



2024 SPONSORSHIP OPPORTUNITIES

Connecting REALTORS® and
Businesses with Networking and
Advertising Opportunities.



The **Richmond Association of REALTORS® (RAR)** is central Virginia's largest trade association, serving over 5,700 REALTORS® in the Richmond region. RAR serves the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, the City of Richmond and the Town of Ashland.

The mission of the Richmond Association of REALTORS® is to provide our members with the resources, services and community engagement they need to conduct ethical, professional, and profitable businesses.

The **RAR Sponsorship program** reflects a commitment to provide REALTOR® members with the best environment in which to conduct business, while allowing them the opportunity to network with industry professionals who provide valuable products and services. The program is designed to create a unique partnership between sponsors and the Association, where both members and sponsors benefit greatly from the ability to network, exchange ideas, and conduct business. Sponsorship agreements and advertising placements are branding opportunities and do not guarantee business.

Sponsorship Levels

Bronze Affiliate - \$750

- Profile on and link from RAREaltors.com
- Logo on lobby monitor in RAR entryway
- 4 – Quarterly RAR discount hot sheet ads
- 1 – eHandouts ads
- Display pens and pads in RAR education classes
- Events for 2024
 - 1 tickets – Spring Fling Happy Hour (5pm – 7pm)
 - 1 tickets – Installation Ceremony/Sponsor Appreciation
 - RE Expo Booth Sold Separately:
 - 10' x 10' with 2 Tickets - \$675
 - 20' x 20' with 4 Tickets - \$875.
 - \$100 off of booth is paid in full by 4/1/2024.

Gold - \$1,500

- Profile on and link from RAREaltors.com
- Logo on lobby monitor in RAR entryway
- 4 – Quarterly RAR discount hot sheet ads
- 2 – Virtual video class break ads at education or training events
- 2 – RAR eNews graphic ads
- 2 – eHandouts ads
- 1 – In-person class breaks with raffle opportunities
- Display pens and pads in RAR education classes
- Events for 2024
 - 2 tickets – Spring Fling Happy Hour (5pm – 7pm)
 - 2 tickets – Installation Ceremony/Sponsor Appreciation
 - RE Expo Booth Sold Separately:
 - 10' x 10' with 2 Tickets - \$675
 - 20' x 20' with 4 Tickets - \$875.
 - \$100 off of booth is paid in full by 4/1/2024.



Platinum - \$3,000

- Profile on and link from RAREaltors.com
- Logo on lobby monitor in RAR entryway
- Video ad on monitor in RAR's lobby
- 1 – ¼ Page ad in LISTED online publication
- 4 – Quarterly RAR discount hot sheet ads
- 4 – Virtual video class break ads at education or training events
- 3 – RAR eNews graphic ads
- 4 – eHandouts ads
- 2 – In-person class breaks with raffle opportunities
- Display pens and pads in RAR education classes

Diamond - \$5,500

- Profile on and link from RAREaltors.com
- 1 – Banner up to be displayed at least twice a year in RAR's building and at RE Expo
- Logo on lobby monitor in RAR entryway
- Video Ad on monitor in RAR's lobby
- 1 – 1/2 Page ad in LISTED online publication
- 4 – Quarterly RAR discount hot sheet ads
- 8 – Virtual video class break ads at education or training events
- 4 – RAR eNews graphic ads
- eNews Sponsor Highlights – twice a year
- 8 – eHandouts ads
- 4 – In-person class breaks with raffle opportunities
- Display pens and pads in RAR education classes
- Bags used in the REALTOR Store
- Events for 2024
 - Sponsor of the Golf Tournament & Spring Fling Happy Hour includes
 - 4 tickets – Golf Tournament Lunch
 - 4 tickets – Spring Fling Happy Hour (5pm - 7pm)
 - Does NOT include golf
 - 4 tickets – Installation Ceremony/Sponsor Appreciation
 - 4 tickets – RE Expo with 20' x 20' booth

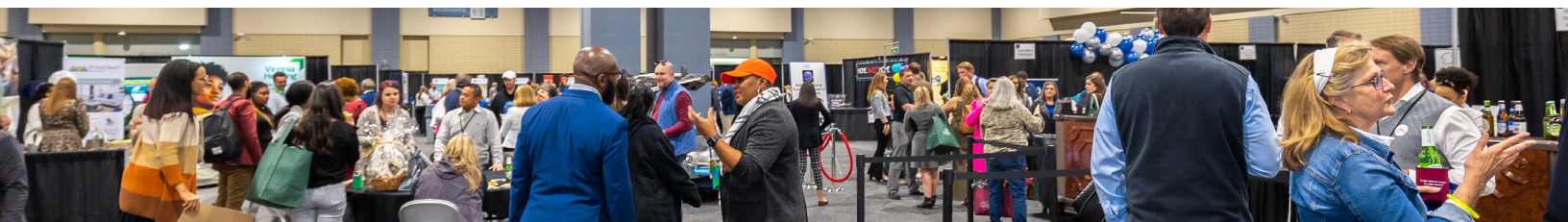
Events for 2024

- Sponsor of the Golf Tournament & Spring Fling Happy Hour includes
 - 3 tickets – Golf Tournament Lunch
 - 3 tickets – Spring Fling Happy Hour (5pm - 7pm)
 - Does NOT include golf
- 3 tickets – Installation Ceremony/Sponsor Appreciation
- RE Expo Booth:
 - 10' x 10' with 2 Tickets

Premier - \$10,000

- Profile on and link from RAREaltors.com
- Logo on RAREaltors.com homepage
- Logo on lobby monitor in RAR entryway
- Logo on select on-demand eLearning
- Logo on certain educational handouts
- Video Ad on monitor in RAR's lobby
- 1 – Banner Up to be displayed year-round in RAR's building and at RE Expo
- 1 – Full Page ad in LISTED online publication
- 4 – Quarterly RAR discount hot sheet ads
- 10 – Virtual video class break ads at education or training events
- 5 – RAR eNews graphic ads
- eNews Sponsor Highlights – twice a year
- 10 – eHandouts ads
- 5 – In-person class breaks with raffle opportunities
- Display pens and pads in RAR education classes
- Bags used in the REALTOR Store
- Events for 2024
 - Sponsor of the Golf Tournament & Spring Fling Happy Hour includes
 - 1 – Foursome in Golf Tournament
 - 6 tickets – Golf Tournament Lunch
 - 6 tickets – Spring Fling Happy Hour (5pm - 7pm)
 - 6 tickets – Installation Ceremony/Sponsor Appreciation
 - 4 tickets – RE Expo with 20' x 20' booth

Price and Benefits are pro-rated quarterly





LISTED

Online Publication

Published once a year, *LISTED* online publication provides the means to successfully reach a target audience of over 5,700 RAR REALTORS®, numerous elected officials, and regional decision-makers.

2024 Ad Rates

Ad Size	Sponsors
Full Page 8.5"W x 11"H	\$1,500
Half Page 7.625"W x 4.875"H	\$800
Quarter Page 3.687"W x 4.875"H	\$400

File Submission

High Resolution PDF files with crops and bleeds, CMYK, at least 300 dpi for images and 1200 dpi for line art OR InDesign and Illustrator files - fully packaged, including all fonts and linked art (images and logos).

If sending logo files, vector-based EPS files with outlined type are preferred, or TIFF files at least 300 dpi at 100%

Deadline is August 23, 2024

2024 EVENTS

■ Golf Tournament and Spring Fling

- **April 24, 2024 –**
Magnolia Green Golf Course

RAR is holding its golf tourney and spring fling again this year at Magnolia Green Golf Club.

■ RE Expo

- **October 22, 2024 –**
Richmond Convention Center

The highly anticipated trade show, held every other year, draws a large portion of members for a full day of education, networking and information about many products and services available to the members and clients.

■ Installation Ceremony/Sponsor Appreciation

- **December 11, 2024**

At this event the Officers and Directors of RAR and CVR MLS are installed for the following year. This event is also a thank you to our sponsors and volunteers.



Scan the QR Code to fill out the Sponsorship Application and Selection Form.

**For more information
visit rarealtors.com/sponsors**

