oct. 12-14 **CSC Hands on Project / Outreach**
- Dec. 5 **BOD Holiday Party Installation**
- Dec. 11 **Volunteer VIP Happy Hour**

Event dates/times subject to change.

2019 DAAR SPONSORSHIPS

EVENTS & EDUCATION

- Affiliate Marketing Workshops
- Annual Conference & Expo
- Bagels with the Board of Supervisors
- Broker Breakfast
- Broker Continuing Education
- Broker Pre-Licensing Courses
- DAAR Leadership Training
- Economic Summit
- Installation & Awards Banquet
- International Forum
- New Member Orientations

- Public Policy Forums
- REALTOR® Happy Hour
- REALTOR® Designation Courses
- Volunteer VIP Happy Hour

ADVERTISING OPPORTUNITIES

- Board Room Sponsor
- Facebook Sponsor
- Classroom Posters
- Holiday Party
- DAAR TV
- Lanyard Sponsor
- Event Program Ads
- Popup Banners

PARTNERSHIPS & PACKAGES

Become a Corporate Partner!

Advertising + Flexible Sponsorship Opportunities
= *The Ultimate Year-Round Branding Strategy!*

- Corporate Prestige
- Enhanced Credibility
- Exclusive Acknowledgment
- Competitive Distinction
- Sponsorship Priority

PARTNER
LEVELS

Presidential
Premier
Preferred

Partners receive:

- **Affiliate membership**
- **Recognition on DAAR's website**
- **Booth space at Expo**
- **Recognition at events**
- **Publication advertisement**
- **Signage at events**
- **Thousands in Sponsorship Bucks!**

Build Your Own Bundle!

Partners can now choose the events and sponsorships in which to participate, using the designated **SPONSORSHIP BUCKS** provided at each level.

Right of First Refusal

Past sponsors are given the first right of refusal for the same opportunity the following year.

These sponsorships will be held until Nov. 14, at which time all available sponsorships will be awarded on a **first-come, first-served** basis. Tie-breakers will be determined by level of sponsorship. DAAR reserves the right to refuse sponsorship should there be a conflict of interest or in the best interest of the Association.

Presidential Partner - \$6,000

AVAILABLE

3

\$5,550 in Sponsorship Bucks!

Select Your Own Events! Sponsorships Begin on Page 11.

Membership

Four Complimentary Affiliate memberships for staff

Marketing & Promotion

- Announced as Presidential Partner
- Affiliate Promotional Video Creation
- Opportunity to Display Pop-Up Banner in Classroom
- Featured on DAAR Partner Webpage
- Recognition as Presidential Partner at events
- Premier Website Rotator Slide Graphic on DAAR's homepage
- Featured ad on DAAR TV
- Framed, poster-size wall ad in DAAR classroom
- Promotional material distributed to new members
- Copy of Member Mailing List Upon Request
- Reserved space on Literature Rack for Company Brochures
- First Affiliate to make Education Sponsorship Selections
- Full-page/full-color ad, Awards program
- Full-page/full-color ad, Annual Conference & Expo program
- Full-page/full-color ad, Economic Summit program

Exhibition

Premium booth space at Annual Conference & Expo Show

Engagement

- Opportunity to include content featured in e-newsletter (4/yr)
- Sponsored content featured on social media (4/yr)
- (Partner must provide content according to editorial guidelines)*

Other

First Right of Refusal on Next Year's Sponsorship Opportunities

Your Price - \$6,000

Package Value - \$11,470

Payment Options:

In Full - **\$6,000**

Quarterly - **\$1500**

(Jan 1, Apr. 1, July 1, Oct 1)

Premier Partner - \$5,250

AVAILABLE

3**\$4,800 in Sponsorship Bucks***Select Your Own Events! Sponsorships Begin on Page 11.***Membership**

Two Complimentary Affiliate memberships

Marketing & Promotion

Announced as Premier Partner
 Opportunity to Display Pop-Up Banner in Classroom
 Recognition as Premier Partner at events
 Recognized as Premier Partner on DAAR Partner Web page
 Logo on DAAR's homepage with link to your website
 Featured ad on DAAR TV
 Framed, poster-size wall ad in DAAR classroom
 Reserved Space on Literature Rack for Company Brochures
 Promotional material distributed to new members
 Copy of Member Mailing List Upon Request
 Full-page/full-color ad, Awards program
 Full-page/full-color ad, Annual Conference & Expo program
 Full-page/full-color ad, Economic Summit program

Exhibition

Premium booth space at Annual Conference & Expo Show

Engagement

Opportunity to include content featured in e-newsletter (3/yr)
 Sponsored content featured on social media (3/yr)
(Partner must provide content according to editorial guidelines)

Other

First Right of Refusal on Next Year's Sponsorships

Your Price - \$5,250

Package Value - \$10,595

Payment Options:

In Full - **\$5,250**Quarterly - **\$1,312.50***(Jan 1, Apr. 1, July 1, Oct 1)*

Preferred Partner - \$4,500

AVAILABLE

5**\$4,050 in Sponsorship Bucks***Select Your Own Events! Sponsorships Begin on Page 11.***Membership**

One Complimentary Affiliate memberships

Marketing & Promotion

Announced as Preferred Partner
 Recognition as Preferred Partner at events
 Logo on DAAR's homepage with link to your website
 Featured ad on DAAR TV
 Featured as Partner on DAAR Partner Web page
 Reserved Space on Literature Rack for Company Brochures
 Framed, poster-size wall ad in DAAR classroom
 Promotional material distributed to new members
 Copy of Member Mailing List Upon Request
 Half-page/full-color ad, Awards program
 Half-page/full-color ad, Annual Conference & Expo program
 Half-page/full-color ad, Economic Summit program

Exhibition

Booth space at Annual Conference & Expo Show

Engagement

Opportunity to include content featured in e-newsletter (2/yr)
 Sponsored content featured on social media (2/yr)
(Partner must provide content according to editorial guidelines)

Other

First Right of Refusal on Next Year's Sponsorships

Your Price - \$4,500

Package Value - \$9,870

Payment Options:

In Full - **\$4,500**Quarterly - **\$1,125***(Jan 1, Apr 1, July 1, Oct 1)*

SPONSORSHIP PACKAGES

GOLD PACKAGE - \$3,500

- **\$3,050** in DAAR sponsorship bucks!
Select Your Own Sponsorships! Starts on Page 11
- **Membership**
Two complimentary Affiliate memberships
- **Marketing & Promotion**
Logo and link on DAAR's affiliates website listing
Half-page/full-color ad, Awards program
Half-page/full-color ad, Annual Conference & Expo
Half-page/full-color ad, Economic Summit program

- **Exhibition**
Booth space at Annual Conference & Expo Show
- **Other**
First right of refusal on next year's sponsorships

Package Value: \$6,130

Your Cost: \$3,500

SILVER PACKAGE - \$2,500

- **\$2,050** in DAAR sponsorship bucks!
Select Your Own Sponsorships! Starts on Page 11
- **Membership**
Two complimentary Affiliate memberships
- **Marketing & Promotion**
Logo and link on DAAR's affiliates website listing
1/4-page ad, Awards program
1/4-page ad, Annual Conference & Expo
1/4-page ad, Economic Summit program

- **Exhibition**
Booth space at Annual Conference & Expo Show

Package Value: \$4,985

Your Cost: \$2,500

BRONZE PACKAGE - \$1,650

- **\$1,200** in DAAR sponsorship bucks!
Select Your Own Sponsorships! Starts on Page 11
- **Membership**
One complimentary Affiliate membership
- **Marketing & Promotion**
Logo and link on DAAR's affiliates website listing
Business card ad, Awards program
Business card ad, Annual Conference & Expo
Business card ad, Economic Summit program

- **Exhibition**
Booth space at Annual Conference & Expo Show

Package Value: \$2,925

Your Cost: \$1,650

SPONSORSHIP SELECTIONS — Events

REALTOR® Awards Networking!

March 07

Celebrate with DAAR's top-producing agents. Award categories include Top Producer, Circle of Excellence, REALTOR® of the Year, Affiliate of the Year, Instructor of the Year and the Jeannette Newton Leadership Award! Hosted at 1757 Golf Club. This event usually attracts between 100–125 attendees.

Event Sponsor (1) **\$1,500**

- Recognition on event promotions
- Company recognition at event
- Prominent signage at entrance
- Opportunity to bring items on event tables
- Opening remarks
- May hold prize drawing

Food Sponsor (2) **\$750**

- Recognition on event promotions
- Company recognition at event
- Signage near food station
- May supply plates, dinner napkins w/logo

Beverage Sponsor (2) **\$850**

- Recognition on event promotions
- Company recognition at event
- Signage in bar area
- May supply wine glasses as gifts, cocktail napkins

Music Sponsor **\$500**

- Signage near musician
- One event ticket

Specialty Awards Sponsor

Rookie of the Year	\$500
REALTOR® of the Year	\$500
Circle of Excellence	\$500
Top Producer of the Year	\$500
Affiliate of the Year	\$500
Top Producers of the Year	\$500
Instructor of the Year	\$500
JN Leadership Award	\$500

- Half-page ad in event program
- Announcement of Specialty Award Winner (s)
- Signage at the awards table

DARPAC - Networking Event

June 06

Event Sponsor **\$1,000**

- Table exhibit space in prime location
- Recognized in event promotions
- Opening Remarks
- Opportunity to place cocktail napkins
- Signage at event

Food Sponsor (2) **\$750**

- Recognition on event promotions
- Signage near food station
- May supply plates, dinner napkins w/logo

Beverage Sponsor (2) **\$750**

- Recognition on event promotions
- Signage in bar area
- May supply wine glasses as gifts, cocktail napkins



Community Services Committee Hands On Event

Feb 23-25 & Oct 12-14

Event Sponsor

Charity: Loudoun Abused Women's Shelter (LAWS)

February 23rd - 25th: **\$500**

- Signage at event
- Recognized in pre and post event promotions
- Opportunity to work with REALTOR® Volunteers

Event Sponsor

Charity: TBD

June / July TBD: **\$500**

- Signage at event
- Recognized in pre and post event promotions
- Opportunity to work with REALTOR® Volunteers



Event Sponsor

Charity: TBD

October 12th - 14th: **\$500**

- Signage at event
- Recognized in pre and post event promotions
- Opportunity to work with REALTOR® Volunteers

REALTOR® Fall Networking & Silent Auction

Oct 10

Don't miss the opportunity to sponsor this highly requested event! DAAR's networking events are becoming more and more appealing to our members, bringing in an average of 65 attendees, including new and experienced agents and brokers.

Event Sponsor (1) \$1,500

- Recognition on event promotions
- Company recognition at event
- Prominent signage at entrance
- Opening remarks
- Two event tickets
- May hold prize drawing

Food Sponsor (2) \$750

- Recognition on event promotions
- Company recognition at event
- Signage near food station
- May supply plates, napkins w/logo
- Two event tickets

Beverage Sponsor (2) \$850

- Recognition on event promotions
- Company recognition at event
- Signage in bar area
- May supply cocktail napkins and wine glasses as gifts
- Two event tickets

Music Sponsor \$500

- Signage near musician
- One event ticket

Raffle Sponsor (3) \$150

- Opportunity to hold prize drawing (must bring prize and raffle bowl)
- One event ticket

50/50 Raffle Sponsor (1) \$250

- Opportunity to engage attendees
- One event ticket

Holiday Party & BOD Installation

Dec 5

Celebrate the holidays with DAAR's new board members and top-producing agents. (Each sponsorship comes with 2 event tickets)

Event Sponsor \$2,000

- Company logo on all event promotions
- Logo on program cover / Full-page ad inside
- Reserved table / Five event tickets
- Opening remarks

Wine/Beverage Sponsor (2) \$1,100

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near bar area

Dessert Sponsor (2) \$1,000

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near dessert station

Food Sponsor (2) \$1,000

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near food station

Party Favor Sponsor (1) \$850

- Half-page ad in event program
- Sponsor logo on party favors

Note: Sponsors to provide favors and fulfillment

Installation Sponsor (1) \$500

- Logo on full-screen backdrop
- Half-page ad in event program
- Banners located behind the Installation

Table Sponsor (3) \$800

- Half-page ad in event program
- Signage at sponsored table
- Eight event tickets

Volunteer Happy Hour

DEC 11

Help DAAR say thanks to its enormous pool of dedicated member volunteers, including board members and committee chairs during this fun-filled evening of networking and recognition.

Event Sponsor (5) - \$550 ea.

- Company recognition at event
- Company logo on all event promotions
- Signage at event

SPONSORSHIP SELECTIONS — Education



Meet Your Marketing Goals!
 It's our goal to provide a host of opportunities that continuously advance your business. We work with our Affiliates to pinpoint target audiences, maximize investments, and leverage engagement opportunities.

REALTOR® Recharge Conference & Expo

Sept. 26

Reserve Your Exhibit Booth Today!

Single Booth	\$550 members \$650 nonmembers
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This annual event attracts 200+ attendees and features educational, networking, and professional development opportunities specifically designed for REALTORS®. Vendors showcase their services in the trade show expo.

- Event Sponsor (1) \$1,700**
- Exhibit booth in prime location
 - Signage at registration
 - Recognized in event promotions
 - Logo on program cover
 - Full-page ad in event program
 - 1-minute video promoting the event
 - Opening remarks

- Badge Sponsor (1) \$850**
- Company logo and booth # on badges
 - Lanyards with company logo

- Bag Sponsor (1) \$850**
- Company logo and booth # on badges
 - Lanyards with company logo

- Breakfast Sponsor (2) \$750**
- Recognition in event program
 - Signage near breakfast station

- Beverage Sponsor (2) \$750**
- Recognition in event program
 - Prominent signage near beverage station

- Lunch Sponsor (2) \$750**
- Recognition in event program
 - Prominent signage near lunch station

- Affiliate Game Sponsor \$500**
- Recognition in event program
 - Announces/presents grand prize winner

- Introduce your products
- Gain name recognition
- Establish your brand

WHO SHOULD EXHIBIT?

- Advertising Companies
- Appraisers
- Builders
- Cell Phone Companies
- Decorating/Staging
- Environmental Services
- Flooring/Carpet
- Gift Stores
- Home Cleaning
- Home Improvement
- Home Inspectors
- Home Warranty Companies
- Insurance Companies
- Junk Removers
- Landscapers
- Marketing Firms
- Mortgage Companies
- Moving Companies
- Network Solutions
- Painters
- Pest Inspectors
- Photographers
- Print Services
- Property Management
- Roofing/Siding
- Security Installers
- Settlement Companies
- Sign Installers
- Storage Services
- Technology Companies
- Web Services

Broker Pre-Licensing Courses

Exclusive Presenting Sponsor

- Company recognition at event
- Provide opening remarks/speaker intro
- Signage at session
- Opportunity to provide lunch for attendees

\$295 per day

■ Jan / February

Module 1: **Broker Management**

Jan 9 ▪ Jan 16 ▪ Jan 23 ▪ Jan 30
Feb 6 ▪ Feb 13

■ February / March

Module 2: **Broker Finance**

Feb 20 ▪ Feb 27 ▪ Mar 6 ▪ Mar 13
Mar 20 ▪ Mar 27

■ April/May

Module 3: **RE Appraisal**

Apr 3 ▪ Apr 10 ▪ Apr 24 ▪ May 1
May 8 ▪ May 22

■ May / June / July

Module 4: **RE Law**

May 29 ▪ June 5 ▪ June 12 ▪ June 19
June 26 ▪ July 3

CE & PLE Classes

Full-Day Sponsorships
\$295 each

Exclusive Presenting Sponsor

- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event
- Opportunity to provide lunch for attendees

Jan 9 ▪ Jan 14 ▪ Jan 16 ▪ Jan 17
Jan 24 ▪ Apr 10 ▪ Apr 11 ▪ Apr 22
Apr 25 ▪ Apr 29 ▪ July 9 ▪ July 11
July 12 ▪ July 18 ▪ July 19 ▪ Oct 7
Oct 9 ▪ Oct 10 ▪ Oct 16 ▪ Oct 17

Dates subject to change.

New Member Orientation

Feb. 21 / May 2 / July 17 / Oct 3 / Dec 11

Now an all day class! Build relationships with new sales agents. All new members must attend DAAR's mandatory new member orientation & ethics training. This course will briefly describe the history of the Code of Ethics, identify concepts in the Preamble, identify the Golden Rule as one of the foundation upon which the Code of Ethics is built.

6 Sponsorships Available for Each Date

\$495 each

- Company recognition at event
- Display table for promotional items
- Opportunity to address attendees
- Opportunity to provide promotional items

NVAR Contract Updates

Jan 7

Join us for an overview of the NVAR contract changes that goes into effect January 1, 2019 and July 1, 2019.

Exclusive Sponsor - \$400

- Company recognition at event
- Display table for promotional items
- Opportunity to address attendees

NVAR Contract Updates

June (Last week of the month)

Join us for an overview of the NVAR contract changes that goes into effect January 1, 2019 and July 1, 2019.

Exclusive Sponsor - \$400

- Company recognition at event
- Display table for promotional items
- Opportunity to address attendees

Landlord / Tenant Law Forum

Feb. 4 / May 6 / July 18 / Nov 4

\$195 each / All 4 Sessions for \$600

Whether you are a landlord looking to find the perfect tenant, or a tenant looking for reasonable accommodations and a pleasant landlord, there are several things to consider. Both parties need to know the basics of renting out a place, how to collect or pay security deposits, the basics of fair housing laws, and more.

Event Sponsor

- Company recognition at event
- Provide opening remarks
- Display table for promotional items
- Company logo on event promotions
- Signage at event

International Forum:

November 1 - **\$500**

In these sessions, REALTOR®S will learn how to work with clients across various cultural backgrounds. Attracts 30 to 35 attendees.

Event Sponsor

- Company recognition at event
- Provide opening remarks
- Display table for promotional items
- Company logo on event promotions
- Signage at event



Broker Continuing Ed

Engage with brokers as they assemble to learn about Broker Supervision & Escrow Management and Risk Management.

Event Sponsor

- Company recognition at event
- Provide opening remarks/speaker intro
- Signage at session

Apr 24: **\$250**

Oct 07: **\$250**

Broker Breakfast

June 21

Engage with brokers as they assemble to discuss new laws and Contract Revisions.

Event Sponsor - **\$500**

- Company recognition at event
- Provide opening remarks
- Display table for promotional items
- Company logo on event promotions
- Signage at event

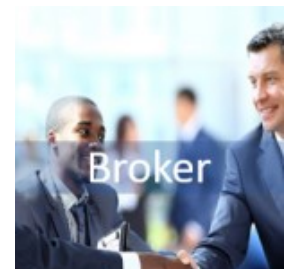
Broker Review

July 9

Engage with new brokers as they assemble to discuss and review the 4 Broker Pre-Licensing Modules in advance of the Broker exam.

Event Sponsor - **\$300**

- Company recognition at event
- Provide opening remarks
- Signage at session





At Home with Diversity (AHWD) Designation

Apr. 08

At Home With Diversity (AHWD) is an NAR certification program designed to present a picture of the changing face of the real estate industry. Since 1998, the At Home With Diversity program has prepared over 20,000 REALTORS® to work effectively with and within today's increasingly diverse pool of homebuyers.

Event Sponsor - \$400

- Company recognition at event
- Provide opening remarks
- Signage at session

Accredited Buyer's Representative (ABR®) Designation

Sept. 11 - 12

The Accredited Buyer's Representative (ABR®) designation is for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process.

Students will gain Valuable real estate education that elevates your skills and knowledge in the eyes of home buyers. Ongoing specialized information, programs, and updates that keep you knowledgeable on the issues and trends facing home buyers.

Event Sponsor - \$400 per day

- Company recognition at event
- Provide opening remarks
- Company logo on all event promotions
- Signage at event



Senior Real Estate Specialist® Designation

March 7 - 8 ▪ May 20 - 21

Seniors Real Estate Specialists® or SRES® designees are REALTORS® qualified to address the needs of home buyers and sellers age 50+.

By earning the SRES® Designation, you have demonstrated the necessary knowledge and expertise to counsel clients age 50+ through major financial and lifestyle transitions in relocating, refinancing, or selling the family home.

Event Sponsor - \$400 per day

- Company recognition at event
- Provide opening remarks
- Company logo on all event promotions
- Signage at event



DULLES AREA REALTORS® POLITICAL ACTION COMMITTEE

Public Policy Forum

Housing Forum ▪ Oct 11

These forums highlight current topics of legislative and regulatory interest to the real estate profession and attract between 40-50 members.

Event Sponsor - \$500

- Company recognition at event
- Provide opening remarks
- Company logo on all event promotions
- Signage at event





Public Policy Forums

Deeds Forum Happy Hour ▪ May 10

These forums highlight current topics of legislative and regulatory interest to the real estate profession and attract between 50-60 members.

Event Sponsor - \$500

- Company recognition at event
- Provide opening remarks
- Company logo on all event promotions
- Signage at event

Public Policy Forums: Bagels with the Loudoun County Board of Supervisors

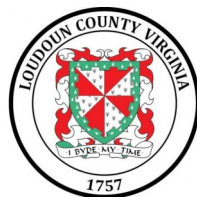
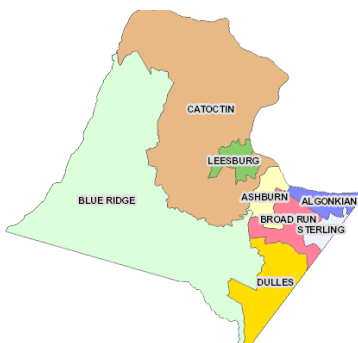
Jan 25 / Feb 22 / Mar 29 / Apr 26 / May 31

Join the DAAR Government Affairs Committee and 2 Loudoun Board of Supervisors discussing current topics of legislative and regulatory interest to the real estate profession.

Event Sponsor

\$400 per day

- Company recognition at event
- Provide opening remarks
- Company logo on all event promotions
- Signage at event



Economic Summit

April 5

This showcase event attracts an average of 160 attendees — real estate professionals, attorneys, professors, and county government officials — and features a panel of top economic experts who will highlight housing market and economic trends in Northern Virginia and beyond.

Event Sponsor **\$1,750**

- 6 Economic Summit tickets
- One sponsored table
- Display table for promotional items
- Recognized on event promotions
- Logo on program cover / Signage at registration
- Full-page ad in Summit program
- Opening remarks

Breakfast Sponsor **\$850**

- 6 Economic Summit tickets
- One sponsored breakfast table
- Display table for promotional items
- Sponsor logo on event promotions
- Prominent signage at breakfast station
- Full-page ad in Summit program

Table Sponsor (5) **\$750**

- 6 Economic Summit tickets
- One sponsored breakfast table
- Shared display table for promo items
- Sponsor logo on event promotions
- Full-page ad in Summit program

Coffee Station **\$800**

- 6 Economic Summit tickets
- Sponsor logo on event promotions
- Full-page ad in Summit program



Advertising Opportunities

CLASSROOM WALL POSTER

\$500 per year

Attracting hundreds of students each month, DAAR's real estate classroom is the premier venue for top-notch education and events throughout the year. You provide the poster. DAAR provides the frame.



REALTOR® LANYARD SPONSOR

\$1,000 / yr or \$600 / 6 months

Provide lanyards with corporate logo for all new members.

DAAR TV AD

\$1,000 / yr or \$600 / 6 months

DAAR Charging Station

\$1,000 / yr or \$600 / 6 months

BOARD ROOM SPONSOR

\$1,000 / yr or \$600 / 6 months

From board meetings to committee meetings to political candidate interviews, DAAR's board room is the hub of all business conducted on behalf of our association and a great place for high-level brand visibility.



REALTOR® STORE SPONSOR

\$1,000 / yr or \$600 / 6 months

Provide signage for store customers to see.



REALTOR® STORE BAG SPONSOR

\$1,000 / yr or \$600 / 6 months

Provide bags with corporate logo for store customers. May include light promotional items.

Note: Sponsor to provide bags

FACEBOOK PAGE SPONSOR

\$1,000 / yr or \$600 / 6 months

Include your corporate logo on our DAAR Facebook image. Corporate ad or video to be posted each month during length of sponsorship.

Signature Events PROGRAM ADS

Inside Front	\$250
Inside Back	\$250
Back Page	\$200
Full Page	\$200
Half Page	\$150
Quarter Page	\$100
Business Card Size	\$75

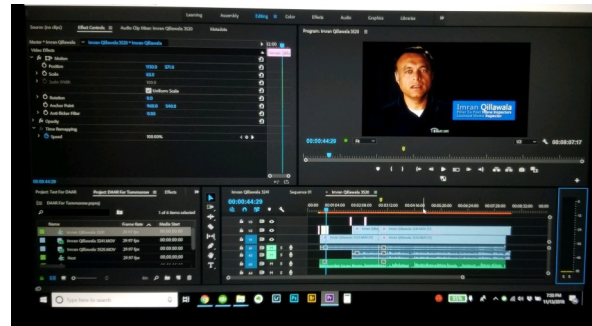
Event Programs Include:

- Awards Networking (160 attendees)
- Economic Summit (160 attendees)
- Education Day/Expo (200 attendees)
- Holiday Party/Installation (150 attendees)

Member Spotlight Video

\$395

Research is showing that most people would rather watch a short video than read text when viewing websites and social media. This sponsorship is a 1-2 minute video that will be promoted on the DAAR Website and Affiliate of the Month productions.



2019 Sponsorship Selection Sheet

Company: _____ Contact Person: _____

Email: _____ Phone: _____

Marketing Packages

Package Levels: Presidential (\$6,000) Premier (\$5,250) Preferred (\$4,500) Gold (\$3,500) Silver (\$2,500) Bronze (\$1,650)

Event Sponsorships

REALTOR® Awards: Event - \$1,500 Food - \$750 Beverage - \$850 Music - \$500 Specialty Awards - \$500 ea.

REALTOR® Networking: Event - \$1,500 Food - \$750 Beverage - \$850 Music - \$500

Affiliate Raffle - \$850 50/50 Raffle - \$500

Holiday Party: Event - \$2,000 Beverage - \$1,100 Dessert - \$1,000 Food - \$1,000

Party Favor - \$850 Installation - \$500 Table - \$800

Volunteer Happy Hr.: Event - \$550 **DARPAC Networking:** Event - \$1,000 Beverage - \$750 Food - \$750

CSC Hands On Event: Event (Feb) - \$500 Event (June / July) - \$500 Food (October) - \$500

Education Sponsorships

Annual Conference: Event - \$1,700 Badge - \$850 Breakfast - \$750 Beverage - \$750

Lunch - \$500 Affiliate Game - \$500 Conference Bag - \$750

Economic Summit: Event - \$1,750 Breakfast - \$850 Table - \$750 ea. Coffee - \$800

Policy Forums: Deeds Happy Hour (May 10) - \$500 Housing Forum (Oct 11) - \$500

Bagels with the Board: Jan 25 Feb 22 Mar 29 Apr 26 May 31 - \$400 per day

Broker Pre-Licensing: Management Finance Appraisal Law - \$195 per day or \$800 for the entire module

Broker CE: Apr 24 Oct 7 - \$250 each **Broker Breakfast:** June 21 - \$500 **Broker Review:** July 9 - \$300 each

New Member Orientations: Feb 21 May 2 July 17 Oct 3 Dec 11 - \$495 each

NVAR Contract Updates: Jan 7 July 9 - \$400 per class **International Forum:** Nov 1 - \$500

At Home with Diversity: Apr 8 - \$400 each **Accredited Buyer's Representative:** Sep 11 Sep 12 - \$400 per day

Senior Real Estate Specialist® Designation: Mar 7 Mar 8 - \$400 per day / May 20 May 21 - \$400 per day

Other Sponsorships / Advertising

Classroom Poster - \$500 Board Room - \$600 / \$1,000 Facebook - \$500 / \$1,000

Lanyards - \$600 / \$1,000 DAAR TV - \$600 / \$1,000 DAAR Charging Station - \$600 / \$1,000

Video Production Video: REALTOR® Store - \$600 / \$1,000 REALTOR® Store Bags - \$600 / \$1,000

Program Ad:

Ad Size: _____ Event: _____ \$ _____

TOTAL: _____ **SIGNATURE:** _____ **DATE:** _____

Sign Me Up! I would like to become ...

A DAAR Sponsor or Partner. All sponsorship, partnerships and advertising opportunities may be purchased by completing the 2015 Sponsorship Opportunities Selection Form that accompanies this brochure.

A DAAR Affiliate Member. Download and complete the Affiliate Membership Application from dullesarea.com.

All Selection forms, membership applications, and respective fees should be submitted to:

Mike Hyatt

Business Development and Marketing Manager

mhyatt@dullesarea.com

(703) 771-9787 fax

Questions? Contact Mike Hyatt at (571) 291-9802.



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