

SPONSOR • ENGAGE • ADVERTISE

MAXIMIZE YOUR REACH WITH
IMPACT



CONNECT
WITH 54,000 NC REALTORS®

WELCOME TO NC REALTORS® IMPACT KIT

At NC REALTORS®, we connect you to a thriving community of over 54,000 real estate professionals across North Carolina. Our members are leaders in their communities, shaping the real estate industry and driving decisions that impact local markets.

As one of the largest state REALTOR® associations in the country, we provide unique opportunities for businesses to build meaningful relationships, establish brand visibility, and engage with key decision-makers who have the purchasing power to drive your growth.

BY PARTNERING WITH US, YOUR BUSINESS GAINS UNPARALLELED ACCESS TO:

A Targeted Audience
Engage directly with real estate professionals who influence decisions and investments statewide.



A Trusted Network:
Benefit from our established relationships within the real estate industry.



Customizable Solutions
Tailor your marketing efforts to align with your specific goals.



Explore the possibilities of sponsorships and advertising with NC REALTORS®, and we're here to help your business grow.

WHY SHOULD YOU EXPLORE SPONSORSHIPS?



Networking Opportunities

Sponsorships open doors to direct interaction with REALTORS® at premier events, where personal connections build trust, foster relationships, and create lasting business opportunities.



Targeted Exposure to Decision-Makers

Tap into a network of over 54,000 real estate professionals who play pivotal roles in their businesses and communities. Your brand will be seen by those who matter most.



Enhanced Brand Visibility

Our multi-channel sponsorship approach ensures that your brand stays top-of-mind through face-to-face events, print media, and digital platforms, creating consistent and impactful visibility.

READY TO GET STARTED?



Digital Advertising Opportunities

Our exceptional email open rates and click-through rates amplify your visibility.



Seasonal/Quarterly Sponsorship

Focus on specific times of the year for strategic impact.



Annual Sponsorship Packages

Enjoy year-round exposure with tailored perks.

WHY SHOULD YOU EXPLORE ADVERTISING?



WHY CHOOSE ADVERTISING?



READY TO GET STARTED?



Digital Advertising Opportunities

Our exceptional email open rates and click-through rates amplify your visibility.



Seasonal/Quarterly Sponsorship

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MEETING SPONSORSHIP OPPORTUNITIES

NC REALTORS® PROVIDES NUMEROUS OPPORTUNITIES TO INTERACT WITH INDUSTRY LEADERS, BROKERS, ASSOCIATION EXECUTIVES & MORE AT OUR ANNUAL EVENTS.

WINTER LEADERSHIP MEETINGS

January 27 – 31, 2025

Marriott I Benton Convention Center
Winston-Salem, NC

This comprehensive, leadership program is targeted toward some of the brightest, energetic minds in NC's real estate industry. REALTORS® take part in the Vision Quest/ Winter Leadership Meetings because they are getting ready to take on future leadership roles on a local association's board or committee. Don't miss the chance to have company exposure with current and future N.C. real estate industry leaders.

LEGISLATIVE MEETINGS

April 7-9, 2025

Marriott City Center
Raleigh, NC

REALTORS® from across the state to join together to show a unified voice for the real estate industry in North Carolina. Attendees are the who's who and consist of REALTOR® leaders from state and local boards, committee members, brokers and Association Executives. Estimated attendance is over 300.

REGIONAL ASSOCIATION EXECUTIVES CONFERENCE

July 19-22, 2025

Hotel Ballast Wilmington, NC

This education-packed event brings together association executives from North Carolina and Georgia. Connect with over 150 influential association executives and association department heads at this three-day education and networking event.

[VIEW PACKAGE](#)

CONVENTION

October 20-23, 2025

Harrah's Cherokee Casino & Resort,
Cherokee, NC

Our largest and most popular event of the year aims to inspire, motivate and educate REALTORS® from across North Carolina. This is a wonderful opportunity for exhibitors and conference sponsors to meet face-to-face and do business with top real estate leaders.

[OPPORTUNITIES COMING SOON!](#)

Email Marketing Rates & Size		
AD PLACEMENT	Size & Specs	PER EMAIL PRICING
Advertisement 1	Text: "This email is sponsored by [Sponsor Name]." URL	<input type="checkbox"/> \$500
Advertisement 2	300 px x 250 px; URL	<input type="checkbox"/> \$2,000
Advertisement 3	500 px x 123 px; URL	<input type="checkbox"/> \$2,000
Advertisement 4	Similar to Advertisement 1 with text acknowledging the email sponsor. Sponsor logo 150 px width URL	<input type="checkbox"/> \$1,500

Advertisement is exclusive per email. Delivered weekly; may be adjusted for federal holidays (delivery dates are approximate).

Insight Print & Digital Advertising					
AD TYPE	Final Size	1 Issue	2 Issues	3 Issues	4 Issues
Quarter-Page Ad – Vertical (NO Bleed)	3.5" x 4.75"	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,100 each	<input type="checkbox"/> \$1,000 each	<input type="checkbox"/> \$900 each
Half-Page Ad – Horizontal (NO Bleed)	7.25" x 4.75"	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,500 each	<input type="checkbox"/> \$1,400 each	<input type="checkbox"/> \$1,250 each
Full-Page Ad (With Full-Bleed)	8.625" x 11.125"	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,950 each	<input type="checkbox"/> \$1,850 each	<input type="checkbox"/> \$1,700 each

All rates are net and include free color. Call for special pricing on custom ads, inserts, reply cards, etc.

Publication trim size: 8.375" x 10.875". All full-bleed ads must have an 1/8" bleed (0.125") extended on all four sides. Please send ads as a high-quality PDF **WITHOUT** trims or printer marks.

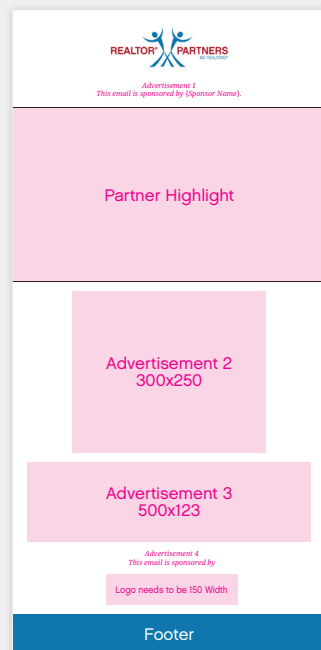
INSIGHT MAGAZINE

Insight, NC REALTORS®' quarterly print and electronic magazine, is mailed directly to over 54,000 REALTORS® from across the state and is available 24/7 on NC REALTORS®' website, social media and on mobile devices. The goal of Insight is to serve our advertisers and readers through eye-catching design, creative photography and feature articles on the people, events and trends that shape the real estate industry. Digital Insight ads link directly to your website, bringing the traffic to you.

EMAIL MARKETING

Email marketing is one of the most cost-effective and powerful marketing tools available today. It's timely, targeted, measurable and relevant. Boost your company's visibility and connect directly with North Carolina's most active real estate professionals with a text or graphic ad in our Partners Program email series. This weekly email is distributed to an average of over 45,000 email subscribers and showcases products and services favored by our members, ensuring maximum exposure and engagement.

[Click the diagram on the right for more information.](#)



INSIGHT MAGAZINE & DIGITAL ADVERTISING

NC REALTORS® INSERTION ORDER & ADVERTISING AGREEMENT

Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Name of Advertiser _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____

E-mail _____

Creative Services Notes

Total Cost _____ Date _____

Signature _____

I understand that I am bound by the guidelines, deadlines and rates published on the Insight and Web Advertising Rate Card And Specifications and by the terms and conditions stated in this insertion order.

METHOD OF PAYMENT

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa MasterCard® American Express

Credit Card Number _____ Exp. Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____

Card Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

EXCLUSIVE Annual Sponsorship Benefits & Privileges				
ELECTRONIC MEDIA & PRINT PUBLICATION	Silver	Gold	Platinum	Diamond
4 email ads *quarterly			✓	✓
4 magazine ads (full page) *quarterly			✓	✓
2 email ads (Gold and Silver only) *quarterly	✓	✓		
2 magazine ads (½ page) *quarterly	✓	✓		
Registration on Arrival Sponsor *Your logo will be displayed on the event registration platform during all NCR annual events				✓
Online event registration				✓
"Know Before You Go" for all NCR events				✓
ANNUAL CONVENTION & EXPO	Silver	Gold	Platinum	Diamond
Banner at NC REALTORS® convention (provided by sponsor)				✓
Digital or Gobo display at the convention			✓	✓
Tabletop display in the vendor area during the annual convention	✓	✓		
Interactive kiosk during the annual convention			✓	✓
Sponsor recognition and website link on the convention webpage	✓	✓	✓	✓
Exclusive sponsorship of an NC REALTORS® education session during convention				✓
Exclusive sponsorship of NC REALTORS education session during convention				✓
OTHER ANNUAL MEETINGS & EVENTS	Silver	Gold	Platinum	Diamond
Opportunity to display materials at major NC REALTORS® events ⁴		✓	✓	✓
Sponsorship Recognition on the Annual Sponsor Banner displayed at NC REALTORS® meetings and digital slides looped throughout NCR events .		✓	✓	✓
Sponsor recognition in Inaugural program	✓	✓	✓	✓
TOTAL	\$4,000	\$5,000	\$8,500	\$13,500

SPONSORSHIP OPPORTUNITIES

NC REALTORS® SPONSORSHIP AGREEMENT FORM

Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____

E-mail _____

Date _____

ANNUAL SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in.

SILVER (\$4,000) GOLD (\$5,000) PLATINUM (\$8,500) DIAMOND (\$13,500)

METHOD OF PAYMENT

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa MasterCard® American Express

Credit Card Number _____ Exp. Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____

Signature _____ Date _____

APPLICATION

Application for an NC REALTORS® premier sponsorship must be made on the form provided by NC REALTORS®, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is canceled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

PAYMENT

Full payment is due on or before January 1 of sponsorship year. An additional administrative charge of \$250 will be due on payments received later than March 29 of sponsorship year. Applicants will not be entitled to sponsorship benefits until full payment has been received.

NATURE OF RELATIONSHIP

Acceptance by NC REALTORS® of an application for a premier sponsorship shall neither entitle the sponsor to an 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.



ANY QUESTIONS?

Keri Epps-Rashad
Director of Strategic Partnerships & Diversity Advocacy

✉ kepps-rashad@ncrealtors.org

📞 336.217.1049