



Sponsorship Opportunity Guide 2024-2025

About DAAR

Your Resource for Success

Dulles Area Association of REALTORS® (DAAR) was founded in 1962 and represents over 1,100 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 1,100 members, DAAR is one of the largest trade associations in Loudoun County. We are a network of successful professionals supporting businesses like yours for over 60 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



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Sponsorship Breakdown

How It Works

Choose one of two sponsorship paths in order to align with your budget and goals to maximize your investment:

- **Annual Partnership:** Think ahead and select one of DAAR's pre-packaged annual sponsorship levels! You'll still have the chance to take advantage of a la carte event sponsorship opportunities throughout the year.
- **A la Carte Sponsorships:** Choose the individual events/classes you would like to sponsor and pay as you go.

Questions? Please contact Megan Eyler at 703-777-2468 or by email at meyley@dullesarea.com.



Sponsorship Selection Process

1. The following pages will include different types of opportunities available to select from.
2. Please complete the Sponsorship Application to indicate your sponsorship opportunities.
3. Once complete, please email the form to meyley@dullesarea.com to secure your sponsorships.
4. Once the application is received, an official sponsorship plan and contract will be sent outlining your sponsorship details. If any opportunities you have selected are already taken, communication will be sent to select an alternative opportunity.
5. Once you have received and reviewed the contract, please sign and return the contract to meyley@dullesarea.com.
6. Once you have signed the contract, we will then sign and return it to you for your records. If the contract is **not** signed, it is not a valid sponsorship plan. You will not receive benefits until your sponsorship plan has been paid for.

Note: All sponsorships are on DAAR's fiscal year and will last from July 1, 2024 - June 30, 2025.

Sponsorship Levels

12 Months

12 Month Sponsorship (July 2024 - June 2025)

Each annual sponsorship plan begins at the Bronze level (\$650).

The total of your a la carte selections will determine your final annual sponsorship level.

Sponsorship Level Cost	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$5,000	\$3,500	\$2,000	\$1,200	\$650
Company Memberships	4 Memberships	3 Memberships	2 Memberships	1 Membership	1 Membership
Affiliate Directory	Featured listing with logo and description	Featured listing with logo and description	Listing with logo	Listing with logo	Listing with logo
DAAR Event Recognition	●	●	●	●	●
Preferred Brochure Space in DAAR office	●	●	●	●	●
DAAR Site: Logo on Partners Page	●	●	●	Company Name Only	Company Name Only
Annual Meeting: Exhibit Booth	Gold Table at D3	Silver Table at D3	Bronze Table at D3	Bronze Table at D3	10% Discount
Signature Event Programs*	Full Page Ad	1/2 Page Ad	1/2 Page Ad	1/4 Page Ad	1/4 Page Ad
Pair(s) of Signature Event Tickets [^]	All (4) Signature Events	All (4) Signature Events	3 Events of Your Choice	2 Events of Your Choice	1 Event of Your Choice
DAAR Newsletter	5 Ads in Newsletter*	4 Ads in Newsletter*	3 Ads in Newsletter*	2 Ads in Newsletter*	1 Ad in Newsletter*
Monthly Market Stats	2 Ads in Market Stats*	2 Ads in Market Stats*	1 Ad in Market Stats*	1 Ad in Market Stats*	
Education Opportunities	1 Dine & Discuss <u>and</u> 1 New Member Orientation	1 Dine & Discuss <u>or</u> New Member Orientation	1 Dine & Discuss <u>or</u> New Member Orientation		
Display pop-up banner in DAAR classroom*	●	●			

*Company Provided

[^]Sponsor will receive either the number of tickets provided in annual plan, or tickets in the selected sponsorship opportunity (whichever is greater)

Sponsorship Opportunity Types

There are different types of opportunities for you to select from depending on your business needs. Below are the categories and in the next few pages there will be more information about each type of opportunity.

Education Sponsorship Opportunities

DAAR Members are offered 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 needs of our members.

Signature Event Sponsorship Opportunities

DAAR offers four signature events each year: Economic Summit, REALTOR® Awards Ceremony, D3 (Annual Conference & Trade Show), and the BOD Installation and Holiday Party.

Networking Event Sponsorship Opportunities

DAAR is offering multiple networking events for our members to get together and connect.

Community Service Event Sponsorship Opportunities

In an effort to give back to the local community, DAAR puts on charitable events to raise funds for our annual charity partners while providing networking opportunities for members.

REALTOR® Political Action Committee (RPAC) Event Sponsorship Opportunities

DAAR hosts events that will emphasize the value of RPAC to members and the Real Estate community.

Education Sponsorship Opportunities

DAAR Members are offered continuing education classes through our on-site and virtual school. 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 and present in front of class
- Virtual: 2 minute promo slide deck show

Opportunity	Qty Available	Price	Select
CE/PLE Classes	72	\$100	
Non-CE Professional Development	50	\$100	
Broker CE Classes	6	\$100	
NVAR Contracts Class	4	\$400	
New Member Orientation/ New Member Code of Ethics	24	\$300	

Education Sponsorship Opportunities *Continued*

Specialty Education Events

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 interact with the class before, during breaks, and after class.

- In-person classes: sponsors receive a promo table and present in front of class
- Virtual: 5 minutes to present in front of class attendees

Opportunity	Qty Available	Price	Select
Instructor Development Day	2	\$300	
Bias Override Class	2	\$200	
Physical Safety Class	2	\$250	
Governance Training	2	\$300	
DEI Training	2	\$300	
Public Policy Forum	4	\$200	
Broker Breakfast	4	\$500	



Signature Event Sponsorship Opportunities

Economic Summit Sponsorships

This signature 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 tickets to the event. Table sponsors will receive eight total tickets.

Opportunity	Description	Qty Available	Price	Select
Event Sponsor	<ul style="list-style-type: none"> • Opportunity to give opening remarks. • Prominent signage at the event. • Full page inside cover ad in the event program book. • Receive six tickets to invite guests. 	1	\$1,650	
Breakfast Sponsor	<ul style="list-style-type: none"> • Sponsor to receive recognition on event promotions and at the event. • Signage near the food station. 	2	\$750	
Coffee Sponsor	<ul style="list-style-type: none"> • Each attendee will receive unlimited coffee and tea on behalf of the sponsor • Sponsor may supply company branded cups and napkins w/logo. • Signage near the coffee station at the event. 	2	\$750	
Table Sponsor	<ul style="list-style-type: none"> • Receive eight tickets to the Economic Summit for a reserved 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, Top Producer Team, Rookie of the Year, Circle of Excellence, REALTOR® of the Year, Affiliate of the Year, Educator of the Year and the Jeanette Newton Community Leadership Award!

Opportunity	Description	Qty Avail	Price	Select
Event Sponsor	<ul style="list-style-type: none"> Opportunity to give the event's opening remarks and announce the REALTOR® of the Year. Prominent signage throughout the event space. Full page inside front cover ad in the even program book. 	1	\$1,650	
Food Sponsor	<p>The night wouldn't be the same without a dinner surrounded by friends and colleagues.</p> <ul style="list-style-type: none"> Sponsor to receive recognition on event promotions and at the event. Signage near the food station. 	2	\$750	
Beverage Sponsor	<ul style="list-style-type: none"> Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. Sponsor may provide cocktail napkins w/ logo. Signage near the bar area at the event. 	2	\$750	
Entertainment Sponsor	<p>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.</p> <ul style="list-style-type: none"> Receive on-site recognition. Sponsor signage near the entertainment. 	1	\$500	
Specialty Awards Sponsor	<ul style="list-style-type: none"> Opportunity to announce the Specialty Award Winner and Nominees. Signage at the Awards table. <p><i>Awards include: Rookie of the Year, Educator of the Year, Circle of Excellence, Top Producer and Top Producer Teams, Affiliate of the Year, and the JN Leadership Award.</i></p>	9	\$500	

Signature Event Sponsorship Opportunities *Continued*

D3 Annual Conference & Expo

This annual event attracts 120+ 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 the event.

Opportunity	Description	Qty Avail	Price	Select
Event Sponsor	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Attendees will receive a bag with your logo at registration. • Receive on-site signage. 	1	\$500	
Coffee Sponsor	<ul style="list-style-type: none"> • Each attendee will receive coffee and tea on behalf of the sponsor. • Sponsor may provide cups and napkins with logo. • Signage near the coffee station at the event. 	2	\$750	
Lunch Sponsor	<ul style="list-style-type: none"> • Sponsor to receive recognition on event promotions and at the event. • Signage near the food station. • Sponsor may supply plates and napkins w/ logo. 	1	\$750	
Affiliate Game Sponsor	<ul style="list-style-type: none"> • Sponsor to receive recognition on event promotions and at the event. • Opportunity to announce/present prize winners. 	1	\$500	

D3 Vendor Booth: \$300.00

Signature Event Sponsorship Opportunities *Continued*

BOD Installation & Holiday Party

Celebrate the holidays with DAAR's new board members and REALTORS® during our Board of Directors Installation & Holiday Party. This event usually attracts between 100-120 attendees. Sponsors will receive two event tickets to gift to clients.

Opportunity	Description	Qty Avail	Price	Select
Event Sponsor	<ul style="list-style-type: none"> • Opportunity to give the events opening remarks. • Prominent signage throughout the event space. • Opportunity to provide branded party favors for attendees. • Full page inside cover ad in the event program book. 	1	\$1,650	
Table Sponsor	<ul style="list-style-type: none"> • Opportunity to invite 8 guests to the Holiday Party at a pre-assigned table. 	5	\$500	
Food Sponsor	<p>The night would not be the same without a dinner surrounded by friends and colleagues.</p> <ul style="list-style-type: none"> • Sponsor to receive recognition on event promotions and at the event. • Signage near the food station. 	2	\$850	
Beverage Sponsor	<ul style="list-style-type: none"> • Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. • Sponsor may supply cocktail napkins w/ their logo. • Signage near the bar area at the event. 	2	\$850	
Dessert Sponsor	<p>Sponsor a yummy dessert for the event, and you're sure to be thanked!</p> <ul style="list-style-type: none"> • Sponsor to receive recognition on event promotions and at the event. 	1	\$500	
Entertainment Sponsor	<p>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.</p> <ul style="list-style-type: none"> • Receive on-site recognition. • Sponsor signage near the entertainment. 	1	\$500	



Community Service Event Sponsorship Opportunities

Sips & Strikes

Bowl for a cause and enjoy networking with REALTORS® at our Sips & Strikes charity bowling event and auction. This annual community service event attracts 100+ attendees and benefits DAAR's local charity partners, Women Giving Back and Mobile Hope. All sponsors will be able to provide a branded item for the gift bag.

Opportunity	Description	Qty Avail	Price	Select
Event Sponsor	<ul style="list-style-type: none"> • Opportunity to give opening remarks and announce winners. • Option to be in a promotional video for the event. • Recognition on event promotions and at the event. • Gift bag with your logo will be provided to attendees. • Sponsor will receive a lane at the event. • Receive 4 tickets to the event. 	1	\$1,500	
Food Sponsor	<ul style="list-style-type: none"> • Sponsor may provide napkins with their logo. • Recognition on event promotions and at the event. • Receive 2 tickets to the event. 	3	\$400	
Beverage Sponsor	<ul style="list-style-type: none"> • Each attendee will receive 2 drink tickets for this event with the sponsor logo printed on the tickets. • Recognition on event promotions and at the event. • Sponsor may supply cocktail napkins w/ their logo. • Receive 2 tickets to the event. 	3	\$300	
Lane Sponsor	<ul style="list-style-type: none"> • Prominent signage at bowling lane. • Recognition on event promotions and at the event. • Receive 1 ticket to the event. 	14	\$150	

Networking Event Sponsorship Opportunities

DAAR's networking events are becoming more and more appealing to our members, bringing in an average of 30 attendees, including new and experienced agents and brokers. Sponsors will receive two tickets to the event.

Happy Hour Events

DAAR will be offering four Happy Hour events per year (once per quarter). We are looking to offer a variety of settings and activities for these events. More details to come. Additional opportunities may be available throughout the year.

Opportunity	Description	Qty	Price	Select
Fall 2022	<ul style="list-style-type: none">• Drinks and light snacks will be provided on behalf of the sponsor.• Signage at the event and on event promotions.• Opportunity to meet and connect with members in attendance.	3	\$300	
Winter 2022		3	\$300	
Spring 2023		3	\$300	
Summer 2023		3	\$300	

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

RPAC Event Sponsorship Opportunities

DAAR hosts events that will emphasize the value of RPAC to members and the Real Estate community.

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. On average this event has 20 attendees, and allows sponsors the opportunity to network with some of DAAR's most involved REALTORS® in a more intimate setting. Sponsors will receive two event tickets.

Opportunity	Description	Qty	Price	Select
Event Sponsor	<ul style="list-style-type: none"> • Opportunity to give the opening remarks. • Prominent signage throughout the event space. 	1	\$1,000	
Beverage Sponsor	<p>Cheers!</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Signage near the food station. • Sponsor may supply plates, napkins w/ logo. 	2	\$500	

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

Sponsorship Application

2023-2024 Sponsorship Application

On the following pages, please select the sponsorship opportunities you would like for the year. You may select an Annual Partner Package or choose from our A la Carte offerings.

Annual Partnership plans will start at the bronze level (\$650) and offer many benefits, including advertisements, recognition at our Signature Events and more. If you would like to add additional opportunities to your Annual Partnership, you may do so by including them in your sponsorship application,

If you do not wish to become an Annual Partner, you may opt to plan ahead by choosing from our A la Carte options.

Once you have completed the application, please send it to meyler@dullesarea.com. Once the application has been received, a sponsor plan will be drafted finalizing your selections. As a reminder, the opportunities are first-come first-serve. If the opportunity is already filled, we will reach out with alternative opportunities.

Once your company has received and approved the selections, please sign the plan and return it to meyler@dullesarea.com. After it has been returned to DAAR, we will review and sign the plan and send you a copy of the plan and information regarding payment.

If you have any questions, please contact Megan Eyler at 703-777-2468 or by email at meyler@dullesarea.com.

Note: If the plan is not signed by both parties and paid for, it is not a valid sponsorship plan.

Sponsorship Application

OFFICE INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email Address: _____

Contact Phone Number: _____

Website: _____

Sponsorship Opportunities Selection

Annual Sponsorship Package Selection

- Bronze (\$650)
- Silver (\$1,200)
- Gold (\$2,000)
- Platinum (\$3,500)
- Diamond (\$5,000)

Sponsorship Application

A la Carte Opportunities Selection

Education Sponsorship Opportunities

Education Classes - CE/PLE	Qty	Price	Quantity Selected	Total
CE/PLE Classes	72	\$100		
Non-CE Professional Development	50	\$100		
Broker CE	6	\$100		
NVAR Contracts Class	4	\$400		
New Member Orientation/Code of Ethics	24	\$300		

Specialty Education Events	Qty	Price	Quantity Selected	Total
Instructor Development Day	2	\$300		
Bias Override Class	2	\$200		
Physical Safety Class	2	\$250		
Governance Training	2	\$300		
DEI Training	2	\$300		
Public Policy Forum	4	\$200		
Broker Breakfast	4	\$500		

Total Cost of Selected Education Sponsorship Opportunities: _____

Sponsorship Application

Signature Event Sponsorship Opportunities

Economic Summit	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,650		
Breakfast Sponsor	2	\$750		
Coffee Sponsor	2	\$750		
Table Sponsor	5	\$500		

DAAR REALTOR® Awards Ceremony	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,650		
Food Sponsor	2	\$750		
Beverage Sponsor	2	\$750		
Entertainment Sponsor	1	\$500		
Specialty Awards Sponsor	9	\$500		

D3: Annual Meeting & Conference	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,500		
Badge Sponsor	1	\$500		
Swag Bag Sponsor	1	\$500		
Coffee Sponsor	2	\$750		
Lunch Sponsor	1	\$750		
Vendor Table	12	\$300		
Affiliate Game Sponsor	1	\$500		

Sponsorship Application

BOD Installation & Holiday Party	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,650		
Table Sponsor	5	\$500		
Food Sponsor	2	\$850		
Beverage Sponsor	2	\$850		
Dessert Sponsor	1	\$500		
Entertainment Sponsor	1	\$500		

Total Cost of Selected Signature Event Sponsorship Opportunities: _____

Community Service Event Sponsorship Opportunities

Sips & Strikes, Honoring Sandy Loffis	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,500		
Food Sponsor	3	\$400		
Beverage Sponsor	3	\$300		
Lane Sponsor	14	\$150		

Total Cost of Selected RPAC Event Sponsorship Opportunities: _____

Networking Event Sponsorship Opportunities

Happy Hour Events	Qty	Price	Quantity Selected	Total
Fall 2023	3	\$300		
Winter 2023	3	\$300		
Spring 2024	3	\$300		
Summer 2024	3	\$300		

Total Cost of Selected Networking Event Sponsorship Opportunities: _____

Sponsorship Application

RPAC Event Sponsorship Opportunities

RPAC Major Investor Dinner	Qty	Price	Quantity Selected	Total
Event Sponsor	1	\$1,000		
Beverage Sponsor	2	\$500		
Food Sponsor	2	\$500		

Total Cost of Selected RPAC Event Sponsorship Opportunities: _____

Total Cost of Selected Sponsorship Opportunities

Opportunity Type	Total Cost
Education	
Signature Events	
Community Service Events	
Networking Events	
RPAC Events	

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, 2025.

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 a DAAR member.

B. Policy on Exhibition at the 2023 DAAR Annual Conference Partner is also an exhibitor at the

Sponsorship Agreement

Continued

DAAR trade show taking place in October 2023. Partner agrees to abide by DAAR's Policy on Exhibition at the 2023 DAAR Annual Conference.

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.

