

2019

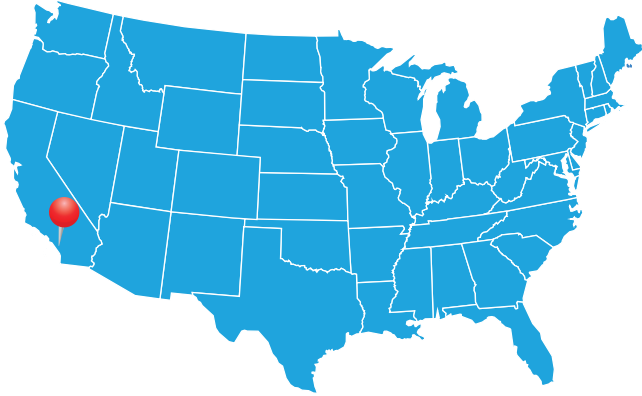
Sponsorship Opportunities



ORANGE COUNTY
REALTORS[®]
Association of Professionals

ABOUT OC REALTORS®

Founded in **1953**



#2 largest association in California

#11 in United

New REALTOR® members per month: **300**

Committees: **22**

Member **Relief** Program

VOLUNTEER Corp.

16,828 members



13,768 Primary REALTORS®
933 Affiliates
886 MLS only members
654 Secondary REALTORS®
346 Appraisers
224 Assistants
17 Students

\$10,844,537,275

in sales by Orange County REALTORS® Agents



51% REPRESENTED BUYERS

51.7% REPRESENTED SELLERS

**LEARN
MORE**

www.ocar.org

twitter.com/the_ocrealtors

facebook.com/theocrealtors

THE BREAKDOWN

UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
YPN Annual Sponsor Tiers	Ongoing	5
New Laws with Gov Hutchinson	February 26, 2019	6
Annual Membership Meeting & Housing Forecast	March 25, 2019	7
YPN Mini Masters	April 11, 2019	8
MLS Forum	April 16, 2019	9
OCAR Cares Golf Tournament	May 6, 2019	10
RExpo	September 9, 2019	11-12
Costume Bowl	October 18, 2019	13
Turkey Bowl	November 20, 2019	13
2020 Annual Installation	December 4, 2019	14

Additional sponsorships will be available throughout the year for our forums, panels, and committee events.

NEXT Steps

- 1** Review Sponsorship Opportunities on pages 4-14. Contact Zhipi McDougald at Zhipi@ocar.org with any questions. Some sponsorships are available to select members (see legend).
- 2** Reserve your preferred sponsorship(s). Reservations can be made starting December 3 by submitting a Sponsor Form online at www.ocar.org/sponsor. The first company that submits the completed forms will receive a reservation. Reservations will be honored until payment is received. Payments will be accepted between January 1-31.
- 3** Submit payment and completed Sponsor Contract to Zhipi McDougald.
- 4** We will contact you to get a high resolution version of your logo for any marketing promised in your sponsorship(s).

LEGEND



Available to Affiliates



Available to Brokers



Fundraising Event

SPONSOR FORM

Sponsorship applications are considered on a first come, first served basis to active members only.

Company Name _____

Website _____ Social Media Handles (Facebook, Twitter, Instagram & LinkedIn)

 _____  _____

 _____  _____

Contact Name _____

Phone _____ Email _____

SPONSORSHIPS

_____	=	\$ _____
Fill in sponsorship option		Sponsorship cost
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____

Grand Total: \$ _____

This is not a binding contract. A Sponsor Contract will be provided when payment is due. Please send your completed Sponsor Form to Zhipi McDougald:



Email: Zhipi@ocar.org Fax: 949-586-0382

Mail: Orange County REALTORS®, Attn: Zhipi McDougald, 25552 La Paz Road, Laguna Hills, CA 92653-5127

A LA CARTE SPONSORSHIPS

These a la carte options offer promotion all year round.



A LA CARTE ITEMS	STATS	COST
2019 Classroom sponsor in Laguna Hills office - 2 Available (Includes logo on side wall and display of materials)	Over 700 classes annually with over 9,000 attendees	\$5,000
60 Second Video Commercial on digital display in Laguna Hills office (video to be provided by sponsor)	_____	\$3,000
Insert in New REALTOR® Orientation package (materials provided by sponsor, limited to one page)	300+ new members attend orientation every month	\$2,000
Speaking opportunity at three (3) education classes (Chosen by OC REALTORS® Education Director and limited to 5 minutes per class)	_____	\$2,000
Charging station Sponsor - 2 Available (Custom branded with your logo wrap around front and branding on display screen)	_____	\$2,000 per location
Recognition in all What's Up emails (with links to your company website)	Emailed to over 14,000 members	\$1,000
Recognition on social media - 4x a year (Facebook, Twitter, Instagram & LinkedIn)	Up to 5,000 followers	\$500
Logo on Thank you banner at all office locations - (shared banner printed in February)	_____	\$500
Logo featured on digital displays in all office locations	_____	\$500
Logo on our sponsor webpage (www.ocar.org/sponsor)	_____	\$350

YPN ANNUAL SPONSOR TIERS



Available to *Affiliate Members* only.

BENEFITS BY SPONSORSHIP LEVEL	TIER I	TIER II	TIER III
Price:	\$3,500	\$2,500	\$1,500
Quantity Available:			
Events			
Booth at OC Home Fair and speaking opportunity	•		
Hole at Mini Masters	•	•	
YPN Angel's Baseball Tailgate and Game Sponsor (First three (3) Tier I sponsors may choose to sponsor food, beverage, or themed promo item)	•	•	
YPN Panel at EXPO and after party Sponsor	•		
Board of Directors Rise & Shine Meet & Greet (includes table & chairs)	•		
OC Home Fair swag bag item (provided by sponsor. Minimum 200)	•	•	
Host a Rise & Shine Breakfast (provide education, coffee & breakfast)	•	•	•
Best-of Tour (7 tours, 1 for each marketing meeting)	•	•	•
Marketing			
Recognition and logo on all YPN social media	•	•	•
Recognition on email blast	•	•	•
Logo on YPN TPN Month of Giving t-shirts	•	•	
Video post on YPN Facebook - Quarterly (sponsor to provide videos)	•		

New Laws with Gov Hutchinson



Join the Orange County REALTORS® to learn about news laws affecting homeownership.

BENEFITS BY SPONSORSHIP LEVEL	Live Stream	Breakfast
Price:	\$1,000	\$500
Quantity Available:	1	1
At the Event		
Booth space (includes 1 skirted table and 2 chairs)	•	•
Prominent logo recognition on main entrance signage	•	•
Recognition in Event Program	•	•
Provide breakfast all attendees		•
Logo on all live streaming promos	•	
Introduce speaker + speaking opportunity (limited to 2 minutes)	•	
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	•	•
Print: Event Recap in OC REALTOR® May/Jun Issue	•	•
Website: ww.ocar.org/new-laws	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•



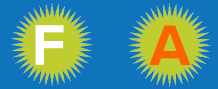
Annual Membership Meeting & Housing Forecast

Come learn about the upcoming exciting year ahead.

BENEFITS BY SPONSORSHIP LEVEL	Title	Lunch Sponsor
Price:	\$2,500	\$1,000
Quantity Available:	1	5
At the Event		
Premium booth space (includes 1 skirted table and 2 chairs)	•	
Booth space (includes 1 skirted table and 2 chairs)		•
Logo recognition on main entrance signage	•	•
Logo in sponsor presentation	•	•
Recognition in Event Program	•	•
Logo on boxed lunches to all attendees		•
Logo on Improv welcome marquee	•	
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	•	•
Print: Event Recap in OC REALTOR® May/Jun Issue	•	•
Website: www.ocar.org/amm	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•

YPN Mini Masters

Join YPN for our OCAR Cares Mini Masters tournament! Miniature golf alongside industry professionals while supporting the real estate community.



BENEFITS BY SPONSORSHIP LEVEL	Major	Lunch	Swag	19th Hole	Hole
Price:	\$1,000	\$1,000	\$750	\$750	\$250
Quantity Available:	1	1	1	1	10
At the Event					
Tee Box (your choice of 1-18. Upon availability)	●	●			●
Tickets	1 Foursome + 4 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	2 lunch tickets
Logo on promotional giveaways to all attendees			●		
Hosted drink to attendees (sponsor to provide drink tickets)				●	
Marketing					
Recognition (logo/company name) on all event marketing, including:					
Print: Flyers	●	●	●	●	
Email: Event Announcements	●	●	●	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	●	

MLS Forum

Forum for late breaking and future MLS news and updates.



BENEFITS BY SPONSORSHIP LEVEL	Live Stream	Title
Price:	\$1,500	\$1,000
Quantity Available:	1	1
At the Event		
Speaking opportunity (limited to 2 minutes)	•	•
Logo on all live streaming	•	
Opportunity to introduce speakers/panel	•	
Logo in sponsor presentation	•	•
Pastries and coffee/tea to all attendees (provided for you)		•
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	•	•
Website: www.ocar.org/mls-forum	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•

Golf Tournament

This annual golf tournament brings REALTORS® and Affiliates together to benefit the OCAR Cares Member Relief Program.



BENEFITS BY SPONSORSHIP LEVEL	Major	Dinner & 19th Hole	Lunch	Beer & Snacks	Putting Contest	Alcohol	Coffee & Tee	Tee
Price:	\$5,000	\$3,500	\$2,500	\$1,500	\$750	\$500	\$500	\$350
Quantity Available:	1	1	1	2	1	2	1	13
At the Event								
Opportunity to emcee dinner reception (optional)		•						
Speaking opportunity at dinner reception (limited to 5 minutes)	•							
Speaking opportunity at start of the tournament (limited to 5 minutes)			•					
Prominent logo recognition on main entrance banner	•							
Trophy Sponsor with company recognition on all trophies	•							
Includes music and appetizers								
Logo on snack/drink carts (includes \$1,000 in beer & snacks)				•				
Meet and Greet all attendees (includes coffee/tea and donuts)							•	
Sponsor table on golf course (includes 1 table and 2 chairs)	•	•	•		•	•		•
Logo recognition on sponsor thank you banner	Prominent logo	Large logo	Large logo	Medium logo	Medium logo	Medium logo	Medium logo	Medium logo
Logo in sponsor presentation at dinner	•	•	•	•	•	•	•	•
Recognition in Event Program	•	•	•	•	•	•	•	•
Complimentary tickets to tournament and/or dinner reception	1 Foursome + 4 Dinner Tickets	4 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets
Marketing								
Recognition (logo/company name) on all event marketing, including:								
Print: Flyers	•	•	•	•				
Print: Event Recap OC REALTOR® Jul/Aug Issue	•	•	•	•	•	•	•	•
Website: www.ocar.org/golf	•	•	•	•	•	•	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•					

RExpo Conference & Tradeshow



RExpo Conference & Tradeshow is a one-day education and networking event for real estate professionals.

BENEFITS BY SPONSORSHIP LEVEL	Title	Bag	Lanyard	Happy Hour	Session Presenter	Parking	Breakfast	Lunch	Session Sponsor	Exhibitor	Swag in the bag
Price:	\$10,000	\$5,000	\$3,500	\$3,500	\$3,000	\$3,000	\$2,500	\$2,500	\$1,000	\$1,000	\$250
Quantity Available:	1	1	1	1	2	1	1	1	6	24	
At the Event											
Introduction & speaking opportunity at all breakout sessions (limited to 2 minutes)	•										
Prominent Booth space (includes 1 table and 2 chairs)	•										
Booth space (includes 1 table and 2 chairs)		• At registration (pass out bags)	• Next to registration	• Next to bar (pass out drink tickets)		• At registration (pass out programs)	•	•		•	
Use of breakout session room (9am - 11am or 1pm - 3pm)					•						
Opportunity to provide promotional giveaways to be included in swag bag given to all attendees											•
Logo recognition in parking lot						•					
Shout out by the emcee							•	•	•		
Recognition in Event Program	•	•	•	•	•	•	•	•	•	•	•
Logo on lanyard passed out to all attendees			•								
Logo recognition at breakfast stations							•				
Logo recognition at lunch stations								•			
Complimentary tickets to event	10	4	2	2	2	2	2	2	2	2	
Logo on session presentation slide (for forums and panels)									•		
Opportunity to host a happy hour with appetizers and pass out drink tickets (tickets and appetizers provided)				•							
Advertisement in event program (provide ad to communications 6 weeks before)	Full page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page			

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Price:	\$10,000	\$5,000	\$3,500	\$3,500	\$3,000	\$3,000	\$2,500	\$2,500	\$1,000	\$1,000	\$250
Marketing											
Recognition (logo/company name) on event marketing, including:											
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•	•	•	•	•	•			
Email: Mention in What's Up (goes over to 14,000)	•										
Print: Event Recap OC REALTOR® Nov/Dec Issue	Prominent Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Company Name	Company Name	
Print: Flyers	•										

Costume Bowl

This annual costume party is always a big hit with South County REALTORS® and Affiliates.



BENEFITS BY SPONSORSHIP LEVEL	Sponsor	Trophy
Price:	\$600	\$600
Quantity Available:	3	1
At the Event		
Logo on digital displays at each lane	•	•
Logo on each trophy		•
Complimentary tickets to event	1 Foursome	1 Foursome
Marketing		
Recognition all event marketing, including:		
Print: Flyers	•	•
Print: Event recap in OC REALTOR® Magazine Jan/Feb 2020 Issue	•	•
Website: www.ocar.org/costume-bowl	•	•

Turkey Bowl

Our North County members ditch the costumes for good old fashioned bowling fun!



BENEFITS BY SPONSORSHIP LEVEL	Sponsor	Trophy	Food & Beverage
Price:	\$100	\$200	\$22
Quantity Available:	32	1	unlimited
At the Event			
Logo on digital displays at each lane	•		
Logo on traveling trophy		•	
Complimentary tickets to event	1 Fivesome		
One pizza and one pitcher of soda			•
Marketing			
Recognition (logo or name) on event marketing, including:			
Print: Event recap in OC REALTOR® Magazine Jan/Feb 2020 Issue	•		

2020 Annual Installation

Help us welcome and celebrate our new President and Board of Directors for 2020.



BENEFITS BY SPONSORSHIP LEVEL	Platinum	Diamond	Centerpiece	Entertainment	Silver
Price:	\$2,000	\$1,000	\$750	\$500	\$350
Quantity Available:	3	5	1	5	10
At the Event					
Thank you shout out by emcee	●				
Reserved table at event	●				
Complimentary event tickets	4	2	1	1	
Thank you shout out by emcee				●	
Recognition in event program	Prominent logo	Logo	Logo	Logo	Company Name
Recognition in sponsor slideshow	Prominent logo	Logo	Logo	Logo	Company Name
Marketing					
Recognition (logo or name) on event marketing, including:					
Print: Recognition in OC REALTOR® magazine Jan/Feb 2020 issue	Prominent logo	Logo	Logo	Logo	Company Name

SPONSORSHIP IDEA REQUEST FORM

Have an idea for a sponsorship that you did not see listed? Let us know and we will do our best to accommodate you!

Company Name _____

Contact Name _____

Phone _____ Email _____

Event: _____

Sponsorship Idea: _____

Suggested Sponsorship Amount: \$ _____

This request form is not intended to change any pricing of current available sponsorships. Once approved, payment and a contract must be submitted within 5 business days.

FOR STAFF ONLY

Approved? Yes No

Approved by: _____

Sponsorship Amount: \$ _____

This is not a binding contract. A Sponsor Contract will be provided when payment is due. Please send your completed Sponsorship Idea Request Form to Zhipi McDougald:

Email: Zhipi@ocar.org Fax: 949-586-0382

Mail: Orange County REALTORS®, Attn: **Zhipi McDougald**, 25552 La Paz Road, Laguna Hills, CA 92653-5127

SPONSOR FORM

Sponsorship applications are considered on a first come, first served basis to active members only.

Company Name _____

Website _____ Social Media Handles (Facebook, Twitter, Instagram & LinkedIn)

 _____  _____

 _____  _____

Contact Name _____

Phone _____ Email _____

SPONSORSHIPS

_____	=	\$ _____
Fill in sponsorship option		Sponsorship cost
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____
_____	=	\$ _____

Grand Total: \$ _____

This is not a binding contract. A Sponsor Contract will be provided when payment is due. Please send your completed Sponsor Form to Zhipi McDougald:

Email: Zhipi@ocar.org Fax: 949-586-0382
Mail: Orange County REALTORS®, Attn: Zhipi McDougald, 25552 La Paz Road, Laguna Hills, CA 92653-5127

