



**North San Diego County  
Association of REALTORS®**



# 2020 SPONSORSHIP OPPORTUNITIES

[www.NSDCAR.com](http://www.NSDCAR.com)



## **WHO WE ARE**

The North San Diego County Association of REALTORS® is the largest trade association in North San Diego County, representing approximately 6,000+ real estate industry professionals. Our website is a dynamic place where you will find the tools, news and resources you need to succeed.

NSDCAR was founded in 1994 when several small boards of REALTORS® joined forces to better serve REALTORS® and real estate consumers in the rapidly growing areas of North San Diego County.

Today we are a full-service professional trade association offering service centers in six locations along with a broad array of education, advocacy, professional development and industry communication to our members.



## **GET YOUR BUSINESS IN FRONT OF THE AUDIENCE YOU WANT**

With NSDCAR, advertising cannot get easier. Position your business and yourself in front of the exact audience you want to get your business the exposure it deserves. With pricing for every budget, we are here to help you grow and prosper!

## **AVAILABLE SPONSORSHIPS**

This packet will list sponsorships available through NSDCAR. Please take a look at all categories. If you have any questions regarding sponsorships, please contact NSDCAR at (760) 734-3971 or by email at [events@nsdcar.com](mailto:events@nsdcar.com). All sponsorships are done on a first come, first serve basis. NSDCAR might have additional events/classes added throughout the year. Please watch your QuickFacts or for more information about sponsorship opportunities.

## **EDUCATION**

*NSDCAR offers dynamic training by industry experts ranging from basic to advance. Topics such as; Risk Reduction, Commercial, Professional Development, Property Management, Technology, Marketing and More!*

### **INDIVIDUAL CLASSES**

#### **Class Sponsor \$150**

Sponsorship includes table to display your product and promotional materials. The opportunity to meet and greet attendees before the event and special recognition at the beginning of the program. *You can sponsor an individual class or consider a "Bundle Sponsorship" which includes 3 classes and receive a 25% discount. NSDCAR Staff to confirm which type of class(es) you would like to sponsor at sign-up.*

#### **Annual Class Sponsor \$2000**

Get in front of 40+ classes in 2020. Sponsorship includes table to display your product and promotional materials. The opportunity to meet and greet attendees before the event, logo on all promotional materials and special recognition at the beginning of the program.

### **SPECIALTY CLASSES**

*Specialty Classes are usually held offsite at various venues due to the number of attendees, which averages between 80-100 attendees, sometimes more.*

#### **Specialty Sponsor \$300**

Includes table to display your product and promotional materials. The opportunity to meet and greet attendees before the event, logo on all promotional materials, PowerPoint Slide in the slide show and special recognition at the beginning of the program. *NSDCAR Staff will call you to determine which class you would like to sponsor at sign-up.*

### **NEW MEMBER ORIENTATION**

*Get in front of fresh new agents and create lasting connections.*

#### **Online Annual Sponsor \$1,200**

Opportunity to have a 5-minute self-promotional video provided by you for the new members to watch and a "Field Trip" to your company/personal website.

#### **Live In-House Sponsor \$250 (4 classes a year, one sponsor per class)**

Promote yourself and your business to New REALTOR® members. You will have the opportunity to speak for 5 minutes and hand out marketing materials to attendees at the start of the program.

NSDCAR Staff to confirm month of sponsorship upon sign-up.

## **COMMERCIAL LEARNING NETWORK**

*In North San Diego County's dynamic market, commercial real estate is a fast-paced profession that helps businesses locate their operations in the perfect spot for foot traffic and visibility.*

#### **Monthly Meeting Sponsor \$100**

Your logo displayed on all marketing materials for the meeting. Opportunity to speak for 5 minutes and hand out marketing materials to attendees at the beginning of the program. *You can sponsor a "Bundle Sponsorship" which includes 3 meetings for \$250. NSDCAR Staff to confirm which months you would like to sponsor at sign-up.*

## PROFESSIONAL STANDARDS

*NSDCAR's Professional Standards Division is one of the fastest growing parts of our Association. Due to being far less expensive and intensive as court hearings and litigation, Professional Standards offers mediation and dispute resolution.*

### **Live Beginning & Advanced Professional Standards Training**

#### **Mediation Training**

\$200 per training

Your logo displayed on all marketing materials for the class. Opportunity to speak for 5 minutes and hand out marketing materials to attendees at the beginning of the program.

## YOUNG PROFESSIONALS NETWORK

*Our YPN is a thriving group of young real estate practitioners who strive for ways to connect with like-minded people and tap into valuable resources that will help them succeed in the always competitive real estate sector. Through Mixers, Power Lunches, Educational Events and Community outreach your business will be in good company. YPN offers two annual sponsorships and a per event sponsor.*

### **Platinum Sponsor \$2500**

A minimum of 6 events per calendar year to promote your business and 4 FREE Tickets to each event. Exposure on all marketing and event promotional materials with FULL LOGO placement (i.e. Pop-Up Banner, Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.). Opportunity to put your product or service in front of young professionals in the Real Estate, Title, Escrow, Mortgage Lending industries, etc. Verbal recognition at each event by a YPN committee member. One-minute interview video with a YPN Committee Member about your business which will be displayed on the YPN Facebook Page.

### **Gold Sponsor \$1200**

A minimum of 6 events per calendar year to promote your business and 2 FREE Tickets to each event. Exposure on all marketing and event promotional materials (i.e. Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.). Verbal recognition at each event by a YPN Committee Member.

### **Silver Sponsor \$500**

Exposure a Single Event of your choice to promote your business and 1 FREE Ticket to the event. Exposure on all marketing and event promotional materials for that event (i.e. Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.). Verbal recognition at the event by a YPN Committee member.

## MARKETING SESSIONS

*Currently there are 7 weekly Marketing Sessions through out NSDCAR. Each Marketing Session has a variety of sponsorships available. Everything from Room, Food, Coffee to Tour Sheet Ads are available to sponsor. Due to there being 7 different Marketing Sessions, we ask that you contact our Marketing Session / Tour Coordinator directly for a list of sponsorships that are available at each marketing Session. Please call (760) 734-3971 or email [caravans@nsdcar.com](mailto:caravans@nsdcar.com).*

## EVENTS

### ANNUAL MEETING - JUNE

*State of the Union for the Association and a kick off for Annual Elections.*

#### **Event Sponsor \$500**

Includes your logo on promotional materials, opportunity to meet and greet attendees before the event, logo on all promotional materials, PowerPoint Slide in the slide show and special recognition at the beginning of the program. Industry exclusive.

### AWARDS AND INSTALLATION OF DIRECTORS GALA – NOVEMBER

*Be a part of our biggest event of the year. Deepen your brand's association with us and engage with a targeted audience of REALTORS®, brokers, and affiliates from across the region.*

#### **Event Sponsor \$5000**

Includes 10 tickets to the event. Signage on stage and at check in, recognition in QuickFacts and on our website. Listed in the evening program and announced during the event.

#### **Photobooth Sponsor \$2000**

Includes 2 tickets, Company Logo on photo strips given away that night, recognition in the program and verbal recognition during the event.

#### **Platinum Sponsor \$750**

Includes 2 tickets, recognition in the program and verbal recognition during the event.

#### **Gold Sponsor \$500**

Includes 1 ticket, recognition in the program and verbal recognition during the event.

#### **Silver Sponsor \$250**

Includes recognition in the program and verbal recognition during the event.

#### **Table Sponsor \$150**

Includes recognition on table tent card and in the program.

## E-NEWSLETTERS

*Reach a targeted audience that relies on receiving the NSDCAR QuickFacts and Education Edge for quick and timely professional development news. Displaying your message on NSDCAR's weekly eNewsletter is an excellent way to promote your business. Each eNewsletter is sent to 6,000+ Recipients*

#### **QUICKFACTS WEEKLY ENEWSLETTER**

560(w) x 90(h) pixel banner advertisement \$175/mo  
600(w) x 140(h) pixel banner advertisement \$350/mo  
105(w) x 325(h) pixel sidebar advertisement \$175/mo

#### **EDUCATION EDGE ENEWSLETTER**

560(w) x 90(h) pixel banner advertisement \$100/mo  
600(w) x 140(h) pixel banner advertisement \$250/mo  
105(w) x 325(h) pixel sidebar advertisement \$75/mo

*All eNews Advertising pricing is for web-ready artwork. Ads may include a link to your website. The following formats are acceptable for submitting your advertisement: Photoshop PSD files, EPS files, JPEG and GIF files.*

## 2020 SPONSORSHIP AGREEMENT FORM

A Member Sponsor is any NSDCAR Affiliate, Associated Professional or REALTOR® who supports a NSDCAR program or Communication via monetary means or in-kind contributions. Member Only Programs and Open Programs that are designated as sponsorship opportunities are given to Member Sponsors for the first opportunity.

Name: \_\_\_\_\_ Member #: \_\_\_\_\_

Office Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Requested Sponsorship(s): \_\_\_\_\_

*\*NSDCAR Staff will confirm sponsorship availability with you*

### Application:

The Sponsorship Agreement and Payment must be returned to NSDCAR to be considered for Sponsorship. NSDCAR reserves the right to reject any applicant. Each sponsor is subject to review and does not guarantee a place as a Sponsor. All sections of the Sponsorship Agreement Form must be completed before it is approved. \_\_\_\_\_ Initial

### Payment:

Applicants will not be entitled to sponsorship benefits until full payment has been received. \_\_\_\_\_ Initial

### Cancellation / Refunds:

I acknowledge that there are no refunds or cancellations after the sponsorship fees are paid. In the event of a cancellation, another event/class will be offered to you or NSDCAR can issue a refund. \_\_\_\_\_ Initial

### Nature of Relationship:

Acceptance by NSDCAR of an application for a sponsorship shall neither entitle the sponsor to an industry exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor. \_\_\_\_\_ Initial

### Authorized Company Representative Signature:

*I have read the Rules & Regulations and have complete the NSDCAR Sponsorship Agreement Form and agree with all the terms and conditions detailed in therein.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name & Title

### Payment Information:

**Credit Card Type** (circle): Visa Mastercard American Express Discover **Total to be Charged:** \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

EXP Date: \_\_\_\_\_ CID: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_