



NEAR

2017 Sponsorship Opportunities

To Our Valued Business Partners:

NEAR is excited to offer a whole new level of sponsorship opportunities in addition to the existing A La Carte Menu for the 2017 membership year! We are confident that these new offerings will provide you with optimum ways to maximize your marketing opportunities to the NEAR membership. We are also introducing Bundle Discounts which will provide you with a 10-20% savings on your total package of \$1,501 or higher. The more you invest in your business, the more you save!

NEAR is committed to providing you, our valued Business Partners with multiple options to help build your network with area REALTORS®, establish valuable business relationships, create name and brand recognition, and to socialize with a great group of professionals. NEAR hosts a wide variety of events including membership meetings, professional development and continuing education courses, as well as some very special events such as our Annual Awards Gala and the Installation/Holiday reception. We also offer opportunities to reach out to our membership via print and digital advertising. Many of these sponsorships are limited - reserve yours today!

It's Budgeting Time! We wanted to provide you with our 2017 offerings to consider as you develop your 2017 marketing plan/budget. Take a look at our Sponsorship Opportunities and our new Premier Partner Sponsorship offerings. Once you've made your selections, just complete the attached form and fax, email or mail this form to us and we will contact you to finalize the details.

Questions? Contact Karen at 978-577-6138 or via e-mail:
karen@northeastrealtors.com

Premium Partner Opportunities

Unique opportunity to become a Premium Partner of NEAR which offers many invaluable benefits including: a website landing page with links, spotlight on NEAR Facebook page, acknowledgement at all events, logo/link in all newsletters, member mailing labels and much more! Refer to the attached table for detailed information.

Digital Opportunities

Digital E-newsletter Sponsorship: Our monthly broadcast e-newsletter is a critical component of our membership communication to both REALTORS® and Business Partners. The newsletter contains event information, news alerts, and other timely information. Sponsored email banners are 200 pixels wide by (up to) 300 pixels tall and can be linked to your company website or your email address. \$100/edition

Solo Email Sponsorship: A great way to promote an event, special offer, or introduce yourself to the entire NEAR membership! Solo email sponsorships contain only the sponsor's information and the sponsor may choose the subject line. \$200/email

Print Opportunities

Business Partner Directory: All NEAR Business Partner Members in good standing are listed at no charge in our printed Business Partner Directory, which is distributed at NEAR events, mailed to all members, and provided to new members at orientation. Enhance your listing by sponsoring an ad in the directory! \$50-\$250/ad

Event Opportunities

Continuing Education (CE): Real estate agents are required to complete 12 hours of CE every two years to maintain their MA license. Most courses also double for NH license elective credit. Sponsor may address the class for up to 5 minutes before the start of the program (8:55 am) to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250/class

New REALTOR® Orientation: All new REALTORS® are required to attend this full-day course that introduces them to the REALTOR® association and reinforces their responsibilities under the Code of Ethics. Sponsor may address the class for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250/class

Member Meetings: NEAR hosts quarterly member meetings at which the NEAR President addresses members with association updates, announcements, and more. Sponsor may maintain a table at the event and address attendees for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150/meeting

NH Core Recertification: This course is specific to NH licensees and is required every 2 years. Sponsor may address attendees for up to 5 minutes before the start of the program (8:55 am) to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the event web page. \$150-\$250

Annual Recognition Gala: The annual awards gala is NEAR's most popular event! Join hundreds of members as we recognize Top Producers and award special honors, such as REALTOR® of the Year, and enjoy the chance to network both before and after dinner. We expect to have over 500 members in attendance in 2017. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

NEAR Conference & Expo: NEAR is excited to announce this new event which will include top-notch speakers, multiple sessions, booths, programs ads, and multi-level sponsorships. This will be a major draw for all REALTOR® members across New England. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

NAR PAF Fundraiser: The most fun event of the year! This fundraising event generates donations to the State and National REALTOR® Political Action Fund. Music, food, raffles, and plenty of summer fun; what more could you want on a beautiful summer evening? Many sponsor opportunities at various levels available!

Holiday Reception/Installation of Officers: NEAR's Annual Holiday Reception and Installation of Officers is a festive year-end event at which we thank current year leadership and welcome incoming officers, directors, and committee chairs, all while celebrating the holiday season. Networking is the major activity here to allow for maximum sponsor exposure. Many sponsor opportunities available at various levels; check out the A La Carte Menu!

2017 Sponsorship Opportunities

Sponsor Menu Plan – A La Carte Selection Form

Company: _____ Address: _____

Contact Name: _____ Email: _____

Bundle Discounts: The more you invest...the more you SAVE – up to 20%!

10% discount on total sponsorships of \$1,501 or higher
 15% discount on total sponsorships of \$2,000 or higher
 20% discount on total sponsorships of \$2,500 or higher

*Apply Discount to Final Total
 (Available for A La Carte Items only)
 Discount Deadline: January 31, 2017*

Advertising Opportunities (Advance payment required)

Digital

RESource – NEAR’s monthly e-newsletter sent to all NEAR Members (only 2 available/email)	<input type="checkbox"/> E-newsletter sponsorship, # of editions: _____	\$100/edition
Solo email Blast – A dedicated email advertisement sent to all NEAR Members	<input type="checkbox"/> Solo email sponsorship, # of emails: _____	\$200/email

Print

Business Partner Directory Ads Deadline to order: 8/1/2017 Deadline for ad artwork: 8/15/2017	<input type="checkbox"/> 1/4 Page, Wide(5” wide x 1.875” tall) <input type="checkbox"/> 1/2 Page, Wide (5” wide x 3.9167” tall) <input type="checkbox"/> Full Page (5” wide x 8” tall) <input type="checkbox"/> Color ads are available. Add \$50 to selected ad size.	\$50 \$100 \$200 \$50
Member Mailing Labels	<input type="checkbox"/> Full membership mailing labels	\$100/request

Education Opportunities (Advance payment required)

Education Events	Sponsor Level <small>Please check the sponsor level below and circle the date of the event you want to sponsor</small>	January	February	March	April	May	June	July	August	September	October	November	December
		Continuing Education	<input type="checkbox"/> \$150, Meet, Greet & Bring ‘em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	18	15	15	19	17	21	19	16	20	18
New REALTOR® Orientation	<input type="checkbox"/> \$150, Meet, Greet & Bring ‘em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	11	9	9	13	11	8	13	10	13	12	9	14
NH Core Recertification	<input type="checkbox"/> \$150, Meet, Greet & Bring ‘em Food to Eat <input type="checkbox"/> \$250, Meet & Greet				5					21			
Member Meeting	<input type="checkbox"/> \$150, Meet & Greet					24				12			
Annual Meeting	<input type="checkbox"/> \$250, Meet & Greet w/table at event										25		
Pro Standards & Code of Ethics	<input type="checkbox"/> \$150, Meet, Greet & Bring ‘em Food to Eat <input type="checkbox"/> \$250, Meet & Greet			23							11		
Code of Ethics	<input type="checkbox"/> \$150, Meet, Greet & Bring ‘em Food to Eat <input type="checkbox"/> \$250, Meet & Greet	5 & 17											

Meet, Greet & Bring ‘em Food to Eat: Sponsor provides breakfast or lunch and meets attendees as they enter the classroom and briefly (up to 5 minutes) greets group before the class begins.

Meet & Greet Level: NEAR provides breakfast or lunch, the sponsor meets attendees as they enter the classroom and briefly (up to 5 minutes) greets group before the class begins.

Sponsor Menu Plan – A la Carte Selection Form (cont.)

Special Events	Available Opportunities (Advance payment required)
<p>Recognition Gala – April 27, 2017 The NEAR Annual Recognition Gala is NEAR's most popular and well-attended event! We expect as many as 500 guests! Networking sessions are held both before and after the dinner for maximum sponsor exposure.</p> <p>All sponsorships offer your company name and logo included in the program, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p>1 Sponsorship Per Level</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$1,500 Favor Sponsor (incl. 4 event tickets) Company logo with each favor <input type="checkbox"/> \$1,500 Centerpiece Sponsor (incl. 4 event tickets) Company logo on centerpiece SOLD <input type="checkbox"/> \$1,500 Reception Sponsor (incl. 4 event tickets) Company logo on sign at the bar, on cocktail napkins and name on signature drink <input type="checkbox"/> \$1,250 Entertainment Sponsor (incl. 3 event tickets) Sign age promoting sponsor <input type="checkbox"/> \$1,250 Raffle/Auction Sponsor (incl. 3 event tickets) <input type="checkbox"/> \$1,250 Photo Booth (incl. 3 event tickets) Logo on photo strips SOLD <input type="checkbox"/> \$1,250 Postcard Sponsor (incl. 3 event tickets) Company logo on postcard SOLD <p>Unlimited Sponsorships Available</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$1,000 Platinum Sponsor (incl. 4 event tickets) <input type="checkbox"/> \$750 Gold Sponsor (incl. 3 event tickets) <input type="checkbox"/> \$400 Silver Sponsor (incl. 2 event tickets) <input type="checkbox"/> \$200 Bronze Sponsor (incl. 1 event ticket) <input type="checkbox"/> \$200 Program Ad, full page black & white (no ticket) <input type="checkbox"/> \$100 Program Ad, half page black & white (no ticket) <input type="checkbox"/> \$50 Attendee Mailing List (no ticket)
<p>NEAR Conference & Expo – March 8, 2017 NEAR is pleased to once again offer this exciting event which will include top-notch speakers, multiple sessions, booths, programs ads and multi-level sponsorships. This will be a major draw for all REALTOR® members across New England!</p> <p>All sponsorships offer your company name and logo included in the program, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p>1 Sponsorship Per Level</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$1,500 Name Badge Sponsor (incl. 4 event tickets) SOLD <input type="checkbox"/> \$1,500 Swag Bag (incl. 4 event tickets) SOLD <input type="checkbox"/> \$1,250 Postcard Sponsor (incl. 3 event tickets) Company logo on postcard SOLD <input type="checkbox"/> \$1,000 Pen Sponsor (incl. 2 event tickets) <p>Unlimited Sponsorships Available</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$500 Booth – NEAR Member (incl. 2 company representative) <input type="checkbox"/> \$500 Session Sponsor (incl. 1 event ticket) <input type="checkbox"/> \$500 Swag Bag Goodie (incl. 1 event ticket) <input type="checkbox"/> \$200 Program Ad, full page black & white (no ticket) <input type="checkbox"/> \$100 Program Ad, half page black & white (no ticket) <input type="checkbox"/> \$50 Attendee Mailing List (no ticket)
<p>Holiday Reception – December, 2017 NEAR's Annual Holiday Reception and Installation of Officers is a festive year-end event. Networking is the major activity here to allow for maximum sponsor exposure.</p> <p>All sponsorships offer admission to the event as well as your company name and logo included on sponsor board, in marketing materials, on website, member emails promoting the event and recognition during the program.</p>	<p>1 Sponsorship Per Level</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$1,000 Centerpiece Sponsor (inc. 3 event tickets) Company logo on each centerpiece <input type="checkbox"/> \$1,000 Favor Sponsor (inc. 3 event tickets) Company logo with each favor SOLD <input type="checkbox"/> \$1,000 Postcard Sponsor (inc. 3 event tickets) Company logo on postcard <input type="checkbox"/> \$1,000 Reception Sponsor (inc. 3 event tickets) Logo on sign/cocktail napkins SOLD <input type="checkbox"/> \$750 Entertainment Sponsor (inc. 2 event ticket) <input type="checkbox"/> \$750 Dessert Table Sponsor (inc. 2 event ticket) Company logo on sign at dessert station <p>Unlimited Sponsorships Available</p> <ul style="list-style-type: none"> <input type="checkbox"/> \$750 Platinum Sponsor (inc. 3 event tickets) <input type="checkbox"/> \$500 Gold Sponsor (inc. 2 event tickets) <input type="checkbox"/> \$300 Silver Sponsor (inc. 1 event ticket) <input type="checkbox"/> \$175 Bronze Sponsor (inc. 1 event ticket) <input type="checkbox"/> \$50 Attendee Mailing List (no ticket)

Premier Partner Opportunities (Advance payment required) See attached description

~~Premium - \$5,000~~ **SOLD** Elite - \$4,000 (Two Available) Diamond - \$3,000 (Two Available)

Advance payment is required for all sponsorships. Bundle Discounts not applicable.

Total Sponsorship Amount: \$ _____ Applicable Discount Amount: \$ _____ Total Due: \$ _____

Please charge my credit card. Card type: MC VISA AmEx Discover

Credit Card #: _____ Exp.: _____ Sec Code: _____

Name on card: _____ Billing Address: _____

Signature: _____

Fax your completed selection form to NEAR at 978-577-6156 or email it to: karen@northeastrealtors.com or

Mail to: NEAR, 6 Lyberty Way, Suite 204, Westford, MA 01886

NEAR Premium Partner Sponsorship Levels

Benefits	Premier - \$5,000 SOLD	Elite - \$4,000 2 Available	Diamond - \$3,000 2 Available
Logo/Link on Homepage	X	X	X
Landing Page on Website	X	X	X
Premium Partner Sponsor Board displayed at all events	X	X	X
Spotlight on Facebook Page	4/year	3/year	2/year
Newsletter Spotlight - Link to Articles from Newsletter	4/year	3/year	2/year
Logo/Link in Newsletter	3/year	2/year	1/year
Member Mailing Labels	3/year	2/year	1/year
Ad in Business Partner Directory , Event Programs	Full Page B & W Ad: Directory Gala Program	Full Page B & W Ad: Directory Conference & Expo Program	Half Page B & W Ad Directory
Member Email Ad	3	2	2
Complimentary Table space at Annual Conference & Expo	1	N/A	N/A
Preferred location at Annual Conference & Expo	X	X	X
60 Second Advertisement	X	X	X
Meet & Greet	2- New Member 1 – Continuing Ed	1 New Member 1 Continuing Ed	1 New Member 1 Continuing Ed
Gala Event Sponsor	Platinum	Gold	Silver
Invitation from NEAR to provide seminars to members	3	2	1