



**HARRISONBURG-ROCKINGHAM
ASSOCIATION OF REALTORS®**

**AFFILIATE MEMBER
MARKETING SOLUTIONS**

WHAT CAN WE DO FOR YOU?



CONNECT WITH REALTORS®

Affiliates are invited to jump into the association, join committees and participate in HRAR events alongside REALTORS®



QUALITY EXPOSURE

The affiliate program is designed to offer our partners opportunities to network and build relations with local REALTORS®



GAIN CREDIBILITY

Establish yourself as an industry leader while building meaningful business connections



NETWORKING

Through Association events keep in touch with what is happening at HRAR and connect with others in your field

LEVELS



PLATINUM LEVEL

\$3000 Investment

Limit of 3 Available

- 1 Title Sponsor of Major Event
- 1 Member Social Event Sponsor
- 1 New Member Orientation Event Sponsor
- 1 Code of Ethics Course Sponsor
- 1 Monthly Newsletter Sponsor
- 4 Weekly Newsletter Sponsor
- 1 Broker's Forum Sponsor
- 1 Lunch n Learn Sponsor
- 1 By the Numbers Economic Update Sponsor
- 1 Presenting Sponsor Fundraising Event

\$3900 Value



GOLD LEVEL

\$2000 Investment

Limit of 3 Available

- 1 Title Sponsor of Fundraising Event
- 1 Presenting Sponsor of Major Event
- 1 Member Social Event Sponsor
- 1 Education Course Sponsor
- 1 Monthly Newsletter Sponsor
- 4 Weekly Newsletter Sponsor

\$2300 Value

LEVELS



SILVER LEVEL

\$1000 Investment

Supporting Sponsor of Major Event
Supporting Sponsor of Fundraising Event
1 Monthly Newsletter
4 Weekly Newsletter

\$1050 Value



BRONZE LEVEL

\$300 Investment

Access to HRAR's email roster
Invitation to all HRAR social events
Ability to leverage further marketing opportunities via a la carte options
Listing in the Affiliate Section of the HRAR Website

A LA CARTE OPTIONS

Title Sponsor Major Event \$1000

Exclusive naming rights to major event hosted by HRAR

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

5 mins to present company information at Major Event

Networking opportunities with REALTORS®, Affiliates and other community leaders

Presenting Sponsor Major Event \$750

Exclusive position in name of major event hosted by HRAR

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

3 mins to present company information at Major Event

Networking opportunities with REALTORS®, Affiliates and other community leaders

Title Sponsor Fundraising Event \$750

Exclusive naming rights to Fundraising Event hosted by HRAR

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

5 mins to present company information at Fundraising Event

Networking opportunities with REALTORS®, Affiliates and other community leaders

A LA CARTE OPTIONS

Presenting Sponsor Fundraising Event \$500

Exclusive position in name of Fundraising event hosted by HRAR

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

3 mins to present company information at Major Event

Networking opportunities with REALTORS®, Affiliates and other community leaders

Event Sponsor Member Social Event \$500

Exclusive sponsorship of Member Social Event including any signage, handouts etc.

Included in any marketing, promotion and planning of event

5 mins to present company information at Members Social Event

Networking opportunities with REALTORS® and Affiliates

Supporting Sponsor Major Event \$500

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

Networking opportunities with REALTORS®, Affiliates and other community leaders

New Member Orientation Sponsor \$500

Sponsorship of New Member Orientation including any signage, handouts etc.

Included in HRAR Newsletters sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to new REALTORS®

Networking opportunities with new REALTORS®

5 Mins to present company information at event

A LA CARTE OPTIONS

Code of Ethics Training \$300

Sponsorship of Code of Ethics Training including any signage, handouts etc.
Included in HRAR Newsletters sent to all REALTORS® and Affiliates
Included in RSVP reminders sent to all REALTORS®
Networking opportunities with new REALTORS®
5 Mins to present company information at event

Educational Sponsor \$300

Sponsorship of Education courses including any signage, handouts etc.
Included in HRAR Newsletters sent to all REALTORS® and Affiliates
Included in RSVP reminders sent to all REALTORS®
Networking opportunities with REALTORS®
5 mins to present company information at Education Course

Broker's Forum Sponsor \$300

Exclusive sponsorship of Broker's Forum including any signage, handouts etc.
Included in any marketing/promotion of event
Networking opportunities with Managing Brokers
5 mins to present company information at Broker's Forum

By The Numbers Quarterly Economic Update \$300

Sponsorship of quarterly VAR Economic update Webinar hosted at the association office
Included in HRAR Newsletters sent to all REALTORS® and Affiliates
Included in RSVP reminders sent to all REALTORS® and Affiliates
Networking opportunities with REALTORS®
5 mins to present company information at Event

A LA CARTE OPTIONS

Lunch and Learn \$300

Host an educational course with your subject matter expertise at the association office

Included in HRAR Newsletters sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

Networking opportunities with REALTORS®, Affiliates and other community leaders

Supporting Sponsor Fundraising Event \$250

Included in HRAR Weekly and Monthly Newsletter sent to all REALTORS® and Affiliates

Included in RSVP reminders sent to all REALTORS® and Affiliates

Networking opportunities with REALTORS®, Affiliates and other community leaders

Presenting Sponsor Monthly HRAR Newsletter \$150

Company listed in newsletter subject line

Company profile included in newsletter

Presenting Sponsor Weekly HRAR Newsletter \$25

Company listed in newsletter subject line

Company logo included in newsletter

2023 Invoice



Affiliate Invoice for Partnership Program



- | | | |
|--|----------------|---------------------------|
| <input type="checkbox"/> Platinum Partner | \$3,000 | A La Carte options |
| <input type="checkbox"/> Gold Partner | \$2,000 | _____ |
| <input type="checkbox"/> Silver Partner | \$1000 | _____ |
| <input type="checkbox"/> Bronze Partner | \$300 | _____ |

Company Name: _____

Address: _____

Business Phone #: _____ Fax #: _____

Primary Contact Name & Title: _____

Email Address: _____

Secondary Contact Name & Title: _____

Email Address: _____

Website Address: _____

Type of Business: _____

In what phase of the real estate industry do you specialize: _____

Is your office a member of any other Real Estate Association? ___ Yes ___ No

If yes, please state the name of each other such organization: _____

I hereby certify that the information provided is true and correct, and I agree that failure to provide complete and accurate information, as requested or any misstatement of fact, shall be grounds for revocation of my membership.

Signed: _____ Date: _____

Date Received: _____ Payment Amount: _____ Payment Method: _____