



2018 AFFILIATE SPONSORSHIP PROGRAM

October 2017

There's no better way to get your company's name and products in front of OBAR real estate decision-makers than through a comprehensive, year round sponsorship package.

www.OuterBanksREALTORS.com



201 West Eighth Street, Nags Head, NC 27959
(252) 441-4036 Main (252) 441-7524 Fax
www.outerbanksrealtors.com

The Outer Banks Association of REALTORS® is pleased to announce expanded benefits for Diamonds as well as **new promotional opportunities** in the weekly Legislative Briefing, Upcoming Events, and Milepost emails! This program is always up for your comments and suggestions as we look forward to meet your needs as our valuable sponsor!

Our sponsors are made highly visible to our membership. Through dozens of events, our 7' tall sponsor banners make well over 4,000 viewer impressions each year. Our event attendees are among the most productive in local real estate and many are the decision makers in their firms.

Event opportunities allow you to engage REALTORS® directly:

- Welcome Table at General Membership Meeting with Raffle (65-140 attendees)
- Welcome message at a Continuing Education Class (60-150 REALTOR® attendees)
- Welcome message at a "Hot Topic" non-CE class (10-30 attendees)
- Participation in Golf & Surf Fishing Tournaments, OBAR meetings, committees, task forces, and socials!

The digital exposure for our sponsors is considerable. Through our Milepost newsletter, event updates and social media highlights, annual viewer impressions total 2,800 for Silver sponsors, 5,600 for Gold and over 11,000 viewer impressions for Diamond sponsors. The banner promos at outerbanksrealtors.com log over 4,000 daily viewer impressions. Our weekly emails are sent to over **875 REALTORS® and 100 sponsors!**

Digital opportunities include:

- Banner Promo in rotation on the OBAR website homepage (250x600)
- Square Promos in rotation on the OBAR website sidebar (200x200)
- Recognition on OBAR Social Media Sites
- Banner Promo in a weekly OBAR email (250x600)
- Square Promo in a weekly OBAR email (150x150)
- In-line Promo incorporated into an Upcoming Events or Milepost email (picture + 150 words)

Please note: If you do not supply custom artwork, you will still be recognized in a promo using your logo.

Your support is greatly appreciated by our membership and by our leadership especially. If you have any questions or feedback, please do not hesitate to contact us. We look forward to working with you in a productive new year!

Sincerely,

Karen Pierce
Membership & Marketing Director
karenp@outerbanksrealtors.com

OBAR Affiliate Sponsorship Program

DIAMOND Level Sponsor - \$4,000 (\$7,850 value)

Top-Tier Logo on Sponsor Recognition Banner
One Welcome Table at our General Membership Meeting
with opportunity to hold a raffle or address attendees
Twenty General Membership Meeting Tickets
Welcome message at a Continuing Education Class
One Golf Tournament Team
One Golf Hole Sponsorship
One Surf Fishing Team
One Bowling Team - NEW
Ten tickets to REALTOR® Ball
Two Banner Promos in rotation on OBAR Homepage with designation as a Diamond Sponsor
Two Square Promos in rotation on OBAR Website
Monthly Email Banner Promos with Diamond designation
Twice-Monthly Square Email Promos with Diamond designation
Conference & Training Room Rentals
Basic OBAR Affiliate Membership and Benefits

Silver Level Sponsor - \$1,000 (\$2,130 value)

Mid-Tier Logo on Sponsor Recognition Banner
One Surf Fishing Team
Ten General Membership Meeting Tickets
Two tickets to REALTOR® Ball
Two Square Promos in rotation on OBAR Website with designation as a Silver Sponsor
Monthly Square Promo in OBAR Weekly Emails with designation as a Silver Sponsor
Conference & Training Room Rentals
Basic OBAR Affiliate Membership and Benefits

Basic OBAR Affiliate Member - \$250

Inclusion in twice-annual printed Affiliate Directory - NEW
OuterBanksREALTORS.com Affiliate Directory
Opportunity to offer a REALTOR® discount published in our online affiliate directory
Willo's Weekly Legislative Update and the Weekly OBAR Milepost Newsletter
Invitations to attend General Membership Meetings, OBAR social events and non-CE educational events
Opportunity to purchase A la carte sponsorships and serve on OBAR committees

Gold Level Sponsor - \$2,000 (\$4,335 value)

Upper-Tier Logo on Sponsor Recognition Banner
Fifteen General Membership Meeting Tickets
Welcome Message at a Continuing Education Class
One Golf Tournament Team
One Golf Hole Sponsorship
One Surf Fishing Team
One Bowling Team - NEW
Four tickets to REALTOR® Ball
One Banner Promo in rotation on OBAR Homepage with designation as a Gold Sponsor
One Square Promo in rotation on OBAR Website
Bi-Monthly Email Banner Promos with Gold designation
Monthly Square Email Promos in with Gold designation
Conference & Training Room Rentals
Basic OBAR Affiliate Membership and Benefits

Bronze Level Sponsor - \$500 (\$1,050 value)

Name listed on Sponsor Recognition Banner displayed at over 100 meetings and events including BIC Breakfasts, Networking Socials and General Membership Meetings
One Surf Fishing Team
Five GMM tickets
One Square Promo in rotation on OBAR Homepage
Bi-Monthly Square Promo in weekly email
Basic OBAR Affiliate Membership and Benefits



Sponsor Benefits Comparison Chart

<u>Sponsor Benefits</u>	<u>Value</u>	<u>Bronze</u>	<u>Silver</u>	<u>Gold</u>	<u>Diamond</u>
Recognition Banners at over 100 OBAR meetings		✓	✓	✓	✓
General Membership Meeting Tickets	\$15	5	10	15	20
Welcome table at General Membership Meeting					✓
Welcome message at Continuing Education				✓	✓
Golf Tournament Team	\$400			✓	✓
Surf Fishing Team	\$200	✓	✓	✓	✓
Bowling Team - NEW	\$265			✓	✓
REALTOR® Ball Tickets	\$85		2	4	10
Banner Promo in rotation on OBAR Homepage	\$600			✓	2
Square Promo in rotation on OBAR Website Sidebar	\$300	✓	2	✓	2
OuterBanksREALTORS.com Affiliate Directory	\$200	✓	✓	✓	✓
Banner Promo in OBAR Email	\$100			6	12
Square Promo in OBAR Email	\$50	6	12	12	24
Conference & Training Room Rentals	\$150+	✓	✓	✓	✓
Basic Affiliate Membership	\$250	✓	✓	✓	✓
Sponsorship Dues:		\$500	\$1,000	\$2,000	\$4,000
Total Value:		\$1,050	\$2,130	\$4,335	\$7,850

A la carte opportunities*

	<u>Cost</u>
Banner Promo in rotation on OBAR Website Homepage (250x600), per month	\$50
Square Promo in rotation on OBAR Website Sidebar (200x200), per month	\$25
Banner Promo in an OBAR email (250x600)	\$50
Square Promo in an OBAR email (150x150)	\$25
In-Line Promo in an OBAR email (picture + 150 words)	\$100
Welcome message at a Continuing Education Class (65-140 REALTOR® attendees)	\$250
Welcome message at a "Hot Topic" Non-CE (10-30 attendees)	\$100
Golf Tournament Hole Sponsor (18 available)	\$150

*You must be a basic affiliate to purchase a la carte sponsorship opportunities.

Sponsorship Program Terms and Conditions:

- All sponsorship opportunities and benefits are first come, first serve, subject to change and available only to OBAR members.
- OBAR reserves the right, in its sole discretion for any reason, to accept or reject any potential sponsorship opportunity.
- Event opportunities feature recognition in emails and signage. Greet all attendees and make a 2-3 minute presentation.
- REALTOR® Ball tickets must be confirmed at least 2 weeks prior to the event in order to be guaranteed.
- Payment is due before the event or promotion occurs.
- Template "thank-you" promos will be used for sponsors which do not provide custom artwork.
- Benefits run Mar 1-Feb 28. Dues must be paid by March 1 to guarantee inclusion on the printed 7' banners.
- Dues are discounted 50% after August 1 with limited benefits.
- Dues are nonrefundable.

Outer Banks Association of REALTORS®

AFFILIATE SPONSOR AGREEMENT FORM

I agree to enroll my business in the Outer Banks Association of REALTORS® Sponsorship Program!

- | | |
|--|---|
| <input type="checkbox"/> Diamond Sponsor - \$4000 | <input type="checkbox"/> Bronze Sponsor - \$500 |
| <input type="checkbox"/> Gold Sponsor - \$2,000 | <input type="checkbox"/> Basic Affiliate - \$250 |
| <input type="checkbox"/> Silver Sponsor - \$1,000 | |

Please write clearly or print details of your company

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Web Address: _____

Social Media Sites: _____

Contact Person: _____ Title/Position: _____

Phone: _____ Email: _____

Referred by: _____ Primary Type of Business: _____

- Visa Master Card (Call Karen 441-4036 to pay via Credit Card) Check Payable to OBAR

Email to karenp@outerbanksrealtors.com or fax to 252-441-7524 to secure your Affiliate membership and/or Sponsorship.
Mail Check Payable to OBAR; RE: Affiliate Sponsorship Program; 201 W. Eighth Street, Nags Head, NC 27959

For questions, call Karen Pierce at 252-441-4036

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Business Logo: Please email a vector based logo to use on the banner and other marketing material.

Payment: Payment is due upon application.

Submission of this application indicates your acknowledgment that the Outer Banks Association of REALTORS has your permission to communicate with you via email, fax or telephone.

Signature of Applicant

Date

Office Use Only: Date Paid: _____
Payment Type: _____
Referred confirmed: _____
Referral Reward: _____