

# 2023 ECAR Sponsorship Options

We appreciate your continued support.



## Diamond Package: \$2,500

### Benefits

- Sponsorship of all Membership Meetings (*January, March, April, June, and October - subject to change*) 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)
  - 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)
  - 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 (Value: TBD)
- (Total Value of Sponsorship Package: \$4770-\$5780) (Your Savings: up to **\$3,780**)



## Platinum Package: \$1,500

### Benefits

- Sponsorship of all Membership Meetings (*January, March, April, June, and October - subject to change*) 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)
  - 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)
  - 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 (Value: TBD)
- (Total Value of Sponsorship Package: \$2440 - 2,935) (Your Savings: up to **\$1,935**)



## 2023 ECAR Sponsorship Options, cont'd



### Gold Package: \$1,000

#### Benefits

- Sponsorship of all Membership Meetings (January, March, April, June and October) 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)
- 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 (Value: TBD)
- 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 Meeting/After-Hours Sponsorship Options

#### Single Membership Meeting/Business After-Hours Sponsorship & Benefits

- **\$200 Bronze Membership 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.)
- **TBD Business After Hours Sponsor.** This includes a brief introduction and 1 complimentary ticket to the after-hours event. (Check all that apply.)

- January 12<sup>th</sup>: Membership Meeting - Installation
- February 15<sup>th</sup>: Business After Hours- Tentative
- March 8<sup>th</sup>: Membership Meeting - TBD
- April 19<sup>th</sup>: Membership Meeting – Diversity, Equity, and Inclusion
- May 18<sup>th</sup>: Business After Hours – Norwich Chamber
- June 14<sup>th</sup>: Membership Meeting - Awards
- July 20<sup>th</sup>: Business After Hours – NE Chamber
- October 11<sup>th</sup>: Membership Meeting – Legislative

Note: All dates are subject to change.



## A La Carte Other Event Options

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Additional event sponsorship opportunities will also be available throughout the year. Below are events separate from the membership meetings and business after-hours. If you would like to receive more information when it becomes available, please check the event(s) of interest.

- January 12<sup>th</sup>: Installation and Dueling Piano Show
- August (Date TBD): Trivia Night (*back to school fundraiser; hosted by ECAR YPN*)
- September 19<sup>th</sup> & 20<sup>th</sup>: RESource Conference and Trade Expo
- October (Date TBD): Spirit of Pink (*fundraiser to benefit the TBBCF; hosted by ECAR Affiliates*)
- December (Date TBD): Community Benefit Raffle (*fundraiser to benefit local charities in New London & Windham Counties; hosted by ECAR Community Outreach*)



## A La Carte Education Options

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Continuing education sponsorship opportunities are available throughout 2023. Below are events separate from the membership meetings and business after-hours. If you would like to receive more information when it becomes available, please check the event(s) of interest.

*Note: Only one sponsor per CE class, first come first serve. Payment must be received in advance. Must coordinate with Carrie Wilson by phone at 860-892-2595 or email: [carrie@easternctrealtors.com](mailto:carrie@easternctrealtors.com).*

- Basic CE Class Sponsor.**
  - *\$150 Sponsorship covers one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag.*
- Basic CE Class Bundle Sponsor.**
  - *\$500 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.*



## A La Carte Media/Marketing Options

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*Rates Vary, see pricing below:*

- 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)
- 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)
- Website Homepage Ad:** Square ad (315 pixels wide x 345 high) (no more than 6 rotating ads in banner) (Cost: \$300/3months; \$500/6months; \$750/12 months)
- Website All Interior Pages Ad:** Horizontal ad (798 pixels wide x 90 high) (no more than 6 rotating ads in banner) (Cost: \$500/3months; \$750/6months; \$1200/12 months)
- Website Interior Ad:** Vertical ad (204 pixels wide x 204 high) (no more than 2 rotating ads in banner) (Cost: \$300/3months; \$500/6months; \$750/12 months)
- 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)

# 2023 ECAR Sponsorship Registration Form

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

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

A La Carte: Single Bronze Meeting sponsor(s) at \$200 each.    \_\_\_\_\_ Total number of meetings.  
Meeting Month(s): \_\_\_\_\_

A La Carte: Single After-Hours sponsor(s) at \$\_\_\_\_ each.    \_\_\_\_\_ Total number of meetings.  
Meeting Month(s): \_\_\_\_\_

A La Carte: Other Event(s) sponsor (I understand information will be sent to me when it becomes available)

A La Carte: Education sponsor (I would like to learn more. Please have Carrie Wilson connect with me)

A La Carte: Media/Marketing  
Ad(s): \_\_\_\_\_

Name: \_\_\_\_\_

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

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

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

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

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

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.easternctrealtors.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@easternctrealtors.com](mailto:info@easternctrealtors.com)**