RICHMOND
ASSOCIATION OF REALTORS®

2027 AFFILIATE MEMBERSHIP AND SPONSORSHIP OPPORTUNITIES

Connecting REALTORS® and Businesses with Networking and Advertising Opportunities

RICHMOND
ASSOCIATION OF REALTORS®

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.

About Affiliate Membership and Sponsorship

The RAR Affiliate Membership and 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 affiliate members and the Association, where both REALTOR® members and Affiliate Members benefit greatly from the ability to network, exchange ideas, and conduct business. Affiliate memberships, sponsorship agreements and advertising placements are branding opportunities and do not guarantee business.

Affiliate Membership Levels

Affiliate Membership - $750

- A profile featured on RARealtors.com with your contact information and a direct link to your business page
- Logo on lobby monitor in RAR entryway
- Subscription to RAR Weekly eNews
- Access to the free stock image and video library at RARealtors.com
- Branded materials (pens, notebooks, etc.) available to students in RAR classes (if provided by your organization)
- Quarterly ad placement in the RAR Sponsorship Discount Hot Sheet (if provided by your organization)
- One (1) complimentary ticket to the RAR Spring Fling Happy Hour
- One (1) complimentary ticket to the RAR Installation Event

Affiliate+ Membership - $1,500

- A profile featured on RARealtors.com with your contact information and a direct link to your business page
- Logo on lobby monitor in RAR entryway
- Subscription to RAR Weekly eNews
- Access to the free stock image and video library at RARealtors.com
- Branded materials (pens, notebooks, etc.) available to students in RAR classes (if provided by your organization)
- Quarterly ad placement in the RAR Sponsorship Discount Hot Sheet (if provided by your organization)
- One (1) onsite class break at an RAR class
- Two (2) video ad placements in RAR virtual classes during the calendar year
- Two (2) graphic ad placements in RAR eNews
- Two (2) full-page ad placements in RAR class materials (eHandouts) during the calendar year
- Two (2) complimentary tickets to the RAR Spring Fling Happy Hour
- Two (2) complimentary tickets to the RAR Installation Event

Sponsorship and Advertising Opportunities

Sponsorship and advertising opportunities below are exclusively available to Affiliate and Affiliate+ Members of RAR. A full, detailed list of benefits offered with these sponsorships and advertising opportunities, as well as their current availability, can be found at **RARealtors.com/Sponsors**.

Event Sponsorships

Golf Tournament Sponsorships

Our annual Golf Tournament will be held at Magnolia Green Golf Course in Spring 2027.

Presenting Sponsorship (Exclusive)	$5,000
Lunch Sponsorship	$2,000
Beverage Cart Sponsorship	$2,000
Golf Cart Sponsorship	$2,000
Putting Green Sponsorship	$2,000
Golf Hole Sponsorship	$750

Spring Fling Sponsorships

This event will be held following the Golf Tournament in Spring 2027.

Presenting Sponsorship (Exclusive)	$5,000
Participating Sponsorship	$2,000
Supporting Sponsorship	$1,000

Fall Event Sponsorships

Our signature fall event features premier networking opportunities with the current and future industry leaders in the region. This event will be held in Fall 2027. More event details will be available in the Spring 2027.

Presenting Sponsorship (Exclusive)	$7,500
Participating Sponsorship	$2,500

Installation Sponsorships

The Officers of the Richmond Association of REALTORS® and CVR MLS are installed for the following year, followed by a reception. This event will be held Winter 2027.

Participating Sponsorship	$2,500

Advertising Opportunities

Impact Report Ads

Published once per year, our annual impact report is an online publication that provides the means to successfully reach a target audience of over 5,700 RAR REALTORS®, numerous elected officials, and regional decision-makers.

Back Cover Ad (Exclusive)	$1,800
Inside Cover Ad (Exclusive)	$1,600
Inside Back Cover Ad (Exclusive)	$1,500
Full Page Ad	$1,500
Half Page Ad	$800
Quarter Page Ad	$450

Learning Sponsorships

RAR offers over 180 classes per year.

Onsite Class Breaks (Bundle of 3)	$400
Virtual Class Video Ads (Bundle of 5)	$250
Digital Handout Ads (Bundle of 8)	$200

Communications Sponsorships

RAR's weekly eNews reaches the inbox of over 6,000 real estate professionals on a weekly basis.

eNews Weekly Newsletter Ads (Bundle of 6)	$400

Sponsorship Packages Now Available

Our sponsorship packages combine Affiliate+ Membership costs with our most popular sponsorship opportunities into one streamlined option that delivers savings while maximizing exposure.
For information on our packages, visit **RARealtors.com/Sponsors**.

To complete an affiliate membership application and learn more about sponsorship and advertising opportunities, visit RARealtors.com/Sponsors