



**Dulles Area
Association of REALTORS®**
Your Resource for Success

Sponsorship Opportunity Guide

2021-2022

About DAAR



Your Resource for Success

Dulles Area Association of REALTORS® (DAAR) was founded in 1962 and representing over 1,300 REALTORS® and real estate service providers, DAAR works to support the business of real estate, our members, and the communities we serve with the highest standards of conduct and professionalism.

DAAR Sponsorship Opportunities

With more than 1,300 members, DAAR is one of 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 lasting 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.

DAAR Sponsorship Benefits

- Opportunities to network and build relationships
- Options for advertising and exposure at DAAR events and classes
- Recognition on our printed and online Industry Partners Directory



1,300+
**MEMBERS/
CUSTOMERS**



125+
**CLASSES &
EVENTS**



10K+
**HOME
BUYERS**



\$1.8+
**BILLION
IN SALES**



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Sponsorship Breakdown

How It Works

Select the opportunities that align with your goals to maximize your investment. To build your sponsorship package, select your desired opportunities from the sponsorship menus starting on page 7.

DAAR's à la carte opportunities are offered up front to all sponsors and industry partners and are available on a first-come, first-serve basis. All DAAR sponsors are recognized at all events as Annual Partners. Please complete the sponsorship form to secure your sponsor opportunities. Once we have received your form, an official sponsorship agreement will follow. Should any of your selections already be taken, you will receive notification from DAAR with the opportunity to make alternative selections.

Starting January 1, 2021, DAAR moved all sponsorships to a fiscal year to match the DAAR REALTOR® Membership fiscal year and budget. The new fiscal year will run from July 1st – June 30th.



Securing Your 2021-2022 Sponsorship

Each annual sponsorship begins at the bronze level of \$600. This investment plus the total of your à la carte selections will determine your final annual sponsorship level.

Questions? Do you have questions about sponsorship opportunities, or would like to schedule a one-on-one meeting, please contact our Membership Services and Business Development, Mike Hyatt at mhyatt@dullesarea.com or at 571-291-9802.



2021-2022 Calendar of Events

July 2021

- International Forum
- Broker Breakfast
- Q3 CE Classes

August 2021

- New Member Orientation
- Q3 PLE Classes

September 2021

- Q3 Core Competency Classes
- RPAC Networking Event
- Senior Real Estate Specialist Designation

October 2021

- Annual Meeting & Conference*
- Fall Networking - CSC Charity
- Q4 CE Classes

November 2021

- Military Relocation Professional
- New Member Orientation
- Volunteer Appreciation Event
- Q4 PLE Classes

December 2021

- BOD Installation & Holiday Party*
- NVAR Contracts Update
- Past Presidents' Luncheon
- Q4 Core Competency Classes

January 2022

- NVAR Contracts Update
- Q1 Continuing Education (CE) Classes

February 2022

- New Member Orientation
- Professional Standards Training
- Q1 Post Licencing Education (PLE) Classes

March 2022

- Economic Summit*
- e-Pro® Certification
- Instructor Development Day
- Q1 Core Competency Classes

April 2022

- DAAR REALTOR® Awards Ceremony*
- Q2 CE Classes

May 2022

- New Member Orientation
- Q2 PLE Classes
- Major Investors Dinner

June 2022

- NVAR Contracts Update
- Q2 Core Competency Classes

***DAAR Signature Events**

Dates are subject to change.

Sponsorship Levels

12 Months

12 Month Sponsorship (July 2021 - June 2022)

Signature Events Include the following:

- 2021 Annual Meeting & Conference
- 2021 BOD Installation & Holiday Party
- 2022 Economic Summit
- 2022 DAAR REALTOR® Awards Ceremony

Sponsorship Level Cost	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$9,000	\$7,500	\$6,000	\$4,500	\$1,800
Sponsor Spending Opportunities	\$9,000	\$7,500	\$6,000	\$4,500	\$600
Company Memberships	5 Memberships	4 Memberships	3 Memberships	2 Memberships	1 Membership
Affiliate Directory	Featured listing with logo and description	Featured listing with description	Large listing with company name	Medium listing with company name	Small listing with company name
Sponsored Event Recognition	•	•	•	•	•
Brochure Space in DAAR office	•	•	•	•	•
DAAR Site: Logo on Partners Page	•	•	•	Company Name Only	Company Name Only
Annual Meeting: Exhibit Booth	•	•	25% Discount	15% Discount	10% Discount
Signature Event Programs	Full Page Ad	1/2 Page Ad	1/4 Page Ad	Name Listed	Name Listed
Signature Event Tickets	4 Tickets	3 Tickets	2 Tickets	1 Ticket	
DAAR Newsletter	Featured content up to 9 times	Featured content up to 7 times	Featured content up to 5 times	Featured content 3 time	
Display pop-up banner in DAAR classroom	•	•			
Sponsored Event Signage	•				

**For 12 month sponsorship packages, payment plans can be made available.*

Marketing Sponsorship Opportunities

Take advantage of DAAR's marketing and communication platforms with an audience of more than 1300 REALTOR® members.

Digital Opportunities

Opportunity	Description	Qty	Price	Select
Newsletter Post	Have a featured post in DAAR's weekly newsletter. Sponsors will need to provide an image, text, and links.	25	\$100	
Facebook Post	DAAR will post on our most popular social media channel. Sponsors will need to provide an image, text, videos, and links. Posts limited to one a month, and unable to post consecutively.	12	\$100	
Facebook Boosted Post	DAAR will BOOST a post on our most popular social media channel. Sponsors will need to provide an image, text, videos, and links. Posts limited to one a month, and unable to post consecutively.	12	\$200	
30 second - 1 Minute Full Promo Video Package	DAAR will film, edit, and deliver a completed 30 second to 1 minute promotional video.	4	\$1500	
1-3 Minute Full Promo Video Package	DAAR will film, edit, and deliver a completed 1-3 minute promotional video.	4	\$3000	

Signature Event Program Advertising

DAAR has four Signature Events a year: Economic Summit, REALTOR® Awards Ceremony, Annual Meeting & Conference, and the BOD Installation & Holiday party. DAAR will place an ad in our printed and distributed Signature Event Programs.

Ad Size	Qty	Price	Select
Inside Front Cover	4	\$250	
Inside Back Cover	4	\$250	
Full Page	12	\$200	
1/2 Page	24	\$150	
1/4 Page	48	\$100	

Education Sponsorship Opportunities

DAAR Members receive free continuing education classes through our on-site and virtual school as part of their member benefits package. Each year DAAR conducts more than 100 classes to meet the educational needs of our members.

Education Classes - CE/PLE

Opportunity to promote your business in front of DAAR members inside an in-person and/or virtual classroom setting. Sponsors will be introduced and be able to “meet & greet” before, during breaks, and after class.

- In-person classes: sponsors receive a promo table
- Virtual: 2 minute promo slide deck show

Opportunity	Average Attendance	Qty	Price	Select
CE Classes	25-30	74	\$100	
Broker CE Classes	15	8	\$100	
PLE Classes	10	46	\$100	
Pre-Licensing Principles	20	32	\$100	
New Member Orientation	25	20	\$300	



Build Your Knowledge Base Classes

Opportunity to promote your business in front of DAAR members inside an in-person and/or virtual classroom setting. Sponsors will be introduced and be able to “meet & greet” before, during breaks, and after class.

- In-person classes: sponsors receive a promo table
- Virtual: 5 minute promo slide deck show

Opportunity	Average Attendance	Qty	Price	Select
Working with Renters	15	4	\$100	
Landlord / Tenant Law	15	4	\$100	
Core Competency Classes	10-15	32	\$100	
Instructor Development Day	20	2	\$300	
NVAR Contracts Class	60	4	\$400	
Broker Breakfast	30	4	\$400	

Education Sponsorship Opportunities *Continued*

DAAR Forums

Opportunity to promote your business in front of DAAR members inside an in-person and/or virtual classroom setting. Sponsors will be introduced and be able to “meet & greet” before, during breaks, and after class.

- In-person classes: sponsors receive a promo table
- Virtual: 7 minute promo slide deck show

Opportunity	Average Attendance	Qty	Price	Select
International Forum	40	2	\$200	
Public Policy Forum	25	4	\$200	
Professional Standards Training	25	2	\$300	



Designation & Certification Classes

The National Association of REALTORS® and its affiliated Institutes, Societies, and Councils provide a wide range of programs and services that help members increase their skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.

Opportunity to promote your business in front of DAAR members inside a in-person and/or virtual classroom setting. Sponsors will be introduced and be able to “meet & greet” before, during breaks, and after class. Potential to be apart of the education discussion.

- In-person classes: sponsors receive a promo table
- Lunch provided on behalf of sponsors
- Virtual: 7 minute promo slide deck show

Opportunity	Average Attendance	Qty	Price	Select
Seniors Real Estate Specialist® (SRES)	30	2	\$400	
e-Pro®	25	2	\$400	
Real Estate Negotiation Expert (RENE)	30	2	\$400	
Military Relocation Professional (MRP)	20	1	\$400	

Signature Event Sponsorship Opportunities

Economic Summit Sponsorships

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. Sponsors will receive two event tickets to gift to clients.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space. Full page inside cover ad in the event program book.	1	\$1,500	
Breakfast Sponsor	Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	2	\$750	
Coffee Sponsor	Perk Up! Each attendee will receive unlimited coffee and tea on behalf of the sponsors. Sponsor may supply company branded cups and napkins w/logo. Signage near the coffee station at the event.	2	\$750	
Table Sponsor	Opportunity to invite 6 guests to the Economic Summit at a pre- assigned table.	5	\$500	





Signature Event Sponsorship Opportunities *Continued*

DAAR REALTOR® Awards Ceremony

Celebrate with DAAR's top-producing and most involved agents. Award categories include Top Producer, Circle of Excellence, REALTOR® of the Year, Affiliate of the Year, Instructor of the Year and the Jeanette Newton Community Leadership Award! This event usually attracts between 150 - 175 attendees. Sponsors will receive two event tickets to gift to clients.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the events opening remarks. Prominent signage throughout the event space. Full page inside front cover ad in the event program book. Announce the REALTOR® of the Year Award.	1	\$1,500	
Food Sponsor	The night wouldn't be the same without a dinner surrounded by friends and colleagues. Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	2	\$750	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply wine glasses as gifts and cocktail napkins w/ logo. Signage near the bar area at the event.	2	\$750	
Entertainment Sponsor	What's a party without some entertainment? Each year, we try to bring some added entertainment to guests to make the event even more enjoyable. From musicians to photo booths, your sponsorship can help make it happen. Receive on-site recognition. Sponsor signage near the entertainment.	1	\$500	
Specialty Awards Sponsor	Opportunity to Announce the Specialty Award Winner and Nominees. Signage at the Awards table. Awards include: Rookie of the Year, Educator of the Year, Circle of Excellence, Top Producer and Top Producer Teams, Affiliate of the Year, JN Leadership Award. (Event tickets not included with opportunity.)	9	\$500	



Signature Event Sponsorship Opportunities *Continued*

Annual Meeting & Conference

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. Sponsors will receive two event tickets to gift to clients.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space. Full page inside cover ad in the event program book.	1	\$1,500	
Badge Sponsor	Company logo and booth # on badge holders given to all attendees. Lanyards with company logo and contact info on each badge holder.	1	\$500	
Swag Bag Sponsor	Attendees as they will receive a bag with your logo at registration. Receive on-site signage.	1	\$500	
Breakfast Sponsor	Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	2	\$750	
Beverage Sponsor	Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply glasses as gifts and cocktail napkins w/logo. Signage near the beverage area at the event.	2	\$750	
Lunch Sponsor	Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	1	\$750	
Affiliate Game Sponsor	Sponsor to receive recognition on event promotions and at the event. Opportunity to announce / present the game prize winners.	1	\$500	




Signature Event Sponsorship Opportunities *Continued*

BOD Installation & Holiday Party

Celebrate the holidays with DAAR's new board members and top-producing agents during our new Board of Directors Installation & Holiday Party. This event usually attracts between 150 - 175 attendees. Sponsors will receive two event tickets to gift to clients.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the events opening remarks. Prominent signage throughout the event space. Full page inside cover ad in the event program book.	1	\$1,500	
Installation Sponsor	Company Logo on the screen during the BOD Installation. Signage / Banners located behind the Installation.	1	\$500	
Table Sponsor	Opportunity to invite 8 guests to the Holiday Party at a pre-assigned table.	5	\$500	
Food Sponsor	Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	2	\$750	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply wine glasses as gifts and cocktail napkins w/ logo. Signage near the bar area at the event.	2	\$750	
Dessert Sponsor	Delight attendees with a sweet treat towards the end of the evening! Sponsor a yummy dessert for the event, and you're sure to be thanked!	1	\$500	
Party Favor Sponsor	Take advantage of the opportunity to promote your brand to members by providing a branded party favor for each attendee.	1	\$500	





Networking Event Sponsorship Opportunities

DAAR's networking events are becoming more and more appealing to our members, bringing in an average of 40 attendees, including new and experienced agents and brokers. Sponsors will receive two event tickets to gift to clients. Sponsors will receive two event tickets to gift to clients.

Happy Hour Events

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space.	1	\$1,500	
Food Sponsor	Signage near the food station. Sponsor may supply plates, napkins w/logo. Hors d'oeuvres and small spates will be served.	2	\$750	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply glasses as gifts and cocktail napkins w/logo. Signage near the bar area at the event.	2	\$750	

**More events may be added throughout the year.*

Charity/ Networking Event

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space.	1	\$1,500	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply wine glasses as gifts and cocktail napkins w/logo. Signage near the bar area at the event.	2	\$750	
Food Sponsor	Signage near the food station. Sponsor may supply plates, napkins w/logo. Hors d'oeuvres and small spates will be served.	2	\$750	
Entertainment Sponsor	What's a party without some entertainment? Each year, we try to bring some added entertainment to guests to make the event even more enjoyable. From musicians to photo booths, your sponsorship can help make it happen. Receive on-site recognition. Sponsor signage near the entertainment.	1	\$500	
Raffle Sponsor	Opportunity to hold a prize drawing. Pre-event promotion mentions. Announce the winners of the raffle. (Event tickets not included.)	3	\$250	

RPAC Event Sponsorship Opportunities

RPAC Event Sponsorships

Legislative success starts with the REALTORS® Political Action Committee (RPAC), which helps elect candidates for local and state offices who will protect homeownership and the interests of the real estate profession. Sponsors will receive two event tickets to gift to clients. On average this event has 60 attendees.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space.	1	\$1,500	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply wine glasses as gifts and cocktail napkins w/logo. Signage near the bar area at the event.	2	\$750	
Food Sponsor	Signage near the food station. Sponsor may supply plates, napkins w/logo. Hors d'oeuvres and small spates will be served.	2	\$750	
Table Sponsor	Opportunity to invite 6 guests to the RPAC Event at a pre-assigned table.	5	\$500	

RPAC Major Investor Dinner

NAR's Major Investor Event-Based Fundraising Program is a hands-on initiative that provides an innovative approach to emphasizing the value of RPAC in an exclusive and customized setting. Sponsors will receive two event tickets to gift to clients. On average this event has 20 attendees.

Opportunity	Description	Qty	Price	Select
Event Sponsor	Opportunity to give the opening remarks. Prominent signage throughout the event space.	1	\$1,000	
Beverage Sponsor	Cheers! Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may supply wine glasses as gifts and cocktail napkins w/ logo. Signage near the bar area at the event.	2	\$500	
Food Sponsor	Sponsor to receive recognition on event promotions and at the event. Signage near the food station. Sponsor may supply plates, napkins w/logo.	2	\$500	

Sponsorship Totals

12 Months

Use this Sponsorship Totals worksheet to calculate your sponsorship opportunities. Once you've completed the form, reach out to Mike Hyatt (mhyatt@dullesarea.com / 571-291-9802) to finalize your selections.

12 Month Sponsorship (July 2021 - June 2022)

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Level Cost	\$9,000	\$7,500	\$6,000	\$4,500	\$1,800
Sponsor Spending Opportunities	\$9,000	\$7,500	\$6,000	\$4,500	\$600

**For 12 month sponsorship packages, payment plans can be made available.*

Marketing Sponsorship Opportunities

	\$100	\$150	\$200	\$250	\$1500	\$3000
Total Opportunities Selected						
Total Opportunity Worth	\$	\$	\$	\$	\$	\$

Education Sponsorship Opportunities

	\$100	\$200	\$300	\$400
Total Opportunities Selected				
Total Opportunity Worth	\$	\$	\$	\$

Event Sponsorship Opportunities

	\$250	\$500	\$750	\$1,000	\$1,500
Total Opportunities Selected					
Total Opportunity Worth	\$	\$	\$	\$	\$

Total Sponsorship Opportunities

	Education Opportunities	Event Opportunities	TOTAL
Total Opportunity Worth	\$	\$	\$

**Opportunities subject to availability.*



Sponsorship Agreement

This DAAR Sponsorship Agreement (the "Agreement") is made between Dulles Area Association of REALTORS® ("DAAR"), a nonprofit corporation, and organization exempt from federal income taxation under Section 501 (c)(6) of the Internal Revenue Service Code with its principal place of business at 21720 Red Rum Drive, Ashburn, VA and the Sponsor Partner.

I. Term

The term of this agreement will commence on receipt of payment and continue through June 30th, 2022.

II. Contribution Schedule

This Agreement shall not constitute or be construed as any limitation on DAAR ability to sell, distribute, make available or use competing products, services or facilities in connection with DAAR programs, activities or events.

III. Mutual Limited Property License

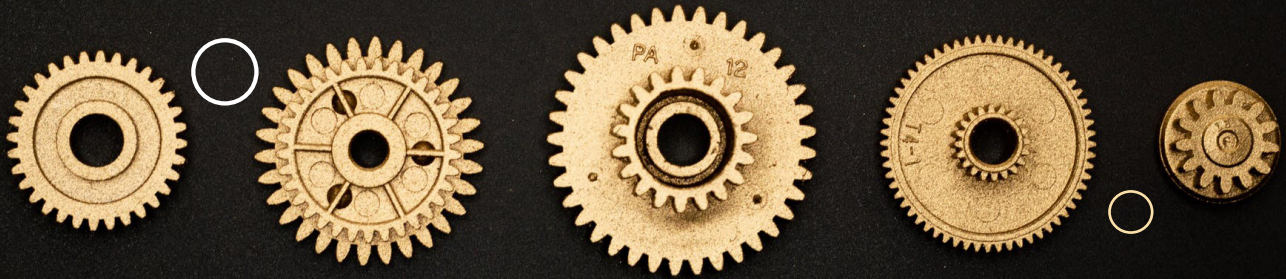
A. Limited License to DAAR. In connection with this Agreement, DAAR is hereby granted a limited, revocable, non-exclusive license to use the Partner's name and the logo of Partner (hereinafter collectively referred to as the "Partner's Marks") solely to identify Partner as an authorized party in connection with the activities associated with this Agreement.

B. Limited License To Partner. In connection with this Agreement, Partner is hereby granted a limited, revocable, non-exclusive license to use the name "Dulles Area Association of REALTORS®", the acronym "DAAR", and the appropriate Sponsor level participation. The use of the name and the acronym shall be done solely with the term "Partner" prominently displayed directly adjacent thereto (to ensure the absence of any implication that Partner is endorsed by DAAR).

Notwithstanding anything else to the contrary in this Agreement, the parties understand that the REALTOR® logo and name are owned by the National Association of REALTORS®, ("NAR") and licensed to Dulles Area Association of REALTORS® under strict restrictions, and that Partner's right to use such REALTOR® marks are limited to use allowed by this Agreement and shall terminate in the event that DAAR's license to use such terms terminates.

IV. DAAR Policies

A. Policy on Distribution of DAAR Members' Personal Information. Partner is also an DAAR



Sponsorship Agreement

Continued

member, Partner agrees to abide by DAAR's policy on purchase of mailing lists. Attached to as Attachment "B" by this reference made part of this Agreement.

B. Policy on Exhibition at the 2021 DAAR Annual Meeting Partner is also an exhibitor at the DAAR trade show taking place in September 2021. Partner agrees to abide by DAAR's Policy on Exhibition at the 2021 DAAR Annual Meeting.

V. Relationship of Parties

The relationship of the parties to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership or agency relationship of any kind between the parties. Neither party is authorized to incur any liability; obligation or expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that DAAR is in the business of providing the products and/or services provided by said Partner.

VI. Indemnification

Partner hereby agrees to indemnify, save and hold harmless DAAR and its employees, officers and directors from and against any and all claims, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses) which may arise by reason of (i) any act or omission by Partner or any of its officers, directors, employees or agents and/or (ii) the inaccuracy or breach of any of the covenants, representations and warranties made by Partner in this Agreement. DAAR shall promptly notify Partner upon receipt of any claim or legal action referenced in this Section. The provisions of this Section shall survive any termination or expiration of this Agreement.





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