



North San Diego County  
Association of REALTORS®

2020

# NSDCAR YPN SPONSORSHIP OPPORTUNITIES



## YPN Mission Statement

YPN is a member-driven organization helping young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

**REALTOR® associations.** Attend REALTOR® conferences and pursue leadership roles with their local, state and national associations.

**Real estate industry.** Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.

**Peers.** Network and learn from one another by attending events, participating in online communication, and seeking out mentoring opportunities.

**Community.** Become exceptional members of their community by setting a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

## Be A Part of the YPN Experience

**Young Professionals Network** provides resources, tools, and networking opportunities to real estate professionals. The North San Diego County YPN is focused on shaping and establishing the next generation leaders in real estate by advocating leadership, training, ethics and dedication. YPN is a group of Real Estate professionals of all ages, focused on developing their potential to the fullest and maintaining the highest standards in the industry.

### **Our Goals:**

1. We strive to connect and engage Realtors® and affiliates through networking opportunities, technology training, social media, professional development, and education.
2. We connect by promoting our organization's core principles of professionalism and ethics, partnership, policy, pursuing leadership, participation, and promoting home ownership for the state of California!
3. The North San Diego County YPN is also dedicated to aiding our San Diego County community at large, contributing our efforts to a number of causes such as the Community Resource Center and Solutions for Change.
4. To lead Young Professionals in the Real Estate industry in a collaborative effort, with our preferred sponsors supplying their latest products and trends to the consumers directly.

## Sponsorship Opportunities

Sponsorship and exhibition are proven sale and marketing tools that enable you to put your company in front of your target audience in a cost-effective manner. Compliment your sales message with face-to-face meetings with real estate professionals and buyers who are interested in YOUR products and services.

### Benefits of Partnering with YPN will help you:

- Establish new business contacts
- Deepen current client relationships
- Create local brand awareness
- Engage with your target audience Network with Realtors® & members of NSDCAR
- Gain opportunities to expand industry knowledge

### What's included with your sponsorship?

#### Platinum Sponsor \$2500 (Industry Exclusive, Payment Option Available)

- 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 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 (Industry Exclusive (2), Payment Option Available)

- A minimum of 6 events per calendar year to promote your business and 1 FREE Ticket 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.

#### Last Home on Tour Bar Tender Sponsor \$1,000 –

- Exposure on all Last Home on Tour marketing and event promotional materials (i.e. Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.)
- Verbal recognition at the event by a YPN Committee member
- Ability to add marketing material on the bar (ie: custom napkins with your logo or small signage)

#### Last Home on Tour Beverage Sponsor – *Sponsor will provide the beverages for all LHOTs in exchange for the following:*

- Exposure on all Last Home on Tour marketing and event promotional materials (i.e. Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.)
- Verbal recognition at the event by a YPN Committee member
- Ability to provide koozies or other marketing material with your logo

## Sponsorship Agreement Form

This is an agreement between the North San Diego County Association of REALTORS® Young Professionals Network and the “Company” listed below for Sponsorships for the period of January 1, 2020 through December 31, 2020.

### **Sponsor Information**

#### **Company Information** (Please type or print clearly)

Company Name: \_\_\_\_\_

Type of Products/Services: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### **Contact Person**

Contact Person

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Below, please provide any additional contact you would like to be copied on emails on all correspondence regarding event details. Secondary contacts will not be copied any payment emails.

Contact Person Name

(1): \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person Name

(2): \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# YPN Sponsorship Payment Form

Please check one:

**Payment Option #1**

One-time payment in full in the amount of \$2500.00 due with the return of the packet

One-time payment in full in the amount of \$1200.00 due with the return of the packet

**Payment Option #2**

Semi-annual payments paid in 2 installments.

Platinum Sponsor -

1<sup>st</sup> half in the amount of \$1,250.00 is due by January 1, 2020.

2<sup>nd</sup> half in the amount of \$1,250.00 is due by June 1, 2020.

Gold Sponsor -

1<sup>st</sup> half in the amount of \$600.00 is due by January 1, 2020.

2<sup>nd</sup> half in the amount of \$600.00 is due by June 1, 2020.

*(Late fee in the amount of \$50.00 will be applied if the payment is not received by the 3<sup>rd</sup> day after due date. Sponsorship may be subject to cancellation for non-payment. Please review the CANCELLATION AND PAYMENT OF FEES sections under rules and regulations.)*

**Payment Option #3**

Quarterly payments paid in 4 installments.

Platinum Sponsor -

1<sup>st</sup> installment in the amount of \$625.00 is due by January 1, 2020.

2<sup>nd</sup> installment in the amount of \$625.00 is due by April 1, 2020.

3<sup>rd</sup> installment in the amount of \$625.00 is due by July 1, 2020.

4<sup>th</sup> installment in the amount of \$625.00 is due by October 1, 2020.

Gold Sponsor -

1<sup>st</sup> installment in the amount of \$300.00 is due by February 4, 2020.

2<sup>nd</sup> installment in the amount of \$300.00 is due by April 1, 2020.

3<sup>rd</sup> installment in the amount of \$300.00 is due by July 1, 2020.

4<sup>th</sup> installment in the amount of \$300.00 is due by October 1, 2020.

*(Late fee in the amount of \$50.00 will be applied if the payment is rejected or unable to be processed by the 3<sup>rd</sup> day after due date. Sponsorship may be subject to cancellation for non-payment. Please review the CANCELLATION AND PAYMENT OF FEES sections under rules and regulations.)*

**Payment Info:**

Total Amount: \$\_\_\_\_\_

Method:  Visa  Mastercard  Discover  American Express  Check

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

Card #: \_\_\_\_\_

Expires: \_\_\_\_\_ CID# \_\_\_\_\_

Signature: \_\_\_\_\_

If you are paying by check, please mail check to:  
NSDCAR, Attn: Lyndsie Nightingale  
906 Sycamore Ave, Ste. 104, Vista, CA 92081

For more information please contact:  
Lyndsie Nightingale, NSDCAR  
(760) 734-3971 ext. 208  
or  
[Lyndsie@nsdcar.com](mailto:Lyndsie@nsdcar.com)

## **YPN Sponsorship Rules and Regulations**

*The North San Diego County Young Professionals Network is a volunteer based sub-committee of the North San Diego County Association of Realtors. There are the rules and regulations governing the sponsorships in the NSDCAR Young Professionals Network (hereafter referred to as "YPN") which is hereby made part of the Sponsorship Agreement.*

### **LOGO PLACEMENT**

YPN reserves the right to assign placement of logos on all marketing brochures and social media. Logo placement is made giving consideration to the design and space available on all marketing brochures and social media posts. YPN will use best efforts to incorporate logos to make the marketing attractive and informative but ensures each sponsor logo will be on the marketing material for each event. (i.e. Brochures, Facebook, Instagram, Twitter, NSDCAR website, etc.)

### **ASSIGNMENT OF SPACE LOCATION**

YPN will make every effort to provide a table or space as the venue permits. Space assignment at events is on a first-come, first-served basis.

### **EQUIPMENT AND INTERNET ACCESS**

YPN does not guarantee access to internet or electrical power. Please plan accordingly or check with the YPN committee for availability.

### **INSTALLATION, REMOVAL AND RESTRICTION**

Sponsors shall be responsible for delivery and removal of equipment, display material and promotional products to and from the event venue. YPN is not responsible for lost or stolen items. YPN reserves the right to require any sponsor to remove any part of their exhibit which in the sole judgement of the YPN, is not keeping with the general character of the event or is not in the best interest of YPN, and to remove or relocate any exhibit item as may be needed for the good of the event and its attendees. This restriction includes persons, things, conduct, printed material, or anything of character that may be objectionable to the events.

### **ACCEPTANCE OF SPONSORSHIP**

A copy of the Sponsorship Agreement and Payment must be returned by December 1<sup>st</sup> to be considered for the following calendar year. YPN reserves the right to reject any applicant. Each sponsor is subject to committee review and does not guarantee a place as a YPN Annual Sponsor. All sections of the Sponsorship Agreement and Payment Form must be completed before it is approved.

### **USE OF SPONSORSHIP**

No sponsor shall assign, sublet, or apportion the whole or any part of the sponsorship allotted to him or her. Each sponsor has the flexibility to promote their business the way they see fit at each event including but not limited to offering discounts, raffling prizes or giving away promotional products. It is the responsibility of each sponsor to confirm their ideas with the YPN committee prior to all events to ensure compliance with rules and regulations. Each sponsor is guaranteed FREE ticket(s) to each event for the term of their sponsorship. Any additional tickets will need to be purchased by the individual attending the event, except for any events which have FREE admission.



**ATTENDEE/DISTRIBUTION LISTS**

Event attendee lists are for the sole use and distribution of YPN and will not be provided to sponsors. Sponsors are responsible for networking and obtaining their own contacts at each event.

**CANCELLATION**

The sponsorship is a one-year commitment, however, if a sponsor finds it necessary to cancel, they must issue a cancellation request in writing and provide at least 90 days notice. Last 90 days will be prorated based on the total number of events scheduled for that calendar year.

**PAYMENT OF FEES**

Applicants will not be entitled to sponsorship benefits until payment has been received per their selected method of payment – see Payment Form for available options. There is a 3-day grace period for late payments. Late fees will apply for payments made on the 4<sup>th</sup> day from due date or later. Sponsorship may be terminated if payment is not received within 5 days from due date. Sponsorship will not be reinstated if over 5 days late, unless, full payment of remaining balance is paid for the entire year. All cancellations and reinstatements are subject to committee approval. Subsequent payment forms will be emailed out a few days prior to due date by Lyndsie Nightingale at NSDCAR. For questions regarding payments, please email [Lyndsie@nsdcar.com](mailto:Lyndsie@nsdcar.com) or call (760) 734-3941 ext 208.

**COMMUNICATION OF EVENTS**

YPN will provide annual agenda with all the proposed events for that calendar year. Sponsors will be informed about upcoming events as soon as details are available. It is the responsibility of the sponsors to contact the YPN committee to confirm event details prior to each event if they have not received communication from YPN committee within a reasonable amount of time.

**NATURE OF RELATIONSHIP**

YPN is not exclusive to any one industry or company. Acceptance of Sponsorship Agreement by YPN 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 of product offered by sponsor. ***The maximum number of sponsors per industry per calendar year is 2. ( ie. 2 lenders, 2 escrow companies, 2 home warranty companies, etc.)***

**Authorized Company Representative Signature**

*I have read the YPN Rules and Regulations and have completed the YPN Sponsorship Agreement Form and Payment Form and agree with all the terms and conditions detailed therein.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title

**NSDCAR YPN  
2020 Calendar of Events**

Tuesday, January 7, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**JANUARY- Dark**

Tuesday, February 4, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**FEBRUARY- Blood Drive**

Wednesday, February 19, 2020  
11:00am-5:00pm  
NSDCAR Vista Parking Lot

Tuesday, March 3, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**MARCH- Lucky House on Tour**

With 10 min tax segment

Tuesday, April 7, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**APRIL- Volunteer Day at Interfaith**

Tuesday, May 5, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**MAY- Last House on Tour**

With 10 min Social Media Tips Segment

Tuesday, June 2, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**JUNE-  
Padres Game**

NSDCAR Annual Meeting

Tuesday, July 7, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**JULY-**

Start Interfaith Hygiene Drive  
Beach Clean Up Day Thursday, July 9<sup>th</sup>  
Last House on Tour

Tuesday, August 4, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**AUGUST- Month of Giving**

Cornhole Tournament – Details TBA  
Charity- Interfaith

Tuesday, September 1, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**SEPTEMBER- Top Producer Panel**

Details TBA

Tuesday, October 6, 2020

**PLANNING RETREAT**

12:00pm-1:30pm  
Location TBD

**OCTOBER- Last Haunt on Tour**

Tuesday, November 3, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**NOVEMBER-**

Start Toy Drive  
NSDCAR Awards & Installation Dinner

Tuesday, December 1, 2020  
12:00pm-1:30pm  
Committee Meeting (Call in Optional)  
NSDCAR Vista

**DECEMBER- Ugly Sweater Bowling Party**

Wednesday, December 9, 2020  
Details TBA

**\*LHOTS will always be 3rd week of the month**