



Dulles Area Association of REALTORS®

## Affiliate Engagement Opportunities

# 2020

# CORPORATE ENGAGEMENT OPPORTUNITIES 2020

## 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 1500 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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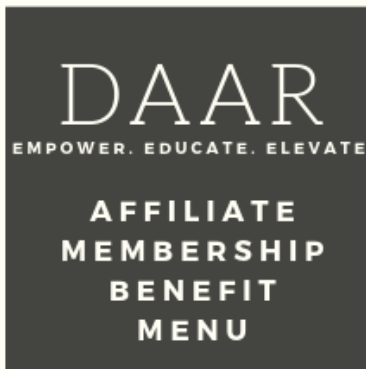
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# AFFILIATE MEMBERSHIP BENEFITS



2020



21720 RED RUM DRIVE #177  
ASHBURN, VA 20147  
WWW.DULLESAREA.COM

## PROMOTION

### ELEVATE YOUR BUSINESS

#### Service Directory Listing

COMPANY LOGO, PHONE NUMBER  
AND EMAIL INCLUDED ON THE  
DAAR RESOURCES PAGE

#### Company Brochures and Business Cards

DISPLAY TRI-FOLD BROCHURES  
AND BUSINESS CARDS IN THE  
DAAR STORE

#### Marketing Opportunities

CLASSROOM POSTER OR POP-UP  
BANNERS, DAAR LOUNGE VIDEO,  
PROGRAM BOOK ADS, WEEKLY  
NEWSLETTER DAAR CLASSROOM  
& REALTOR STORE SPONSOR

## SPONSORSHIPS

### EMPOWER YOUR BUSINESS

**REALTOR® Recharge**  
ANNUAL EVENT ATTRACTS  
250+ ATTENDEES

**Economic Summit**  
HOUSING MARKET AND  
ECONOMIC TRENDS EVENT  
WITH 175+ ATTENDEES

#### Holiday Party & BOD Installation

CELEBRATE THE HOLIDAYS  
WITH THE NEW BOD

**Class Sponsorship**  
CE / PLE, BROKER CE, NEW  
MEMBER ORIENTATIONS,  
INDUSTRY FORUMS

#### Networking Events

SPRING & FALL EVENTS,  
COMMUNITY EVENTS

## STRATEGIC PARTNERSHIPS

### EMPOWER YOUR PARTNERSHIP

#### Presidential Partnerships

#### Preferred Partnerships

#### Premier Partnerships

#### Gold, Silver & Bronze Partnerships

DAAR OFFERS AN  
ENVIRONMENT IN WHICH YOU  
CAN DEVELOP ENDURING  
RELATIONSHIPS THAT CAN  
HAVE A POSITIVE IMPACT ON  
THE GROWTH OF YOUR  
COMPANY

- INCREASE EXPOSURE
- NEW PARTNERSHIPS
- RECOGNITION AT EVENTS
- PUBLICATION ADVERTISEMENT
- SIGNAGE AT EVENTS

## COMMUNICATION

### EDUCATE THROUGH KNOWLEDGE

#### Weekly Newsletter

DAAR ENEWS WITH UPDATES,  
ACTIVITIES & NOTICES

#### New Laws and Policy Updates

DAAR IS YOUR VOICE IN LOCAL,  
STATE & NATIONAL RE ISSUES

#### Serve on a DAAR Committee

HAVE A HAND IN SHAPING THE  
ASSOCIATION'S DIRECTION

#### Instructor Opportunities at our education events

TAKES EVERY DAAR INSTRUCTOR  
TO BUILD EXCELLENCE

## RESOURCES

### ELEVATE THROUGH SUCCESS TOOLS

**REALTOR® Directory**  
SEARCH ONLINE

**SentriLock Service**  
SUBSCRIPTION AND ONE-  
DAY CODES PROVIDED BY  
REALTORS

#### Awards & Recognition

BUILD BUSINESS  
AWARENESS

#### Market Statistics

SHARE WITH YOUR  
CLIENTS

#### DAAR Room Rentals

DISCOUNTED ROOM  
RENTALS

# DAAR REALTORS®

## DAAR'S REACH

**1750+**

**MEMBERS /  
CUSTOMERS**

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



**CLASSES / EVENTS**

**125+**



DAAR offers a wide variety of CE/PLE Classes, Designation Classes, Networking and Social Events

**10,000+**

**HOME BUYERS**

Our REALTORS® work with 10,000+ homebuyers and sellers each year



**SALES**

**\$1.8 B**



Our REALTORS® have averaged nearly \$1.8 billion in sales over the past 20 years

**DULLES AREA ASSOCIATION OF REALTORS®**

Sign up and join us! Visit [www.dullesarea.com](http://www.dullesarea.com)  
email us at [info@dullesarea.com](mailto:info@dullesarea.com)



## 2020 EVENTS CALENDAR

**JANUARY 6**

*NVAR Contracts Update Class*

**MARCH 11**

*DAAR Awards and Networking Event*

**APRIL 02**

*DAAR Awards and Networking Event*

**JUNE 06**

*DARPAC Networking Event*

**JUNE 22**

*NVAR Contract Class*

**AUGUST 06**

*DAAR Volunteer Happy Hour*

**SEPTEMBER 17**

*REALTOR Recharge Conference & Expo*

**OCTOBER 08**

*DAAR Fall Networking & Silent Auction*

**DECEMBER 10**

*DAAR Holiday Party & BOD Installation*

CONTACT: [INFO@DULLESAREA.COM](mailto:info@dullesarea.com)

## 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

**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



## 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

# 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!

April 2, 2020

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
Educator 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 04, 2020

## 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 Events

### Habitat for Humanity Build

Apr / May 2020

## Event Sponsor \$2000

- Large banner in front of house
- Logo/name on the DAAR webpage for event
- Logo prominent on T-Shirt

## T-Shirt Sponsor (5) \$500

- Logo/name on T-shirt
- Logo/name on DAAR webpage for event
- Opportunity to work with REALTOR® Volunteers

## Food Sponsor \$500

- Logo/name on Food & Beverage Table
- Logo/name on DAAR webpage for event
- Opportunity to work with REALTOR® Volunteers

Charity: TBD

Fall 2020

## Event Sponsor \$500

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



# REALTOR® Fall Networking & Silent Auction

Oct 08, 2020

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 10, 2020

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

Aug 06, 2020

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

DULLES AREA ASSOCIATION OF REALTORS®



## 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. 17, 2020

## 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 15 ▪ Jan 17 ▪ Jan 22 ▪ Jan 29  
Feb 5 ▪ Feb 19

### ■ February / March

#### Module 2: **Broker Finance**

Feb 24 ▪ Feb 26 ▪ Mar 02 ▪ Mar 04  
Mar 09 ▪ Mar 11

### ■ Mar / April

#### Module 3: **RE Appraisal**

Mar 16 ▪ Mar 18 ▪ Mar 23 ▪ Mar 25  
Mar 30 ▪ Apr 01

### ■ April

#### Module 4: **RE Law**

Apr 13 ▪ Apr 15 ▪ Apr 20 ▪ Apr 22  
Apr 27 ▪ Apr 29

## CE & PLE Classes

**Full-Day Sponsorships**  
**\$395 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 8 ▪ Jan 09 ▪ Jan 15 ▪ Jan 16  
Jan 23 ▪ Apr 15 ▪ Apr 16 ▪ Apr 22  
Apr 23 ▪ Apr 27 ▪ July 8 ▪ July 09  
July 15 ▪ July 16 ▪ July 23 ▪ Oct 1  
Oct 7 ▪ Oct 14 ▪ Oct 15 ▪ Oct 21

Dates subject to change.

## New Member Orientation

Feb. 13 / May 20 / July 22 / Oct 08 / Dec 09

**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 6, 2020

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 22, 2020

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 & Working with Renters Workshop

Feb. 7 / Apr 17 / Sep 11 / Nov 11

**\$295 each**

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 6, 2020 - **\$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 20: **\$250**

Oct 19: **\$250**

## Broker Breakfast

June 19, 2020

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

May 4, 2020

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





## Seller Representative Specialist (SRS)

Mar. 12–13, 2020

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 - \$500

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

## Certified New Home Sales Professional (CSP)

September 28-30, 2020

Master the craft of successful selling and launch your new home sales career with the Certified New Home Sales Professional (CSP) educational designation. Taking the required classes in person or online, you'll gain a broad understanding of the home building industry, better understand today's consumers and learn tried-and-true techniques used by real estate veterans for greeting prospects, overcoming objections and closing the sale.

### Event Sponsor - \$500 per day

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



Certified New Home  
Sales Professional



## Military Relocation Professional (MRP) Designation

May 1, 2020

Learn how to provide the real estate services—at any stage in the service member's military career—that meet the needs of this niche market and win future referrals. Hone in your knowledge and skills for working with active duty military buyers and sellers, as well as veterans with the NAR's Military Relocation Professional Certification.

### Event Sponsor - \$500 per day

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



## Pricing Strategy Advisor (PSA) Designation

November 5, 2020

The new Pricing Strategies: Mastering the CMA course covers the nuts and bolts of a comparative market analysis (CMA), including its purpose, key principles of valuation that impact these analyses, and important valuation terminology.

### Event Sponsor - \$500

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

## Code of Ethics (COE)

REALTORS® are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time within two-year cycles.

### Event Sponsor

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

Nov 05, 2020: **\$250**

Dec 02, 2020: **\$250**

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## Commercial Real Estate Forum

REALTORS® are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time within two-year cycles.

### Event Sponsor

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

June 03, 2020

September 02, 2020

November 04, 2020

### Event Sponsor - **\$500 per day**

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

## CPR Training

September 14, 2020

CPR training classes give you the information and the skills you need to help adults, children and infants during breathing and cardiac emergencies. Whether you choose in-person or blended learning CPR training, our world-class instructors deliver the most up-to-date information that's engaging and effective.

### Event Sponsor - **\$500 per day**

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

## Discovering Commercial Real Estate

March 19, 2020

This course offers a broad overview of the basics of commercial real estate and how it differs from residential real estate. Students will be able to distinguish and understand the broker's role and discover the different types of commercial properties, terms, valuation methods, marketing and resources for further education.

### Event Sponsor - **\$500**

- 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 ▪ May 08, 2020

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

### Event Sponsor - \$400

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



## Public Policy Forums

DAAR / NVAR Bus Tour ▪ Oct 01, 2020

Join NVAR and DAAR to learn about the booming real estate market around Metro stations in Arlington, Fairfax and Loudoun Counties. Hear from developers, executives and public officials about the projects that are shaping the future of Northern Virginia and beyond.

### Event Sponsor - \$400

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

## Economic Summit

March 6, 2020

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	<b>\$250</b>
Inside Back	<b>\$250</b>
Back Page	<b>\$200</b>
Full Page	<b>\$200</b>
Half Page	<b>\$150</b>
Quarter Page	<b>\$100</b>
Business Card Size	<b>\$75</b>

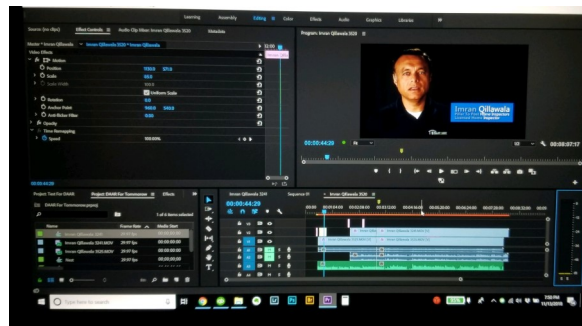
### Event Programs Include:

- 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.



## 2020 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 - \$150 ☐ 50/50 Raffle - \$250

**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 / Habitat for Humanity:** ☐ Event - \$2000 ☐ T-Shirt - \$500 ☐ Food - \$500

### Education Sponsorships

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

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

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

**Policy Forums:** ☐ Housing Forum May - \$400 ☐ Bus Tour Oct - \$400

**Broker Pre-Licensing:** ☐ Management ☐ Finance ☐ Appraisal ☐ Law - \$295 per day **CE / PLE Class:** ☐ Qty - \$295 per day

**Broker CE:** ☐ Apr 20 ☐ Oct 19 - \$250 each **Broker Breakfast:** ☐ June - \$500 **Broker Review:** ☐ May - \$400

**New Member Orientations:** ☐ Feb ☐ May ☐ July ☐ Oct ☐ Dec - \$495 each **Code of Ethics:** ☐ Nov ☐ Dec - \$400 each

**NVAR Contract Updates:** ☐ Jan ☐ July - \$400 per class **International Forum:** ☐ Nov - \$500 **CPR Training:** ☐ Sep - \$500

**Military Relocation Professional:** ☐ May - \$500 **Pricing Strategy Advisor:** ☐ Nov \$500

**Seller Representative Specialis:** ☐ Mar 7 \$500 **Certified New Homes Specialist:** ☐ Sep \$500

**Landlord / Tennant Law Forum:** ☐ Feb ☐ Apr ☐ Sep ☐ Nov - \$295 each **Discovering Commercial RE:** ☐ Mar \$500

**Commercial Real Estate Forums:** ☐ June ☐ Sep ☐ Nov - \$500 per class

### 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](http://dullesarea.com).

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

**Mike Hyatt**  
**Business Development and Marketing Manager**  
[mhyatt@dullesarea.com](mailto:mhyatt@dullesarea.com)  
(703) 771-9787 fax  
**Questions? Contact Mike Hyatt at (571) 291-9802.**



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