



2021 Business Partner Sponsorship Fund

GOAL

- To ensure the most value for our Business Partners.
- To support our annual programs and Committee work.



CONNECT
WITH OVER
950 REALTORS®

The power of partnership.

Your support throughout the year is essential. We hope our 2021 Sponsorship Program will help you engage with our REALTOR® Members to build relationships and strengthen your business.

We have designed 2021's opportunities with the virtual and digital landscape in mind. For example, all Business Partners who participate in the 2021 Fund, will receive a Facebook feature on GKAR's Facebook page in the first quarter and increased Member to Member Emails at each level. We are also committed to providing our marquee in-person benefits like the Membership Appreciation Wine Down Expo and Annual Summer Golf Outing.

We look forward to 2021 and our partnership with you!



Business Partner Sponsorship Fund

2021 Sponsorship Levels At-A-Glance

Become a Sponsor Today; Enjoy Recognition All Year Long!*

Business Name: _____

Contact Person (for sponsorship details/updates): _____

Contact Phone or Email: _____

Sponsor Level:

Platinum \$1,950 Diamond \$1,450 Gold \$950 Silver \$450 Bronze \$250

Method of Payment: Credit Check (payable to GKAR) Bill GKAR Account

*A limited number of sponsorships are available at each level. Your spot is reserved once payment is received.

PLEASE NOTE: Billing your GKAR account does not qualify as payment received.

Return this form and your payment to Heather Atteberry at GKAR by January 1st, 2021. P: (269) 382-1597, x 111 | E: HeatherA@GKAR.com.

Platinum

\$1,950

- Recognition on Sponsorship Banner year-round
- Six Member to Member Emails (\$150 value)
- Opportunity to instruct one virtual REALTOR® New Member Orientation Finance Session* (seven available)
- Con Ed Sponsorships (\$500 value)
- Membership Appreciation Wine Down Event
- Expo Booth and Sponsorship; First Pick of Location
- 4:01 Member Networking Event Sponsorship
- GKAR Golf Outing Platinum Sponsorship w/ Golf Team (\$1,500 value)
- Installation & State of the Association Program Sponsorship (\$400 value)

Diamond

\$1,450

- Recognition on Sponsorship Banner year-round
- Four Member to Member Emails (\$100 value)
- Membership Appreciation Wine Down Event Expo Booth and Sponsorship
- Second-Round Pick of Expo Location
- 4:01 Member Networking Event Sponsorship
- Professional Development Committee Series Sponsor and Opportunity to be Welcome Sponsor (five available)
- GKAR Golf Outing Diamond Level Sponsorship (\$1,000 value)
- Installation & State of the Association Program Sponsorship (\$400 value)

Gold

\$950

- Recognition on Banner year-round
- Three Member to Member Emails (\$75 value)
- Professional Development Series Program Sponsorships
- 4:01 Member Networking Event Sponsorship
- Membership Appreciation Wine Down Event Expo Booth and Sponsorship Third-Round Pick of Expo Location
- GKAR Golf Outing Gold Level Sponsorship (\$600 value)
- Installation & State of the Association Sponsorship (\$200 value)

Silver

\$450

- Recognition on Banner year-round
- Two Member to Member Emails (\$50 value)
- Professional Development Series Program Sponsorships
- 4:01 Member Networking Event Sponsorship
- Membership Appreciation Wine Down Event Expo Booth and Sponsorship; Fourth-Round Pick of Expo Location
- Installation & State of the Association Sponsorship (\$200 value)

Bronze

\$250

- Recognition on Sponsorship Banner year-round
- Two Member to Member Emails (\$50 value)
- Membership Appreciation Wine Down Event Expo Booth and Sponsorship
- 4:01 Networking Event Sponsorship
- Installation & State of the Association Sponsorship (\$200 value)

Platinum Level \$1,950

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Opportunity to instruct one REALTOR® New Member Orientation Finance Session**
 - Seven available; based on first-paid, first-served; lenders only
 - NEW: New Members who've joined GKAR within 6 months will be invited to attend all our Finance Sessions of Orientation to get to know more of our Business Partners and increase your exposure to New Members
- **Six Member to Member Emails (\$150 value)**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down May 21st @ TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have first-round pick of your booth location; order within all Platinum Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Continuing Education Sponsor (\$300 value)**
Jan. 26th, Feb. 23rd, March 30th, Sept. 28th, and Oct. 26th at GKAR
 - Logo/company name on website, promotional material, and course signage for all dates
 - When/if in-person, opportunity to set up tabletop displays at two CE Courses during the year
- **Golf Outing Platinum Sponsorship (\$1,500 value) August 30th at The Moors**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you at the clubhouse on event banner, on tables in clubhouse, and on-course at one hole
 - Tent, table, and chairs provided for you on-course
 - Company representatives may be on-course at hole; lunch for four included
 - Golf Team for four included: 18 holes, cart, lunch and drinks for each golfer
- **Fall 4:01 Member Networking Event Sponsorship October 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 3rd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - If in-person, 7 registrations included and additional registrations may be purchased at \$35 per person

Diamond Level \$1,450

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Four Member to Member Emails (\$100 value)**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down May 21st @ TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have second-round pick of your booth location; order within all Diamond Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Professional Development Committee Presents Series Welcome Sponsorship (\$300 value)**
Feb. 18th, April 15th, June 17th, Sept. 16th, or Nov. 16th; held virtually and in-person when/if possible
 - Opportunity to welcome attendees to program and introduce yourself at one of the programs; five available; first-paid, first-served
 - Logo/company name on website, promotional material, and program slideshow for all four programs
 - When/if in-person, opportunity to set up tabletop display at program you are Welcome Sponsor for, with priority table placement
- **Golf Outing Diamond Sponsorship (\$1,000 value) August 30th at The Moors**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you at the clubhouse on event banner and on-course at hole
 - Company representatives may be on-course at hole; lunch for two included; container with soda, water, tent, table, and chairs provided for you on-course
 - A supply of beer, Bloody Marys, and cocktails will be complimentary for attendees on two beverage carts and at clubhouse; you will receive recognition for making that possible
- **Fall 4:01 Member Networking Event Sponsorship October 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 3rd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - If in-person, 6 registrations included and additional registrations may be purchased at \$35 per person

Gold Level \$950

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Three Member to Member Emails (\$75 value)**
 - Promote your business to Members with an e-flyer
- **Professional Development Committee Series Program Sponsor (\$300 value)**
Feb. 18th, April 15th, June 17th, Sept. 16th, or Nov. 16th; held virtually and in-person when/if possible
 - Logo/company name on website, promotional material, and program slideshow for all five programs
 - When/if in-person, opportunity to set up tabletop display at one program; Your choice of which one based on first-paid, first-served
- **Membership Appreciation Wine Down May 21st @ TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have third-round pick of your booth location; order within all Gold Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Golf Outing Course Sponsorship (\$600 value) August 30th at The Moors**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you at the clubhouse on event banner and on-course at a hole
 - Company representatives may be on-course at hole; lunch for two included
- **Fall 4:01 Member Networking Event Sponsorship October 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 3rd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - If in-person, 5 registrations included and additional registrations may be purchased at \$35 per person

Silver Level \$450

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Two Member to Member Emails (\$50 value)**
 - Promote your business to Members with an e-flyer
- **Professional Development Committee Presents Series Program Sponsor**
Feb. 18th, April 15th, June 17th, Sept. 16th, or Nov. 16th; held virtually and in-person when/if possible
 - Logo/company name on website, promotional material, and program slideshow for all five programs
 - When/if in-person, opportunity to set up tabletop display at one program; Your choice of which one based on first-paid, first-served
- **Membership Appreciation Wine Down May 21st @ TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have fourth-round pick of your booth location; order within all Silver Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Fall 4:01 Member Networking Event Sponsorship October 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 3rd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - If in-person, 4 registrations included and additional registrations may be purchased at \$35 per person

Bronze Level \$250

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Two Member to Member Emails (\$50 value)**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down May 21st @ TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have fifth-round pick of your booth location; order within all Bronze Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Fall 4:01 Member Networking Event Sponsorship October 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 3rd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - If in-person, 3 registrations included and additional registrations may be purchased at \$35 per person



Business Partner Membership Benefits

Your Membership Includes:

Opportunity to Join a GKAR Committee

- Become a leader by serving in a leadership role.
- Applications are accepted in November each year.
- Go to GKAR.com/committees to check out the opportunities.

Access to GKAR Events (see 2021 GKAR Schedule)

- Network with REALTOR® Members and other Business Partners throughout the year.

Advertising

- Your company information & logo will be displayed on the Business Partner Slideshow at GKAR.
- Your company information will be displayed in the GKAR Website directory.

Member to Member Email Service

- Send emails to a member list of over 400 who have signed up.
- Your first email after approved Membership is complimentary and each one after is just \$25 per send.

Community Outreach

- Volunteer for GKAR Outreach opportunities.

with GKAR's Business Partner Sponsorship Fund

- Sponsorships start at just \$250 per year and boast big values for you.
- You'll sponsor, not just attend events - which means even more exposure to potential customers.
- Special benefits are included at each sponsor level.

Ask us about this exciting opportunity today!