

SPONSORSHIP GUIDE

2015 OPPORTUNITIES



colorado association of
REALTORS®



INDEX



KNOWLEDGE HANDBOOK

04-05

Sponsorships: What's included in each sponsorship level?
Why sponsor?

06

Advertising: Colorado REALTOR® E-Magazine

08-09

Program Sponsorships: Webcast Program, E-News, Capitol Connection, Legal Bites, Research & Statistics, REALTOR® Resource Guide.

10

CAR Events (Non-Convention): REALTOR® Day at the Capitol, Broker Owner Symposiums, CAR Spring Business Meetings.

12-16

Convention Sponsorships: Brand and Event Exposure at the 2015 CAR Convention in Keystone, Colorado.

17

Decide on a sponsorship package? What's Next? Who to contact and steps to take to secure your partnership with CAR.

18

NEW Event in 2015: The Colorado REALTOR® Golf Classic! Get the scoop on available sponsorships.



ABOUT US

COLORADO ASSOCIATION OF REALTORS®

The Colorado Association of REALTORS® is the state's largest professional, voluntary, non-profit, real estate trade association that is dedicated to serving more than 21,000 REALTOR® members across the state. These agents are also members of 37 local associations statewide and the National Association of REALTORS®.

- Create opportunity for our members to conduct their business ethically, successfully, and profitably;
- Promote professionalism, skills, knowledge, and community involvement; and
- Enhance the public's awareness and confidence in REALTORS.

We're committed to developing partnerships with quality organizations for the benefit our members and we look forward to getting you more involved!

OUR MISSION

"Protecting the Real Estate Industry and Making REALTORS® More Successful"

CAR's purpose is to protect ALL issues and fields of Colorado's real estate industry which includes all property owners, land owners, home owners, commercial brokers, residential brokers, resort brokers, rural brokers and property managers, to name a few. It is vitally important to protect real estate professionals and ensure they are more successful when they become REALTORS®. CAR exists to make REALTORS® more successful.

OUR VISION

Knowledge Happens Here!

CAR works to offer it's members:

- Market trends and industry data,
- legal trends and information, and
- Real estate political advocacy

SPONSORSHIP LEVELS

WHAT'S INCLUDED?

The table below outlines the recognition each level receives for the 2015 CAR Convention.

If your total sponsorship investment in a calendar year is equal to a level outlined below, you will receive the following additional recognition. This includes all CAR event/program sponsorships and advertising.

CATEGORY	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
Logo on Convention Website (May-Nov)	✓	✓	✓	✓	✓
Logo on Convention Mobile App (Jul-Nov)	✓	✓	✓	✓	✓
Logo on Convention Welcome Sign	✓	✓	✓	✓	N/A
Logo in Convention Guide	✓	✓	✓	N/A	N/A
Logo in Convention E-News	✓	✓	N/A	N/A	N/A
Logo on CAR Website*	✓	✓	N/A	N/A	N/A
Convention Registrations	25	15	10	7	4
Ad in CAR E-Magazine	✓	2 Full Page	1 Full Page	1/2 Page	N/A
Registration Discount**	✓	30%	20%	N/A	N/A
Blog Post on CAR Blog	4	2	1	N/A	N/A

* Not available to real estate companies.

** Limited to real estate companies only, The company will be provided with a discount code that can be distributed to its agents. Discount code is only valid for 2 day pass member option.

ACT NOW! SPONSORSHIPS AND BOOTHS ARE FIRST COME, FIRST SERVED.

PREMIUM BRANDING

Your company branding will appear alongside industry leaders associated with best practices in both print and digital displays.

FACE TIME

Networking and information sharing are two major aspects of any CAR meeting or event. Interact with industry leaders at education sessions, luncheons, receptions and more!

TARGETING

You cannot afford to miss the opportunity of being in front of the real estate's influential decision making audience in Colorado.

FLEXIBILITY

Design Your Own Sponsorship.

Let us know if you have a new sponsorship idea; we are always open to customize new concepts.

YOUR SUCCESS = OUR SUCCESS

We want you to look good. Because when you look good, we look good. It's that simple!

A sponsorship will provide you with an opportunity to strengthen market awareness of your products and services as well as ensuring your solutions, services or products are at the forefront of attention and consideration. The opportunities are diverse and vary in price and style, to appeal to a wide range of companies who wish to raise their profile at the CAR Convention.

To ensure sponsors get the maximum return on their investment, sponsorship opportunities are limited.

COLORADO REALTOR® E-MAGAZINE

RELEVANT CONTENT DIRECT TO THE MEMBER

From legal topics to industry trends, the Colorado REALTOR® Magazine is dedicated to all things real estate. Issues are delivered electronically to members and friends of CAR five times per year.

ARTWORK DEADLINES

JANUARY 2015

Content Deadline January 20th

Publish Date January 29th

MARCH/APRIL 2015

Content Deadline March 30th

Publish Date April 9th

JULY 2015

Content Deadline June 29th

Publish Date July 9th

AUGUST 2015 (CAR CONVENTION SPECIAL ISSUE)

Content Deadline August 17th

Publish Date August 27th

NOVEMBER 2015

Content Deadline November 9th

Publish Date November 19th

RATES & SPECS

QUARTER PAGE

(4.25" x 5.5")

Single: \$250

3+: \$200

HALF PAGE

(8.5" x 5.5")

Single: \$450

3+: \$375

FULL PAGE

(8.5" x 11")

Single: \$750

3+: \$600

colorado
REALTOR®
Knowledge Happens Here

colorado
REALTOR
Knowledge Happens Here

colorado
REALTOR
Knowledge Happens Here

colorado
REALTOR
Knowledge Happens Here



POLITICAL DECISIONS
at the Capitol
Articles that protect real estate and build a
healthier market for members, buyers and sellers.

LEGAL TRENDS
& Information

Helping you lower your risk to ensure
successful transactions and skilled
business practices.



IN THIS ISSUE...

- Value of Your Membership..... 4-5
- Meet the Power Talks Speakers... 8-9
- Q2 Housing Statistics 12-14
- 2014 Legislative Review 16-19
- Future of Off-Market Listings... 28-30

NAR Core

The National A
(NAR) recent
Standards for st
to align the ef
and protect the

**How Recre
Shaped Co
The Green Rus**
Read More on Page

Wildfire burns during th

IN THIS ISSUE

- Like Wildfire
- Q1 Housing Sta
- Tax Reform A
- NAR Hall of
- It's Fair H
- Legal H
- Are Fi

IN THIS ISSUE...

- MARIJUANA AND REAL
- HOUSING RECOVERY
- RELATIVE R



A PUBLICATION OF THE COLORADO ASSOCIATION OF REALTORS

PROGRAM SPONSORSHIPS



WEBCAST PROGRAM

PRESENTING SPONSORSHIP

The live webcast program provides our members a convenient way to access and receive important industry updates, as well as a variety of other professional development opportunities utilizing a state-of-the-art live broadcast system.

We offer a full schedule of live webcasts throughout the year, many of which are recorded and are available to view on-demand 24/7, for free.

2015 SCHEDULE WILL FEATURE:

- Procuring Cause
- CAR Legislative Updates
- REALTOR® Safety
- Energy Resources
- Colorado Division of Real Estate
- CAR Legal Panel
- Colorado HOA Information office
- CRM Workshop
- Lending & Finance
- And more!

Contact Hugo Hellberg for more information and pricing.

E-NEWS

SOLD UNTIL THE END OF 2015

The Colorado REALTOR® e-news is distributed electronically to members and friends of CAR. The electronic newsletter format is published 24x each year.

Contact Hugo Hellberg for more information and pricing.

CAPITOL CONNECTION

PRESENTING SPONSOR - \$7,500

Weekly newsletter distributed to members and friends of CAR during State Legislative Session. Presenting Sponsor Logo to be displayed prominently in e-Newsletter Header.

- Will be delivered at least 17 times this year.
- Universe is approximately 17,500 which is approx. 297,500 emails
- Avg Open Rate: 26.27%

RESEARCH & STATS

SOLD UNTIL THE END OF 2015

Imagine the exposure you will receive by having your logo on all state and regional housing market reports. Research is vital to our everyday decision making. It gives advanced knowledge, direction and possible solutions that is important to your road map to success. Colorado consistently receives top rankings nationally as a place to live and start and succeed in business. These housing market reports provide our members and consumers with an incredible tool to learn more about the latest housing trends and statistics.

- Audience: 21,000+ members. In addition, it also reaches consumers, industry professionals and media
- Branding on research landing page on CAR website www.ColoradoREALTORS.com/housingstatistics
- Branding on state and regional monthly housing reports
- Intro ad in 5 minute monthly video updates
- Sponsor of research update session at CAR events when applicable
- Opportunity to use sponsor's economist for CAR research education session
- Housing reports info included in all Colorado REALTOR® e-Magazine (5 times a year)
- Housing reports info included in e-News when applicable
- Platinum sponsor at CAR Convention

LEGAL BITES

- Branded legal video series
- 5 minute informative updates on a single legal/regulatory/legal news topic
- Bi-monthly videos
- Sponsor logo at the beginning of the video
- Speaker will acknowledge the sponsor in the beginning and the end
- Featured on the legal page on CAR's website
- Featured on CAR's YouTube (tagible) account

Contact Hugo Hellberg for pricing and more information.

COMING
SOON

RESOURCE
GUIDE

EVENT SPONSORSHIPS



REALTOR® DAY AT THE CAPITOL

PRESENTING SPONSOR - \$3,000 (SOLD FOR 2015)

Each year over 200 Colorado REALTORS® meet at the State Capitol to learn and discuss the important policy issues affecting the real estate industry. Before the visit to the State Capitol a lunch program will be offered at the McNichols Center for all attendees.

Expected attendance: 220

Location: The State Capitol and History Colorado Center
Tuesday, February 17, 2015

CAR SPRING BUSINESS MEETINGS

PRESENTING SPONSOR - \$5,000
(SOLD FOR 2015)

In April each year the CAR Board of Directors and CAR committee members hold their meetings during the Spring Business Meetings. This year these meetings take place in Colorado Springs, Colorado.

Expected attendance: 220

Location: Cheyenne Mountain Resort
Colorado Springs, Colorado
April 2015

BROKER OWNER SYMPOSIUMS

PRESENTING SPONSORSHIP

The Broker Owner/Manager community is a vital relationship within CAR. Visit our events page to learn more about symposiums featuring industry & regulatory updates, as well as CAR programs designed specifically for Broker Owners and Managers.

Contact Hugo Hellberg for more information and pricing.





ENGAGE



CAR CONVE

EVENT SPONSORSHIPS

Sponsor an event offers tremendous opportunities to meet our attendees face-to-face and get your brand in front of a captive audience.

ALL EVENT SPONSORSHIPS INCLUDE THE FOLLOWING:

- Sponsor to provide signage and place at strategic locations at the event (sign and location to be approved by CAR)
- Two minute presentation (video or verbal) before event starts (limited to main events)
- One minute presentation (video or verbal) before event starts (limited to education tracks)
- Verbal recognition throughout the event
- Recognition on screen (limited to main events)
- Sponsor table by the entrance
- Sponsor is allowed to hand out marketing material to attendees (to be approved by CAR)
- Free admissions and reserved tables at sponsored events (limited to certain events - see each event for details)
- Recognition in marketing material that features the sponsored event
- Branded merchandise (limited to certain events - see each event for more details)

KEYNOTE LUNCHEON – THURSDAY

\$5,000/SPONSORSHIP (2 SOLD)

Speaker: Mark Scharenbroich

Expected attendance: 800+

Thursday, September 17, 11:30am-1:00pm



Tags: main event, free tickets (8), business, education, networking, food

KEYNOTE LUNCHEON – FRIDAY

\$5,000/SPONSORSHIP (2 SOLD)

Speaker: Mitch Albom

Expected attendance: 800+

Friday, September 18, 12:30-2:00pm



Tags: main event, free tickets (8), business, education, networking, food

CONVENTION

TITLE SPONSOR



GOLF TOURNAMENT – TITLE SPONSORSHIP

\$5,000/SPONSORSHIP (1 SOLD)

Expected attendance: 100+

Wednesday, September 16, 10:30am–5:00pm



Tags: main event, paid event, networking, entertainment, food, drinks

OPENING KEYNOTE

\$5,000/SPONSORSHIP (2 SOLD)

Speaker: TBD

Expected attendance: 700+

Thursday, September 17, 9:00–10:00am



Tags: main event, business, education, networking

INAUGURAL DINNER SHOW

\$3,000/SPONSORSHIP (1 SOLD, 1 AVAILABLE)

Emcee & Entertainment: TBD

Expected attendance: 300+

Friday, September 18, 6:00–9:30pm

Tags: main event, paid event, free tickets (4), business, networking, entertainment, food, drinks

INDUSTRY TRENDS & STATE OF THE INDUSTRY

\$3,000/SPONSORSHIP (2 SOLD)

Speaker(s): TBD

Expected attendance: 700+

Friday, September 18, 9:00–10:15am



Tags: main event, business, education, networking

TECH TALKS

\$3,000/SPONSORSHIP (2 SOLD)

Speaker: TBD

Expected attendance: 700+

Thursday, September 17, 10:30–11:30am



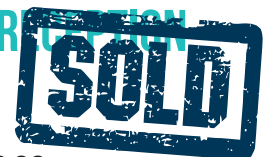
Tags: main event, business, education, networking

CONVENTION KICK-OFF RECEPTION

\$2,500/SPONSORSHIP (2 SOLD)

Expected attendance: 200+

Wednesday, September 16, 5:00–6:30pm



Tags: free event, casual, golf, awards, networking, entertainment, food, drinks

LEARN & NETWORK WITH POTENTIAL CLIENTS

CAR CONVE

EVENT SPONSORSHIPS [CONTINUED]

GREAT ROCKY MOUNTAIN TAHOE

\$2,500/SPONSORSHIP (2 SOLD)

Sponsor pay for food & drinks

Expected attendance: 300+

Thursday, September 17, 5:30-7:00pm



Tags: free event, networking, entertainment, casual, food, drinks

BEVERAGE SERVICE

\$1,500/SPONSORSHIP (2 SOLD, 2 AVAILABLE)

Expected attendance: 200+

Thursday, Sep 17 & Friday, Sep 18 (see separate schedule)

Tags: branded merchandise, networking, beverage

GOLF TOURNAMENT – LUNCH SPONSOR

\$1,500/SPONSORSHIP (1 AVAILABLE)

Expected attendance: 100+

Wednesday, September 16, 10:30am-5:00pm

Tags: main event, paid event, networking, golf, entertainment

EXPO HALL PRIZE DRAWINGS

\$500/SPONSORSHIP (1 SOLD, 6 AVAILABLE)

Various Times

Thursday, Sep 17 & Friday, Sep 18 (see separate schedule)

EDUCATION TRACKS

\$1,750/SPONSORSHIP (3 SOLD, 6 AVAILABLE)

Topics & Speakers: Various

Expected attendance: 50-240

Thursday, Sep 17 & Friday, Sep 18 (see schedule)

Tags: business, education, networking

SNACK BREAK

\$1,500/SPONSORSHIP (1 SOLD)

Expected attendance: 200+

Thursday, September 17, 3:00-4:00pm



Tags: branded merchandise, networking, food

GOLF TOURNAMENT – HOLE SPONSOR

\$300/SPONSORSHIP (7 SOLD, 11 AVAILABLE)

Expected attendance: 100+

Wednesday, September 16, 10:30am-5:00pm

Tags: main event, paid event, networking, golf, entertainment



BRANDING SPONSORSHIPS

A branding sponsorship provides a great opportunity to get your brand in front of our attendees. We offer many different ways to maximize the sponsors' exposure.

ALL BRANDING SPONSORSHIPS INCLUDE THE FOLLOWING:

- Premium branding exposure
- Recognition in marketing material that features the sponsored item
- No staff needed
- See each item for more detailed info

CONVENTION WEBSITE & MOBILE APP

\$10,000/SPONSORSHIP (1 AVAILABLE)

Expected # of users: 1,000+ (most attendees visit the website/app 10+ times)

Exposure: website available May-Oct,

Mobile app available Jul-Oct

Tags: exclusive, hyperlinked banner ad, analytics reports, interactive features

REGISTRATION SYSTEM

\$4,000/SPONSORSHIP (2 SOLD)

Expected # of users: 1,000+

Exposure: Registration open May-Sep

Tags: logo on registration page, logo on email confirmation, branded registration area



LANYARD & BADGE

\$5,000/SPONSORSHIP (1 SOLD)

Expected # of users: 1,000+

Exposure: duration of the event (four days)

Tags: exclusive, logo on lanyard & badge



CHARGING STATIONS

\$4,000/SPONSORSHIP (1 SOLD)

Expected # of users/viewers: 750+

Exposure: duration of the event (three days)

Tags: exclusive, branded charging station area



BRANDING SPONSORSHIPS [CONTINUED]

HOTEL KEY CARDS

\$4,000/SPONSORSHIP (1 SOLD)

Expected # of users: 500+ (viewed 3-4 times)

Exposure: duration of the event (four days)

Tags: exclusive, branded key cards



SOCIAL MEDIA WALLS

\$3,000/SPONSORSHIP (1 AVAILABLE)

Expected # of viewers: 1,000+

Exposure: duration of the event (three days)

Tags: exclusive, branding on social media walls



4 X DAILY E-NEWS

\$1,500/SPONSORSHIP (1 SOLD)

Expected # of viewers: 750+ (most attendees will view multiple e-news)

Exposure: duration of the event (four days)

Tags: exclusive, hyperlinked logo on e-news



CONVENTION GUIDE – INSIDE FRONT COVER

\$1,000/SPONSORSHIP (1 SOLD)

Expected # of viewers: 500+ (most attendees will view multiple times)

Exposure: duration of the event (three days)

Tags: exclusive, branded inside front cover



RECORDING OF EDUCATION TRACKS

\$3,000/SPONSORSHIP (1 AVAILABLE)

Expected # of users: 300+

Exposure: Six months following the Convention

Tags: exclusive, 15 sec video ad

INTERNET

\$2,500/SPONSORSHIP (2 AVAILABLE)

Expected # of users: 800+

Exposure: duration of the event (four days)

Tags: free internet for all attendees, hyperlinked branding on landing page

CONVENTION GUIDE – BACK COVER

\$1,500/SPONSORSHIP (1 SOLD)

Expected # of viewers: 750+ (most attendees will view multiple times)

Exposure: duration of the event (three days)

Tags: exclusive, branded back cover



CONVENTION GUIDE – HALF PAGE

\$500/SPONSORSHIP (2 SOLD, 2 AVAILABLE)

Expected # of viewers: 250+ (most attendees will view multiple times)

Exposure: duration of the event (three days)

Tags: half page ad



SECURE YOUR SPONSORSHIP NOW!

TITLE SPONSOR



If you have questions or are ready to reserve your sponsorship, contact us today.

SPONSORSHIPS

HUGO HELLBERG

hhellberg@ColoradoREALTORS.com
(303) 785-7108

BOOTHS

MOLLY HIGHNAM

mhighnam@ColoradoREALTORS.com
(303) 785-7131

CAR CONVENTION

COLORADO REALTOR® GOLF CLASSIC SEPTEMBER 16, 2015

Keystone Ranch Golf Course | Keystone, CO

SPONSORSHIPS:

GOLF CART CO-SPONSOR - (\$2500)

- » Branding on golf cart along with title sponsor (RE/MAX)
- » Branding opportunities on site including giveaway for the Goodie Bag
- » Participation at the after golf reception

GOLF BEVERAGE CART SPONSOR - (\$2500)

- » Exclusive Branding on beverage cart
- » Branding opportunities onsite including (1) drink coupon for the Goodie Bag
- » Participation at the after golf reception

LUNCH SPONSOR - (\$1500)

- » Exclusive branding on lunch boxes provided to each player
- » Branding opportunities on site including giveaway for the Goodie Bag
- » Participation at the after golf reception

HOLE SPONSOR - (\$300)

- » Exclusive tee recognition on one hole
- » Representatives from your company are encouraged to attend the golf tournament and display your branding at back of each tee box. Cover tents, display tables and any promotional materials are permitted.
- » Add to the fun of this event by providing additional games on the tee box while players wait to tee off! (Fun game ideas: Driving with oversize plastic clubs and balls for Longest Drive competitions, chipping rubber duckies into a baby pool of water games of croquet or corn hole)

AGENDA SEPTEMBER 16

10:00 AM

Sponsors are asked to have a representative(s) on their sponsored golf tee box and arrive no later than 10am.

11:00 AM

Shotgun Start

5:00 PM

Kick-Off Reception
and Golf Awards



PLEASE NOTE:

You are not permitted to bring outside food or beverages as part of your promotion - this can be provided through the Keystone Resort Food & Beverage Division for an additional fee. Make your company more memorable by providing a margarita or bloody mary bar at your tee box!
Ask for details

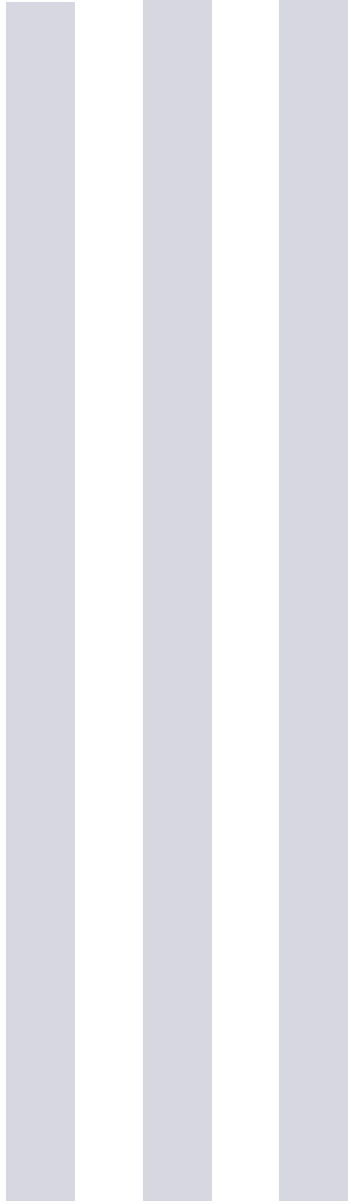
RESERVE YOUR SPONSORSHIP TODAY!

Contact Tracy Vrban at tvrbn@coloradorealtors.com or 303.790.7099.

A photograph of a golf course. In the foreground, a white golf ball with a dimpled texture sits on a patch of green grass. In the background, a green golf course stretches out under a clear blue sky. A white flag on a pole is visible in the distance, slightly out of focus. The overall scene is bright and sunny.

**NETWORK WITH CLIENTS
ON THE COURSE**

**IN BEAUTIFUL
KEYSTONE,
COLORADO.**



colorado association of
REALTORS®

