



**Sponsorship &
Media Planner**

BENEFITS OF CCAR SPONSORSHIP

MARKETING

Exposure to more than 2,000 leading real estate professionals in the Clark County region.

EXPERTISE

Share your subject matter expertise with REALTORS® who will benefit from your professional knowledge.

NETWORKING

Exclusive access to CCAR events and sponsorship opportunities to build relationships with REALTORS® and community members.

COMMUNITY

Be a part of a vibrant community of real estate industry professionals working to make Clark County a better place to live and work.

CCAR sponsorship is a great way to take your affiliate membership to the next level with a host of benefits for your business!



CCAR SPONSORSHIP TIERS

Bundle your event and program sponsorships to maximize the value and impact of your CCAR sponsorship. Sponsorship tiers are an easy way to plan for your 2024 marketing budget and strategize your CCAR involvement ahead of time.

Packages can be customized to suit your needs.

PLATINUM \$7,000 - 1 AVAILABLE

- Installation and Awards Presenting Sponsor - December
- Boo Bowl or Cornhole Tournament Presenting Sponsor - October/June

GOLD \$3,250 - 1 AVAILABLE

- Installation and Awards Premium Sponsor - December
- Cornhole Tournament Registration Sponsor - June
- Boo Bowl Tournament Premium Sponsor - October

SILVER \$1,250 - 3 AVAILABLE

- Installation & Awards Bar Sponsor - December
- Cornhole Tournament Board Sponsor - June
- Boo Bowl Tournament Supporting Sponsor - October

ADVOCACY PARTNER \$4,800 - 1 AVAILABLE

- RPAC Live Auction Presenting Sponsor - March
- Major Investor Appreciation Event Presenting Sponsor - December

EDUCATION PARTNER \$2,800 - 4 AVAILABLE

- Leadership Retreat or Continuing Education Supporting Sponsor
- Thrive Quarter Year Sponsorship - One Quarter



CCAR NEWSLETTER SPONSORSHIPS

CCAR's monthly newsletter is emailed to all CCAR REALTOR® and Affiliate members.

MEMBER NEWSLETTER - VIDEO PKG: \$100/MO. 1 AVAILABLE/MONTH

- Educational company video in CCAR's monthly newsletter
- Inform members of your company's services, give professional advice, etc.

SOLD!

MEMBER NEWSLETTER-ADVERTISING PKG: \$75/MO. 2 AVAILABLE/MONTH

- 1/2 Page Static Company Advertisement in CCAR's monthly newsletter

MANAGING BROKER INS: \$150/MO. 1 AVAILABLE/MONTH

Internal News Service email sent exclusively to CCAR REALTOR® Managing Brokers.

- Educational company video in CCAR's monthly newsletter
- Inform members of your company's services, give professional advice, etc.

CCAR WEBSITE SPONSORSHIP \$100/MONTH

- Company advertorial video or article featured 1x per month on our website
- Content promoted through Social Media
- Inform members of your company's services, give professional advice, etc.



THRIVE EDUCATION SPONSOR QUARTERLY SPONSORSHIPS

QUARTER YEAR: \$2,000



- 15-30 second video - Bookend ALL COURSES!!
- Logo on Course Completion Emails
- Logo on Thrive promotional materials
- Membership engagement reports

LEADERSHIP RETREAT JANUARY

Join the CCAR Board of Directors, Committee Chairs, Foundation Board of Directors, and the Washington REALTOR® Directors for lunch.



PRESENTING SPONSOR \$1,000

- Includes opportunity to join retreat lunch with our Directors and Chairs.
- Your company logo on all promotional material.



LEGISLATIVE DAY IN OLYMPIA

JANUARY 18TH

Meet up with the REALTOR® Member caravan to Olympia for breakfast.

BREAKFAST SPONSOR \$250

- Provide Breakfast for members traveling to Hill Day
- Opportunity to register for Hill Day
- Recognized as Breakfast Sponsor in promotions

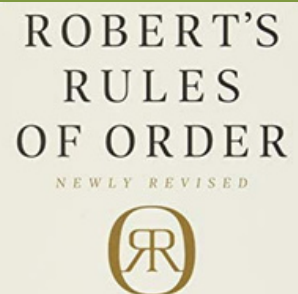


COMMITTEE TRAINING SPONSOR

FEBRUARY

ROBERT'S RULES TRAINING \$500

- Provide lunch for our Executive Board
- Exclusive opportunity to join the meeting with our Board of Directors and committee leaders.



MANAGING BROKER FORUM

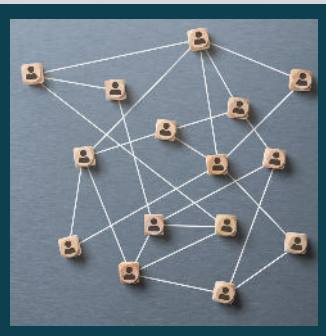
APRIL

Mingle with our Managing Broker members at this breakfast event.

PRESENTING SPONSOR \$1,000

Provide breakfast for the Managing Brokers and the opportunity to speak with our Managing Broker Members.

Logo and business name included in event marketing materials.



RPAC AUCTION

MARCH 29

PRESENTING SPONSOR \$3,000

- Includes 2 tickets to the live event and exclusive marketing before and during the live event.
- Logo included on promotional material and thanked in event follow-up.

VIRTUAL ONLINE AUCTION ITEM \$100-\$300

- Sponsor an item at our annual REALTOR® Political Action Committee online auction, which runs Monday - Friday, week of March 25th
- Logo included in promotion of sponsored item

LIVE IN-PERSON AUCTION ITEM \$300-\$3,000

- Sponsor an item at our annual REALTOR Political Action Committee LIVE in-person auction
- Logo and verbal recognition included in promotion of that item

DONATE AN AUCTION ITEM OR EXPERIENCE

- Donate an item or experience valued at over \$100
- Recognition during promotion of item



GIVE BIG DAY OF GIVING

MAY 7-8

Challenge the industry and the community as a whole to donate to the Clark County REALTORS® Foundation during Southwest Washington's two days of giving: Give BIG (formerly GiveMore24).

MATCHING SPONSOR: \$600 DONATION



CLARK COUNTY
REALTORS®
Foundation™

- Prominent placement of your logo in all pre-event marketing and social media
- Customized donation page with your company's marketing with option to include video marketing, matching goal, progress bar and more. Set a matching goal of \$600 - or more!
- Mentions in CCAR newsletters and social media leading up to, during and after the event
- Special recognition at the Grants Reception in November

CONTINUING EDUCATION EVENT FEATURING INDUSTRY RELATED SPEAKERS MONTH TBA

In-person meeting that satisfies required continuing education for REALTORS®.

PRESENTING SPONSOR \$3,000

- Prominent placement of your logo in all pre-event marketing, social media, and on event signage
- Opportunity to speak to the audience

REGISTRATION SPONSOR \$2,000

- Prominent placement of your logo in all pre-event marketing, social media, and on event signage
- Staff the Registration Table with your company signage and swag. Greet every attendee

SUPPORTING SPONSOR \$1,000

- Prominent placement of your logo in all pre-event marketing, social media, and on event signage



CORNHOLE FOR A CAUSE TOURNAMENT

JUNE 19TH



PRESENTING SPONSOR \$2,500

- Act as emcee of the tournament
- Prominent display of logo in all marketing
- Ability to contribute a swag item of your choice
- Additional items can be arranged to meet your specific needs
- Fees for two (2) teams included
- List of participant email addresses for follow-up marketing

REGISTRATION SPONSOR \$1,500

- Pre-event marketing
- Staff registration table with employees
- Verbal recognition at the end of event.
- Ability to contribute a swag item of your choice
- Participant email list for follow-up
- Fees for one (1) team included



EVENT SPONSOR \$1,000 4 AVAILABLE

- Pre-event Marketing
- Verbal recognition at the end of the event.
- Ability to contribute a swag item of your choice
- Includes a board sponsorship plus a team or a table

CORNHOLE TOURNAMENT

JUNE

DJ SPONSOR \$1,000

- DJ booked by CCAR. Provide signage at DJ station
- Announcements of sponsorship throughout event
- Includes pre-event marketing

BOARD SPONSOR \$500

10 AVAILABLE

- Pre-event marketing
- Company logo on a full set of cornhole boards
- Direct contact with the teams as they play through

PRIZE SPONSOR \$400/\$300/\$200

- Announcements of sponsorship
- Includes pre-event marketing

TABLE SPONSOR \$250 - 8 AVAILABLE

- Set up pop-up tent or umbrella & tablecloth at an outdoor table
- Ability to hand out company swag, water, etc.
- Cheer on your favorite team

RAFFLE PRIZE SPONSOR

- Provide a prize for Raffle valued at \$100 or more
- Announcements of sponsorship throughout event
- Signage at event

TEAMS - 2 PLAYERS PER TEAM \$250

- Open to REALTOR® Members
- Affiliates can have a team by becoming a Presenting, Score Card, Registration or Event Sponsor



ANNUAL MEMBERSHIP MEETING

SEPTEMBER & OCTOBER

Live meetings, conducted virtually with hundreds of members attending

SEPTEMBER PRESENTING SPONSOR \$150

- Prominent placement of your logo in all pre-event marketing, social media, and on event signage
- Opportunity to speak to the audience
- **Virtual event**

OCTOBER PRESENTING SPONSOR \$3,000

- Prominent placement of your logo in all pre-event marketing, social media, and on event signage
- Opportunity to speak to the audience
- **In-Person event**



BOO BOWL TOURNAMENT

OCTOBER



PRESENTING SPONSOR \$2,500

- Logo on all pre-event marketing
- Time during program to address guests
- 2 complimentary teams
- Promo table at event
- Opportunity to hand out company swag
- Signage on all tables
- Recognized by emcee during event

PREMIUM SPONSOR \$1,000

- Logo on all pre-event marketing
- Staff the check-in table as your promo table
- 1 complimentary team
- Promo table at event
- Opportunity to hand out company swag
- Signage on all tables
- Recognized by emcee during event



SUPPORTING SPONSOR \$500

- Promo table at event
- Opportunity to hand out company swag
- Signage on all tables
- Recognized by emcee during event

PARTICIPATING SPONSOR \$250

- Signage on all tables
- Recognized by emcee during event



GRANT RECEPTION NOVEMBER

PRESENTING SPONSOR \$1,000



- Prominent placement of your logo in all pre-event marketing, social media, and on event signage
- Opportunity to speak to the audience
- Opportunity to meet Community, City and County leaders
- Opportunity to meet those who your dollars helped
- EXCLUSIVITY! Only ONE sponsor for the entire event

INSTALLATION OF BOARD OF DIRECTORS & AWARDS DECEMBER

PRESENTING SPONSOR \$5,000

- Named as presenting sponsor in all marketing and day-of material.
- Your logo on all pre-event marketing, social media, and event signage
- Signage at all tables
- Recognized during event
- Swag at all tables
- 1 complimentary table of 10



INSTALLATION OF BOARD OF DIRECTORS & AWARDS DECEMBER

PREMIUM SPONSOR \$1,000 - 1 AVAILABLE

- Staff the Registration Table with your company signage and swag, where you will greet guests as they arrive
- Logo on all pre-event marketing
- Recognized during event
- 5 complimentary tickets

AWARD SPONSOR \$1,000 - 1 AVAILABLE

- Your logo engraved on all of the awards
- Recognized in social media
- Recognized during event

ENTERTAINMENT \$1,000 - 2 AVAILABLE

- Sponsor the entertainment during the event
- Recognized in social media
- Recognized during event

BAR SPONSOR \$500 - 3 AVAILABLE

- Signage at all bar stations
- Recognized during event



SET UP YOUR SPONSORSHIP

Give your business a competitive edge that goes beyond product and price. CCAR is a professional organization for those actively engaged in the real estate industry. Our sponsors unite real estate professionals into a powerful force for mutual support and success. With over 2,000 members, marketing and participating in our events ensures your company is seen and heard!



KRISTIN MILLER
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The Clark County Association of
REALTORS® appreciates your
continued support!

