

# 2022 ECAR Sponsorship Options

We appreciate your continued support.



Limit 1 per business type

## Diamond Package: \$2,500

### Benefits

- Sponsorship of all Membership Meetings with speaking opportunity. This includes complimentary admission for you and up to 4 Associate Affiliates or guests, & literature distributed on your behalf at the event. (Affiliate to supply material in advance to ECAR). Most membership meetings include a display table. (Value: \$1180)
  - Digital Home Page Ad: Square ad (315 pixels wide x 345 high) on the home page of the ECAR site for 12 months (Rotating ad). (Value: \$750)
  - Digital Banner Ad: Digital horizontal banner (798 pixels wide x 90 pixels high) advertising on the interior pages of the ECAR site for 12 months. (Value: \$1200)
  - Speaking opportunity at 3 new member orientations (1 per quarter). Maximum time allotted: 10 minutes; speaking time will be set by CEO. Affiliate responsible for optional snack. (Value: \$500)
  - Use of the ECAR Training Room 3x, pending availability (Value: \$450)
  - Up to 4 Additional Associate Affiliates (Value: \$400)
  - **New!** Included in package is a Basic CE sponsorship of one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag. First come first serve (Value: \$150)
  - **New!** Customer reviews (3/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: \$450)
  - 1-time banner ad at the top of the monthly e-Newsletter (Value: \$100)
  - Acknowledgement of sponsorship at other events
  - 20% Preferred discount on sponsorship of the 2022 **RE**source Conference & Trade Show (Available levels: Title, Cocktail Reception, Lunch, CE, General Session, Trade Show) (Value: \$40 - \$600)
- (Total Value of Sponsorship Package: \$4770-\$5780) (Your Savings: up to **\$3,780**)



## Platinum Package: \$1,500

### Benefits

- Sponsorship of all Membership Meetings with speaking opportunity. This includes complimentary admission for you and 3 Associate Affiliates or guests & literature distributed on your behalf at the event. (Affiliate to supply material in advance to ECAR). Most membership meetings include a display table. (Value: \$1060)
  - Digital Vertical Interior Page Ad: Square ad (204 pixels wide by 204 pixels high) on all the interior pages of the ECAR site for 12 months (Rotating ad). (Value: \$750)
  - Up to 3 Additional Associate Affiliates (Value: \$300)
  - **New!** Included in package is a Basic CE sponsorship of one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag. First come first serve (Value: \$150)
  - **New!** Customer reviews (2/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: \$300)
  - Use of the ECAR Training Room 1x (Value: \$150)
  - 1 time banner ad in the monthly e-Newsletter (Value: \$100)
  - Acknowledgement of sponsorship at other events
  - 15% Preferred discount on sponsorship of the 2022 **RE**source Conference & Trade Show (Available levels: Title, Cocktail Reception, CE, General Session, Trade Show) (Value: \$30 - \$225)
- (Total Value of Sponsorship Package: \$2440 - 2,935) (Your Savings: up to **\$1,935**)



## 2022 ECAR Sponsorship Options, cont'd



### Gold Package: \$1,000

#### Benefits

- Sponsorship of all Membership Meetings with speaking opportunity (See list below). Includes a brief introduction & complimentary admission for you and 2 Associate Affiliates or guests. Most meetings include a display table. (\$750)
- **New!** Customer reviews (1/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: \$150)
- Up to 2 Additional Associate Affiliates (Value: \$200)
- 50% discount on Facebook ads (pushes to all social media & includes assistance with graphics if needed) (Affiliate must supply ad) (Value: \$150; you pay \$75/ad)
- 10% Preferred discount on sponsorship of the 2022 REsource Conference & Expo (Available levels: Cocktail Reception, Lunch & General Session) (Value: \$20 - \$150)
- 1 Broker Tour OR ECAR Update Banner Ad, i.e. "This week's broker tour brought to you by...." (Affiliate supplies ad) (Value: \$100)
- Acknowledgement of sponsorship at other events

**(Total Value of Sponsorship Package: up to \$1,550) (Your Savings: up to \$550)**



## A La Carte Sponsorship Options

### Single Membership Meeting

- **\$250 Bronze Meeting Sponsor.** This includes a brief introduction and 1 complimentary ticket to the event. Most membership meetings include a display table. (Check all that apply.)

<input type="checkbox"/> <b>January: Installation</b>	<input type="checkbox"/> <b>April: Diversity</b>	<input type="checkbox"/> <b>July or Sept: Tentative</b> Topic/Theme TBD	<input type="checkbox"/> <b>June : Awards Banquet</b>
<input type="checkbox"/> <b>February: Tentative</b> Topic/Theme TBD	<input type="checkbox"/> <b>May: Tentative</b> Topic/Theme TBD	<input type="checkbox"/> <b>Oct: Legislative</b>	<input type="checkbox"/> <b>November: Tentative</b> Topic/Theme TBD

### Education Sponsorships

Only one sponsor per CE class, first come first serve. Payment must be received in advance. Must coordinate with Kathryn O'Leary.

- **Basic CE Class Sponsor.**

- \$150 Sponsorship covers one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag.
- Save more by sponsoring five CE Classes for \$500, subject to availability.

- **Premier CE Class Sponsor.**

- \$1300 Sponsorship covers one 3 credit CE Class of your own or a pre-scheduled ECAR CE class, with exclusive promotion and unlimited number of students. ECAR members attend for FREE. Sponsor may provide optional food/beverage/swag.

## *Other Media/Marketing Opportunities*

● **ECAR WEBSITE ADS:** Ad Rates Vary, see chart below.

<i>Website Ad</i>	<i>Description</i>	<i># of rotating ads in banner</i>	<i>3 months</i>	<i>6 months</i>	<i>12 months</i>
Homepage Ad	Square ad (315 pixels wide x 345 hide)	No more than 6	\$300.00	\$500.00	\$750.00
All Interior pages on Website	horizontal banner (798 pixels wide x 90 pixels high)	No more than 6	\$500.00	\$750.00	\$1,200.00
Interior	Vertical Single (204 pixels wide by 204 pixels high) ad on	No more than 2	\$300.00	\$500.00	\$750.00

● **Facebook Boosted Ad Post:** Ad pushes to all social media & includes assistance with graphics if needed. Additional boost ads available at a discounted rate. (Cost: \$150 + boost amount/ad)

● **Literature Distribution:** Your literature will be distributed to all who attend our membership meeting. (Affiliate must provide the literature in advance to ECAR) (Cost: \$25/distribution)

● **eBlast Banner Ad:** A 1-time banner ad at the top of the ECAR e-Newsletter. Additional dedicated eblasts available at a discounted rate. (Cost: \$175/top half ad or \$100/bottom half ad)

## *2022 ECAR Sponsorship Registration Form*

\_\_\_ I'm interested in being a sponsor! Please sign me up as follows:

Diamond Sponsorship \$2,500.     Platinum Sponsorship \$1,500     Gold Sponsorship \$1000.

Single Bronze Membership Meeting sponsor (s) at \$200 each.    \_\_\_\_\_ Total number of meetings.  
Meeting Month or Name: \_\_\_\_\_

Associate Affiliate Names (4 for Diamond, 3 for Platinum, 2 for Gold):

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

Primary Affiliate Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Check one:

A check for \$ \_\_\_\_\_ made payable to E.C.A.R. is enclosed.

A credit card authorization form to charge \$ \_\_\_\_\_ to my credit card is enclosed.

(Authorization form available at <http://www.easterncrealtors.com/assets/files/creditcardauthorizationform.pdf>)

Bill me for \$ \_\_\_\_\_.

Bill me in 4 equal monthly installments (Gold, Platinum, and Diamond ONLY). I understand these payments are due in January, February, March and April.

Please remit to: Eastern Connecticut Association of REALTORS® 106 Route 32, Suite 4, North Franklin, CT 06254  
Ph: 860-892-2595 ♦ Email: [info@easterncrealtors.com](mailto:info@easterncrealtors.com)