

Boost Your Business with an NC REALTORS® Annual Sponsorship

NC REALTORS®
SPONSORS
BENEFIT FROM
YEAR-ROUND
EXPOSURE &
EXCLUSIVE PERKS

THERE'S NO BETTER WAY TO GET YOUR COMPANY'S NAME AND PRODUCTS IN FRONT OF NORTH CAROLINA REAL ESTATE DECISION MAKERS THAN THROUGH A COMPREHENSIVE, YEAR-ROUND SPONSORSHIP PACKAGE.

NC REALTORS® sponsors benefit from extraordinary exposure to over 57,000 NC REALTORS®. From face-to-face interaction in the Expo to repeated coverage in print and electronic media and priority exposure to new marketing opportunities, NC REALTORS® sponsors have VIP access to reach REALTORS® in North Carolina.

By becoming an NC REALTORS® sponsor, you will increase your organization's visibility and reach your target audience who has buying power to impact your bottom line with influence to their expansive personal and professional networks.

Sponsorships can be customized to fit your marketing needs. Explore the chart on the next page to see which sponsorship level best assists your organization in exceeding its goals. Become an NC REALTORS® annual sponsor today!



EXCLUSIVE Annual Sponsorship Benefits & Privileges

ELECTRONIC MEDIA & PRINT PUBLICATION	Silver	Gold	Platinum	Diamond
Print advertising in Insight (plus additional discount on purchased ads) ¹		✓	✓	✓
Sponsorship listing and website link on NC REALTORS® sponsor web page	no logo, company name only	✓	✓	✓
Sponsor recognition in the Annual Sponsor Ad in Insight	✓	✓	✓	✓
Exposure on NC REALTORS® social media outlets	✓	✓	✓	✓
ANNUAL CONVENTION & EXPO	Silver	Gold	Platinum	Diamond
Banner at NC REALTORS® Convention (to be provided by sponsor)				✓
Exclusive sponsorship of NC REALTORS® session at Convention				✓
Mailing list of Convention attendees (emails not provided)			✓	✓
Advertising space in Convention program ²		✓	✓	✓
Sponsorship recognition and website link on Convention web page	✓	✓	✓	✓
Official sponsor sign to hang in your booth at Convention	✓	✓	✓	✓
Complimentary 10' x 10' booth(s) at annual Convention ³	✓	✓	✓	✓
Sponsor logo in Convention program	✓	✓	✓	✓
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 denoting status	no logo, company name only	✓	✓	✓
Sponsor recognition in Inaugural program	✓	✓	✓	✓
TOTAL	\$3,000	\$4,500	\$8,000	\$13,000

¹ Diamond: 3, full-page ads on inside cover, back cover or other premium placement; Platinum: 2, full-page ads; Gold: 1, full-page ad

² Diamond: Full-page ad on inside cover, back cover or other premium placement; Platinum: Full-page ad; Gold: Half-page ad

³ Diamond: Receive 2 booths & 25% discount on additional booths; Platinum: Receive 1 booth & 10% discount on additional booths

⁴ Based on whether the events are held in-person. The NC REALTORS® major events include the Vision Quest/Winter Leadership Meetings, the Legislative Meetings, and the Convention & Expo; Diamond: 2 events; Platinum: 2 events; Gold: 1 event

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 (\$3,000) ☐ GOLD (\$4,500) ☐ PLATINUM (\$8,000) ☐ DIAMOND (\$13,000)

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.

Meeting Sponsorship Opportunities

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

Contact Keri Epps-Rashad at kepps-rashad@ncrealtors.org for sponsorship details.

WINTER LEADERSHIP MEETINGS

January 22 – 26, 2023

Washington Duke Inn & Golf Club • Durham, 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.

CE AT SEA CRUISE

February 24 – March 2, 2024 • Caribbean

Set sail with NC REALTORS® for our CE at Sea international cruise. Your company will be in front of 50-plus North Carolina real estate decision-makers for an entire week of learning and adventure on the high seas. All sponsors receive visibility on banners, printed materials and recognition during one reception.

LEGISLATIVE MEETINGS

June 2-5, 2024 • Sheraton Raleigh Hotel • 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 13-16, 2024 • Hotel Bardo • Savannah, GA

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.

CONVENTION & EXPO

October 19-22, 2024 • Wilmington, 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.