

# 2022 Winston-Salem Regional Association of REALTORS® SPONSORSHIP OPPORTUNITIES



We are proud to provide our members with opportunities ranging from socials to continuing education courses to educational events. All of these are made possible by your support. This packet details the sponsorship opportunities available for 2022.

Items will be awarded on a first come, first served basis. WSRAR reserves the right to add items/events throughout the year. If that is the case, everyone will get the opportunity to sponsor that item. Items may be co-sponsored between non-competing affiliates. By completing the sponsorship form, you agree your company is financially responsible for the items selected.

**HOW IT WORKS:** On December 6, all members will receive this packet detailing opportunities. On December 8, access to the form will be sent to all WSRAR members.

You will submit your selections via a form on our website that will automatically submit your request to us, as well as track inventory. You will be emailed a link to the form, where you will complete your selections.

**WHEN DO I PAY?:** You may make 2 installment payments. The 1<sup>st</sup> payment is due January 14<sup>th</sup> and the 2<sup>nd</sup> payment is due February 25<sup>th</sup>. WSRAR will bill you after the first of the year. If payment isn't submitted by April 2<sup>nd</sup>, your item(s) will be released.

For questions or more information, please contact Amanda Hobbs at [ahobbs@wsrar.com](mailto:ahobbs@wsrar.com) or call 336-768-5560.

## WSRAR DASH BASEBALL GAME

Take us out to the ballgame! Sponsor's name to appear on the meeting reminder email to the membership (2200+), name recognition in the Edge Newsletter, your picture included in the next issue of electronic newsletter, network with REALTORS®. Affiliates only. Items may be co-sponsored between non-competing affiliates. Package includes 2 free tickets.

**Investment: \$3,000**

## BUS TRIP

WSRAR's annual bus trip is a popular event. This is a great opportunity to network with REALTORS® as we travel to exciting destinations! Your logo on the event flyer that's sent to all members, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition in the Edge Newsletter and WSRAR's social media pages. 2 free guests.

**Investment: \$2,500**

## MEMBERSHIP MEETING

Our membership meetings are a time when we gather all members of the association. Your logo on the event flyer that's sent to all members, 1 reserved table, display a company sign at meeting, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition in the Edge Newsletter and WSRAR's social media pages. 2 free guests.

**Investment: \$2,000 (4 Available)**

## PAST PRESIDENTS' LUNCHEON

The Past Presidents' Luncheon honors their service. Your logo on the event flyer that's sent to all members, name recognition in the Edge Newsletter and WSRAR's social media pages.

**Investment: \$2,000**

## OPEN HOUSE TOUR

Opportunity for REALTORS® and Affiliates to meet in a relaxed atmosphere, show off respective properties and share some excellent food. Your logo on the event flyer that's sent to all members, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition in the Edge Newsletter and WSRAR's social media pages.

**Investment: \$1,000**

## DRINK TICKET

Each attendee at our Inaugural Membership Meeting or our Awards Dinner Membership Meeting will receive 2 drink tickets. Your logo on Drink Ticket and Program given out at each Membership Meeting.

**Investment: \$1,500 (2 Available)**

## LEARN @ LUNCH

WSRAR offers educational and informative sessions that are popular among our members. A Learn @ Lunch is a great opportunity to talk with REALTORS® in all stages of their career. Your logo on the event flyer that's sent to all members, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition in the Edge Newsletter and WSRAR's social media pages.

**Investment: \$900 (5 Available)**

## WSRAR SHRED DAY

Partner with WSRAR as we offer our members a Shred Day. You can help members spruce up their world and make room for more transactions as part of their spring cleaning. Food truck on site. Recognition in event flyer and Newsletter. (50)

**Investment: \$900 (2 Available)**

## PRINCIPAL'S MEETING

Recognition in the Event Flyer that's sent to all BICs, opportunity to distribute your promotional materials on chairs or set up a display table, offer a door prize drawing at the event and collect business cards, speak two minutes to the audience about your company and products. Your picture included in the next issue of electronic newsletter, Network with REALTORS® (20+)

**Investment: \$800**

## CONTINUING EDUCATION

CE is a necessity to remain licensed. Speak after first break (2 minutes), display promotional materials, snacks for students, picture in Edge Newsletter (50-100 licensees in class), logo on website.

**Investment: \$300 per class - \$600 all day (14 Available)**

## GRI CONTINUING EDUCATION

Lunch Sponsor for GRI (Graduate REALTOR® Institute) Classes. These classes help members gain in-depth knowledge on technical subjects as well as the fundamentals of real estate. Hosted by WSRAR.

**Investment: \$500 (4 Available)**

## NEW MEMBER ORIENTATION

Your chance to get in front of the association's newest members! Your name and logo will be in the Orientation Packet, \*banner at Orientation Course, promotional materials at Orientation Course. Affiliates only. \*Provided by Sponsor. (40-50 new members)

**Investment: \$750 (6 Available)**

## **MARCH MADNESS SOCIAL EVENT – CASH BAR (MARCH 10<sup>TH</sup> OR 17<sup>TH</sup>)**

Whether you watch for the basketball or to keep up with your bracket, March Madness is fun! Gather with members in this fun atmosphere. Your logo on the event flyer that's sent to all members, offer a drawing and collect business cards, name recognition in the Edge Newsletter and WSRAR's social media pages. 2 free guests.

**Investment: \$700**

## **SOCIAL EVENT-CASH BAR**

Your logo on the event flyer that's sent to all members, offer a drawing and keep business cards, name recognition in the Edge Newsletter and WSRAR's social media pages. Includes 2 free guests.

**Investment: \$700**

## **THE CHILDREN'S CENTER HOLIDAY PARTY**

You'll want to be a part of this touching event. Get in the holiday spirit as the children from the Centers for Exceptional Children perform a Holiday Program. Network with members and the public. Your logo on the event flyer that's sent to all members, name recognition in the Edge Newsletter and WSRAR's social media pages.

**Investment: \$500**

## **LOGO & LINK IN EDGE NEWSLETTER "MEMBERSHIP REPORT"**

Have your logo in one of WSRAR's most clicked items in the monthly newsletter. Your logo and website address will appear in all (12) 2022 Edge Newsletters.

**Investment: \$500 (4 Available)**

## **FORMS CHANGES CLASS**

The NCREC forms change and we want to be sure members are up to date! Logo on the event flyer that's sent to all members, offer a drawing and keep business cards, speak for 5 minutes to attendees.

**Investment: \$500**

## **SPONSOR THE WEEKLY REPORT (MONTHLY)**

WSRAR's Weekly Report is emailed to our entire membership each Friday. Your logo and link will be the presenting sponsor each week in your designated month. Your logo will also be included at the top of the monthly newsletter and links members right to your site!

**Investment: \$250 (12 Available)**

## **COFFEE WITH CANDIDATES**

Host an informal meet and greet with candidates running for office in 2022. This is a great way to get to know potential elected officials and advocate for the real estate industry. Your logo on the event flyer, opportunity to distribute promotional materials, name recognition at the event. (25-30 members expected).

**Investment: \$200 (4 Available)**

## **REALTOR® COMMERCIAL ALLIANCE**

### **RCA EVENING SOCIAL**

Recognition in emails to RCA membership, distribute promotional materials, address membership at the beginning of meeting (5 minutes), Attendance for 1 at 11 total 2020 RCA Meetings (30-45 members present)

**Investment: \$2,000**

### **RCA BREAKFAST MEETING**

Recognition in emails to RCA membership, distribute promotional materials, address membership at the beginning of meeting (5 minutes), attendance for 1 at 11 total 2022 RCA Meetings (30-45 members present).

**Investment: \$500 (10 Available)**

## **PROPERTY MANAGEMENT DIVISION**

### **PMD MEMBERSHIP BREAKFAST MEETINGS**

Recognition in emails to PMD membership, distribute promotional materials, address membership at the beginning of meeting (5 minutes) (20-30 members present). Meet third Tuesday, every other month.

**Investment: \$325 (6 Available)**

### **PMD SOCIAL**

Recognition in emails to PMD membership, your logo on the event flyer that's sent to all members, offer a drawing and keep business cards, name recognition in the Edge Newsletter and WSRAR's social media pages.

**Investment: \$400 (2 Available)**

## **REALTOR HOME INSPECTOR ROUNDTABLE**

### **ONSITE HOME INSPECTION SEMINAR**

Recognition in emails to membership, distribute promotional materials (20-35 members present).

**Investment: \$150 (2 Available)**



## REGIONAL EVENTS

WSRAR continues to expand its ability to serve members throughout the region. The reach of the Winston-Salem Regional Association of REALTORS extends beyond Forsyth County. We have chapters of WSRAR in Lexington-Davidson County and Wilkes County where we have a number of events that all members are invited to attend.



### GENERAL MEMBERSHIP MEETINGS

Our membership meetings are a great time when we gather all members of the association. Display a company sign at meeting, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition on WSRAR's social media pages. **Investment: \$300 (5 Available)**

### CHRISTMAS SOCIAL

Gather with fellow members to celebrate the season! Recognition in emails to membership, your logo on the event flyer that's sent to all members, offer a drawing and keep business cards, name recognition in the Edge Newsletter and WSRAR's social media pages. **Investment: \$200**

### CONTINUING EDUCATION

CE is a necessity to remain licensed. Speak after first break (2 minutes), display promotional materials, snacks for students, picture in Edge Newsletter. **Investment: \$100 (6 Available)**

### CORNHOLE TOURNAMENT

Your sign displayed at the tournament. The tournament is a fundraiser for the REALTOR® Scholarship Fund at Davidson Davie Community College. **Investment: \$50 (Unlimited)**



### BENEFIT CONCERT

Rockin' REALTOR® Benefit Concert featuring live music and more held in Wilkes County. All proceeds benefit a local charity. Name recognition in marketing materials and opportunity to speak at event. **Investment: \$1,000**

### LEARN @ LUNCH

WSRAR offers educational and informative sessions that are popular among our members. Your logo on the event flyer that's sent to all members, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition on WSRAR's social media pages. **Investment: \$400 (4 Available)**

### PAST PRESIDENT'S BREAKFAST

The Past Presidents' Breakfast honors their service. Your logo on the event flyer that's sent to all members, name recognition in the Edge Newsletter and WSRAR's social media pages. **Investment: \$300**

### GENERAL MEMBERSHIP MEETINGS

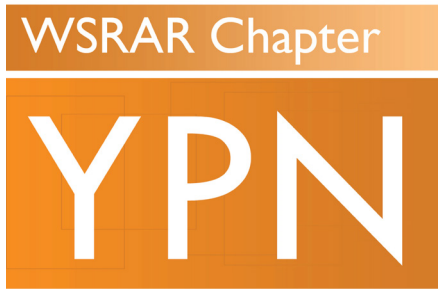
Our membership meetings are a great time when we gather all members of the association. Display a company sign at meeting, opportunity to distribute promotional materials, offer a drawing and collect business cards, speak two minutes to the audience about your company and products, name recognition on WSRAR's social media pages. **Investment: \$300 (3 Available)**

### CONTINUING EDUCATION

CE is a necessity to remain licensed. Speak after first break (2 minutes), display promotional materials, snacks for students, picture in Edge Newsletter. **Investment: \$100 (3 Available)**

### COFFEE WITH CANDIDATES

Host an informal meet and greet with candidates running for office. Your logo on the event flyer and name recognition at the event. **Investment: \$200 (2 Available)**



## 2022 WSRAR Young Professionals Network Sponsorship Information

*Mission Statement of WSRAR YPN- "To cultivate a modern, thriving, and inclusive culture of service, leadership, and career development for the WSRAR community."*

**INVESTMENT: \$1,000 (6 Available)**

### YPN EVENTS

**Wake Up YPN Breakfast** | Breakfast and a speaker. Enjoy breakfast or coffee with fellow members. Event will also feature a speaker and pertinent topic. Example: REALTOR® Safety Day.

**Networking After Hours** | Focus is building relationships with fellow REALTORS® and increasing membership. Held quarterly. Holiday social will be in December.

**REALTOR Give Back Day** | Join WSRAR and NC REALTORS® in a day of service to benefit the community where we live and work!

**RPAC Fundraiser** | Raise money for the Political Action Committee that helps elect candidates who are aligned with REALTOR® interests. Held in October.

### BENEFITS OF YOUR BUSINESS

- Recognition at all YPN events that are listed above
- Your logo on a banner displayed at all YPN events and event flyers
- Your business will be featured on the YPN Social Media pages as "Sponsor of the Month" twice during the year
- Opportunity to distribute promotional materials at event
- Opportunity to be the featured speaker at one of the events listed above in front of 40-50 attendees for 5 minutes
- Opportunity to network with real estate professionals from the WSRAR
- Name recognition in the Edge newsletter, WSRAR and YPN's social media pages.
- Sponsor is allotted tickets for two guests at events

## GIVING LEVELS

<b>Platinum</b>	\$3,000+
<b>Gold</b>	\$2,000-2,999
<b>Silver</b>	\$1,000-1,999
<b>Bronze</b>	\$301-999
<b>Friend</b>	\$300