



# LET'S PARTNER

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**SPONSORSHIP OPPORTUNITIES**





# TO OUR PARTNERS

We are excited for you to be a part of our upcoming year here at WCAR. We appreciate all the support you have given the Williamson County community and us through the years. Your involvement helps us provide the professional development and networking opportunities that make our real estate community the best in the country.

This packet was designed with you in mind. The goal is to help you plan your marketing budget for the year and to maximize your efforts. WCAR has many events throughout the year that will fit with the demographics you are trying to attract for your business. From large scale events with senior agents like the annual Celebration of Excellence to smaller more intimate events for new agents.

WCAR wants lasting partnerships, so let us get started putting your marketing dollars to work. Reach out today and let's PARTNER together!

## CONTACT WCAR

1646 Westgate Circle, Suite 104  
Brentwood, Tennessee 37027

By phone: 615-771-6845  
Online: [www.wcartn.org](http://www.wcartn.org)



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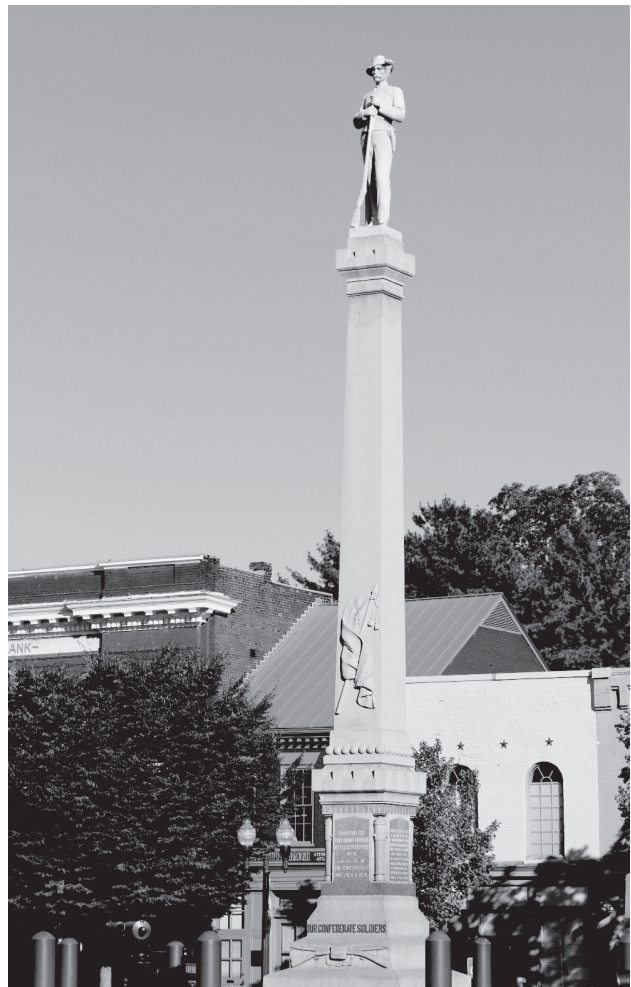
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# SPONSORSHIPS AT A GLANCE

DIAMOND	PLATINUM	SILVER	BRONZE	FRIENDS OF WCAR
<b>Customized package</b> based on the sponsorship level. You choose how you spend the allocation	<b>Encourages</b> partnership for your company in marketing to our members	<b>Customized package</b> based on the sponsorship level. You choose how you spend the allocation	<b>Customized package</b> based on the sponsorship level. You choose how you spend the allocation	<b>Customized package</b> based on the sponsorship level. You choose how you spend the allocation
<b>Sponsor logo and link</b> to appear on WCAR website for the year	<b>Sponsor logo and link</b> to appear on WCAR website for the year	<b>Sponsor logo and link</b> to appear on WCAR website for the year	<b>Sponsor logo and link</b> to appear on WCAR website for the year	<b>Sponsor logo and link</b> to appear on WCAR website for the year
<b>Scrolling ad</b> featured on our WCAR website once during the year	<b>Scrolling ad</b> featured on our WCAR website once during the year	<b>Name</b> featured on our WCAR website once during the year	<b>Name</b> featured on our WCAR website once during the year	
<b>Two (2) tickets*</b> to each event	<b>Two (2) tickets*</b> to each event	<b>Two (2) tickets*</b> to each <i>sponsored</i> event	<b>Two (2) tickets*</b> to each <i>sponsored</i> event	
<b>Sponsor recognition and logo branding</b> on all WCAR Events and brochures	<b>Sponsor recognition and logo branding</b> on all WCAR Events and brochures	<b>Sponsor recognition and logo branding</b> on all WCAR Events and brochures	<b>Sponsor recognition and logo branding</b> on all WCAR Events and brochures	
<b>Signage</b> within the WCAR offices	<b>Signage</b> within the WCAR offices			
<b>Exclusivity</b> for your company in marketing to our members and naming rights to a select signature event.				

*\*except Celebration of Excellence*



# **CORPORATE SPONSORSHIPS**



# DIAMOND CORPORATE SPONSORSHIP

**Exclusivity** for your company in marketing to our members and naming rights to a signature event.

**Scrolling ad** featured on our WCAR website once during the year.

**Sponsor recognition and logo branding** on all WCAR Events brochures.

**Customized package** based on the sponsorship level. You choose how you spend the allocation.

**Sponsor logo and link** to appear on WCAR website for the year.

**Signage** within the WCAR offices.

**Two (2) tickets** to each event.

**\$15,000**

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Secure your sponsorship today! Contact our Operations Director at [operations@wcartn.org](mailto:operations@wcartn.org) or (615) 732-5172



# PLATINUM CORPORATE SPONSORSHIP

**Ad featured** in our WCAR newsletter twice during the year.

**Signage** within the WCAR offices.

**Sponsor recognition and logo branding** on all WCAR Events brochures.

**Two (2) tickets** to each event.

**Customized package** based on the sponsorship level. You choose how you spend the allocation.

**\$10,000**

**Sponsor logo and link** to appear on WCAR website for the year.

Secure your sponsorship today! Contact our Operations Director at [operations@wcartn.org](mailto:operations@wcartn.org) or (615) 732-5172



## SILVER CORPORATE SPONSORSHIP

**Customized package** based on the sponsorship level. You choose how you spend the allocation.

**Two (2) tickets** to each Sponsored event.

**Ad featured** in our WCAR newsletter twice during the year.

**\$5,000**

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**Sponsor recognition and logo branding** on all WCAR Events brochures.

**Sponsor logo and link** to appear on WCAR website for the year.

Secure your sponsorship today! Contact our Operations Director at [operations@wcartn.org](mailto:operations@wcartn.org) or (615) 732-5172





## BRONZE CORPORATE SPONSORSHIP

**Customized package** based on the sponsorship level. You choose how you spend the allocation.

**Name** featured in our WCAR newsletter once during the year.

**Sponsor recognition and logo branding** on all WCAR Events brochures.

**Sponsor logo and link** to appear on WCAR website for the year.

**Two (2) tickets** to each Sponsored event.

**\$3,500**

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Secure your sponsorship today! Contact our Operations Director at [operations@wcartn.org](mailto:operations@wcartn.org) or (615) 732-5172



# FRIENDS OF WCAR

**Company name on collateral**  
for corporate sponsors all  
year long.

**Customize** how to use  
your money.

**Name featured on website**  
on corporate sponsor page.

**\$2,000**



Secure your sponsorship today! Contact our Operations Director at [operations@wcartn.org](mailto:operations@wcartn.org) or (615) 732-5172



# EVENTS



# INSTALLATION

Installation is the event in which we look back on the previous year to thank all those who contributed to our success and look to the future as we install the incoming board and committee leadership. The reception is a great chance to socialize and network with the industry leaders of Middle Tennessee. This is one of our largest and most celebrated events of the year.

## PREMIER EVENT SPONSOR \$3,000

- Four (4) Complimentary event tickets
- Top billing at the highest level of sponsorship
- Opportunity to briefly address the group
- Logo included on printed materials
- Logo displayed at registration table
- Logo displayed on the PowerPoint

## CHAMPAGNE SPONSOR \$2,500

- Three (3) complimentary event tickets
- Logo on champagne bottle at each table
- Logo included on printed materials
- Logo displayed at registration table
- Logo displayed on the PowerPoint

## FOOD SPONSOR \$1,000 (TWO AVAILABLE)

- Two (2) complimentary event tickets
- Signage at the food station
- Logo included on printed materials
- Logo displayed at the event
- Logo displayed on the PowerPoint



# INSTALLATION

## VALET SPONSOR \$1,000 (TWO AVAILABLE)

- Two (2) complimentary event tickets
- Logo displayed at the valet station
- Opportunity to leave a marketing item in all valet vehicles
- Logo displayed at registration table
- Logo displayed on the PowerPoint

## PHOTOGRAPHY SPONSOR \$1,000

- Two (2) complimentary event tickets
- Logo displayed at the event
- Photo booth with branded pictures
- Logo displayed on the PowerPoint

## BEVERAGE SPONSOR \$1,000 (TWO AVAILABLE)

- Two (2) complimentary event tickets
- Signage on bars
- Logo displayed on the PowerPoint

## DESSERT SPONSOR \$750 (TWO AVAILABLE)

- One (1) complimentary event ticket
- Logo displayed at the event on dessert bar
- Logo displayed on the PowerPoint

## CENTERPIECE SPONSOR \$750 (TWO AVAILABLE)

- One (1) complimentary event ticket
- Signage at registration
- Logo displayed on the PowerPoint



# CELEBRATION OF EXCELLENCE

Celebration of Excellence is WCAR's annual awards gala where we celebrate the year's best of the best with our awards presentation, dinner, and dancing to an always fantastic band. This is by far the largest event of the year.

## EVENT SPONSOR - \$5,000

- Four (4) event tickets with premier seating
- Largest logo on all marketing material, event signage and PowerPoint presentation slides (beginning, end, and transition slides if needed).
- Company will receive verbal acknowledgment of sponsorship throughout event.
- Only sponsor recognized on the cover of the event program.
- Sponsorship recognition at beginning of Gala video.

## TITANIUM AWARD SPONSOR - \$3,500

- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time of Titanium Awards distribution.
- Help hand out Titanium Awards onstage during program.

## PLATINUM AWARD SPONSOR - \$3,000

- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time of Platinum Awards distribution.
- Help hand out Platinum Awards onstage during program.



# CELEBRATION OF EXCELLENCE

## GOLD AWARD SPONSOR - \$2,500

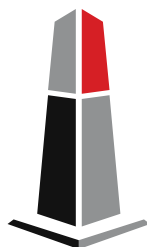
- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time of Gold Awards distribution.
- Help hand out Gold Awards onstage during program.

## SILVER AWARD SPONSOR - \$2,500

- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time of Silver Awards distribution.
- Help hand out Silver Awards onstage during program.

## BRONZE AWARD SPONSOR - \$2,500

- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time of Bronze Awards distribution.
- Help hand out Bronze Awards onstage during program.



CELEBRATION  
OF EXCELLENCE





# CELEBRATION OF EXCELLENCE

## BEST OF THE YEAR AWARDS SPONSOR - \$1,500

- Two (2) event tickets
- Medium size logo on marketing material and PowerPoint presentation during your award announcements.
- Company will receive verbal acknowledgment of sponsorship at time Best of the Year Awards distribution.
- Help present the Best of the Year Awards onstage during program.
- Best of the Year awards include REALTOR® of the Year, Rookie of the Year, and Affiliate of the Year recipients.

## BAR SPONSOR - \$1,500 (FOUR AVAILABLE)

- One (1) event ticket
- Branded napkins and drink tickets.
- Logo on PowerPoint
- Signage on Bar

## VALET SPONSOR - \$1,500

- One (1) event ticket
- Signage on Valet Stand
- Company has the option of leaving giveaways in cars courtesy of the valet drivers.

## ENTERTAINMENT SPONSOR - \$1,000 (TWO AVAILABLE)

- One (1) event ticket
- Logo on background as well as on event signage
- Logo on PowerPoint presentation and screens during the band performance





# CELEBRATION OF EXCELLENCE

## RED CARPET SPONSOR - \$3,000

- Two (2) event tickets
- Logo on signage at the Red Carpet, on event signage, and PowerPoint.
- Logo on red carpet photos.

## COCKTAIL HOUR SPONSOR - \$2,500

- Two (2) event tickets
- Print acknowledgment with our “Champagne Greeting.”
- Logo on event signage and PowerPoint.

## TABLE CENTERPIECE SPONSOR - \$1,000 (NO REAL ESTATE COMPANIES)

- One (1) event ticket
- Signage shown as centerpiece sponsor
- Logo on event signage and PowerPoint.



# GOLF SCRAMBLE



The annual golf scramble is a chance for REALTORS® and industry partners to celebrate the important role housing plays in strong communities. One of the ways this tournament helps the community is through contributions to the REALTOR® Good Works Foundation (RGWF). The RGWF uses the proceeds from this event to provide college scholarships to Williamson County seniors and support fine arts education in our public schools.

## EVENT SPONSORS (4) - \$2,500

- Two (2) complimentary attendees
- Kick-off of event (shotgun)
- Customized branding of tee gifts
- Logo on Welcome Banner at registration
- Hole sponsorship with representatives stationed near the tee
- Recognized Event Sponsor with individual 18”x 20” sign on course
- Exhibit space at registration, breakfast, and lunch
- Name in press release prior to tournament
- Listed with all sponsors on “Thank You” banner

## ONE SPONSORSHIP FOR EACH FLIGHT

• \*Sponsorship benefits are subject to change depending on venue and event theme.



# GOLF SCRAMBLE

## FOOD SPONSOR - \$2,000

- Two (2) complimentary attendees
- Branded food totes

## AWARD SPONSOR - \$2,000 (TWO AVAILABLE)

- Two (2) complimentary attendees
- Logo on award sign at cocktail hour and distribution of prizes to winners
- Logo on Contest, Media, and Multimedia Sponsor Banner
- Listed with all sponsors on “Thank You” Banner

## 19TH HOLE SPONSOR - \$1,500

- Two (2) complimentary attendees
- Cocktail hour sponsor with signage at bar arena
- Listed with all sponsors on “Thank You” Banner

## BEVERAGE SPONSOR - \$1,500 (TWO AVAILABLE)

- Two (2) complimentary attendees
- Accompany a club driver on the beverage cart
- Company logo on the cart
- Listed with all sponsors on “Thank You” Banner



# GOLF SCRAMBLE

## HOLE-IN-ONE SPONSOR - \$1,500

- Two (2) complimentary attendees
- Sponsor must also cover cost of insurance
- Recognized designated hole sponsor with individual “Thank You” sign
- Logo on Contest, Media and Multimedia Sponsor Banner
- Listed with all sponsors on “Thank You” Banner

## PUTTING SPONSOR - \$1,500

- Two (2) complimentary attendees
- Recognized designated hole sponsor with individual “Thank You” sign
- YETI Tub to be awarded to the winning player
- Logo on Contest, Media and Multimedia Sponsor Banner
- Listed with all sponsors on “Thank You” Banner

## GOLF CART SPONSOR - \$1,000 (TWO AVAILABLE)

- Two (2) complimentary attendees
- Logo in Carts, Media and Multimedia Sponsor Banner
- Listed with all sponsors on “Thank You” Banner
- Ability to leave something in carts for one flight



# MEMBERSHIP LUNCHEONS

General membership meetings are great opportunities for local businesses to get in front of 100 plus of our most active members. There are two meetings every year available for sponsorship:

## MID-YEAR MEMBERSHIP MEETING

In the past, WCAR has invited local politicians, motivational speakers, and industry experts to draw a crowd and provide dynamic entertainment to our members. This is the last opportunity before school lets out and the selling season reaches its peak to get your name in front of REALTORS®.

## FALL MEMBERSHIP MEETING

The fall meeting is important for WCAR. In addition to bringing in a high-profile speaker, this is the association's opportunity to vote on and elect a new Board of Directors.

### EVENT SPONSOR - \$1,500 PER EVENT (TWO AVAILABLE)

- Two (2) complimentary attendees
- Opportunity to briefly present about company at lunch
- Logo included on printed materials
- Logo on welcome PowerPoint at event



# PROFESSIONAL DEVELOPMENT

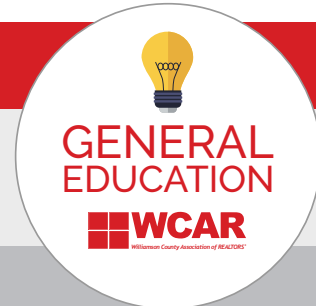


# EDUCATION CLASS SPONSORSHIPS

## GENERAL EDUCATION

**COST: \$400/class**

**TARGET CLASS AUDIENCE: All REALTORS®**



## SPONSORSHIP BENEFITS:

- Name and logo on all marketing collateral sent to members regarding class registration [weekly newsletter, website, social media].
- Name, logo, website link, and sponsor contact information will appear on the class detail page on the WCAR website
- Name and logo displayed on course signage the day of sponsored class.
- Sponsors are welcome to bring their company banners, displays, or company collateral to leave in the classroom for the duration of the course.
- WCAR will provide sponsors with a list of course attendees along with their contact information for your own database records and marketing distribution needs.
- Sponsor will have the opportunity during class to present a brief 3-5 minute company presentation explaining what your company does and why it will benefit them as real estate agents.

## NEW MEMBER ORIENTATION

**COST: \$5,000**

**AVAILABILITY: 12 classes**

**TARGET CLASS AUDIENCE: Required for new agents**



## SPONSORSHIP BENEFITS:

- Name and logo on all marketing collateral sent to members regarding class registration [weekly newsletter, website, social media].
- Name, logo, website link, and sponsor contact information will appear on the class detail page on the WCAR website
- Name and logo displayed on course signage the day of sponsored class.
- Sponsors are welcome to bring their company banners, displays, or company collateral to leave in the classroom for the duration of the course.
- WCAR will provide sponsors with a list of course attendees along with their contact information for your own database records and marketing distribution needs.
- All sponsors have the opportunity to present a brief 3-5 minute company presentation during your sponsored class.
- Sponsor will have the opportunity during class to present a brief 3-5 minute company presentation explaining what your company does and why it will benefit them as real estate agents.



# EDUCATION CLASS SPONSORSHIPS

## CODE OF ETHICS

**COST: \$400/class**

**TARGET CLASS AUDIENCE: NAR Requirement**



## SPONSORSHIP BENEFITS:

- Name and logo on all marketing collateral sent to members regarding class registration *[weekly newsletter, website, social media]*.
- Name, logo, website link, and sponsor contact information will appear on the class detail page on the WCAR website
- Name and logo displayed on course signage the day of sponsored class.
- Sponsors are welcome to bring their company banners, displays, or company collateral to leave in the classroom for the duration of the course.
- WCAR will provide sponsors with a list of course attendees along with their contact information for your own database records and marketing distribution needs.
- Sponsor will have the opportunity during class to present a brief 3-5 minute company presentation explaining what your company does and why it will benefit them as real estate agents.

## TREC CORE

**COST: \$5,000**

**AVAILABILITY: 12 classes**

**TARGET CLASS AUDIENCE: All REALTORS®**



## SPONSORSHIP BENEFITS:

- Name and logo on all marketing collateral sent to members regarding class registration *[weekly newsletter, website, social media]*.
- Name, logo, website link, and sponsor contact information will appear on the class detail page on the WCAR website
- Name and logo displayed on course signage the day of sponsored class.
- Sponsors are welcome to bring their company banners, displays, or company collateral to leave in the classroom for the duration of the course.
- WCAR will provide sponsors with a list of course attendees along with their contact information for your own database records and marketing distribution needs.
- Sponsor will have the opportunity during class to present a brief 3-5 minute company presentation explaining what your company does and why it will benefit them as real estate agents.





# EDUCATION CLASS SPONSORSHIPS

## CERTIFICATES OR DESIGNATIONS

**COST: \$600/Full Day Classes**

**TARGET CLASS AUDIENCE: Advanced Level Classes for All Agents**



## SPONSORSHIP BENEFITS:

- Name & logo on all marketing collateral sent to members regarding class registration *[weekly newsletter, website, social media]*
- Name, logo, website link, and sponsor contact information appear on the class detail page on WCAR website
- Name and logo displayed on course signage the day of sponsored class
- Sponsors are welcome to bring their company banners, displays, or company collateral to leave in the classroom for the duration of the course.
- WCAR will provide sponsors with a list of course attendees along with their contact information for your own database records and marketing distribution needs
- Sponsor will have the opportunity during class to present a brief 3-5 minute company presentation explaining what your company does and why it will benefit them as real estate agents.



# INSTITUTE FOR LUXURY HOME MARKETING

The Institute for Luxury Home Marketing and the Williamson County Association of REALTORS® are proud to bring the successful, intensive, two-day luxury home marketing annual training back to Middle Tennessee.

The Certified Luxury Home Marketing Specialist™ (CLHMS) designation provides REALTORS® with unique skills, knowledge, and experience to meet the needs of affluent buyers and sellers. REALTORS® who hold the CLHMS designation rank in the TOP 10% of their residential markets and they continually demonstrate their experience in the luxury home and estate market.

## INSTITUTE *for* LUXURY HOME MARKETING®

### DIAMOND SPONSOR - \$5,000 (LIMITED AVAILABILITY)

- Names and contact information of all class participants
- Sponsor logo will appear in social media posts
- Sponsor logo will appear in promotional email campaigns
- Sponsor logo will appear on WCAR website with link to sponsor homepage
- Sponsor logo will appear on event signage
- Sponsor logo will appear on screen scroll prior to and after training times
- Sponsor logo on classroom table tents
- Sponsor logo on promotional posters and fliers
- Premier promotional space at the two-day training
- Opportunity to speak at lunch during training
- Sponsor two-page advertisement in the Training Event Program



# INSTITUTE FOR LUXURY HOME MARKETING

## PLATINUM SPONSOR - \$3,500

- Names and contact information of all class participants
- Sponsor logo will appear in social media posts
- Sponsor logo will appear in promotional email campaigns
- Sponsor logo will appear on WCAR website with link to sponsor homepage
- Sponsor logo will appear on event signage
- Sponsor logo will appear on screen scroll prior to and after training times
- Sponsor logo on classroom table tents
- Sponsor logo on promotional posters and fliers
- Promotional space at the two-day training
- Sponsor full page advertisement in the Training Event Program

## GOLD SPONSOR - \$2,000

- Names and contact information of all class participants
- Sponsor logo will appear in social media posts
- Sponsor logo will appear in promotional email campaigns
- Sponsor logo will appear on WCAR website with link to sponsor homepage
- Sponsor logo will appear on event signage
- Sponsor logo will appear on screen scroll prior to and after training times
- Sponsor half-page advertisement in the Training Event Program

## SILVER SPONSOR - \$1,000

- Names and contact information of all class participants
- Sponsor logo will appear in social media posts
- Sponsor logo will appear in promotional email campaigns
- Sponsor logo will appear on WCAR website with link to sponsor homepage
- Sponsor name listed in the Training Event Program



# COMMITTEE EVENTS



# REALTOR® GOOD WORKS FOUNDATION

The REALTOR® Good Works Foundation was created by the members of the Williamson County Association of Realtors in 2007 as its philanthropic arm. Since that time, the Foundation has granted scholarships to Williamson County public high school seniors every year.

In addition to these scholarships, the Foundation has hosted a student art competition since 2011 for any Williamson County high school student. Each year in this competition, we award prizes to both the winners as well as their high school's art department.

We have been proud supporters of the Williamson County school system. The school system is a tremendous asset to our county, and the Foundation is extremely grateful for the opportunity to participate with our award-winning schools in Williamson County.

## WE INVESTED ALMOST \$60,000 INTO OUR WILLIAMSON COUNTY COMMUNITY

- Five - \$5,000 1st year college scholarships for Williamson Co. School Seniors
- Two - \$2,500 returning college student scholarships
- \$2,500 Sponsorship of the Williamson County Schools Fine Arts Festival
- \$15,000 donation to Franklin Special Schools District
- 12 Student Art Achievement Awards
- 3 Top Art Teacher Awards
- 10 Student Scholarship Finalists Awarded iPads
- 4 Williamson County Schools Teacher Mentors Awarded iPads
- Provided \$100 in tuition for each WCAR Leadership Academy Participant



*As a 501 (c) 3 non-profit organization, donations may be made directly to the Realtor Good Works Foundation and are tax-deductible as allowed by federal law.*



# YOUR PROFESSIONAL NETWORK

WCAR's Your Professional Network includes those new to the real estate business. The goal is to connect these members with the resources and networks to help them succeed in the industry and to grow as leaders. The following events are great ways to connect with the next generation of real estate professionals.





# YOUR PROFESSIONAL NETWORK

## REALTOR® TOP PRO PANEL

### WINTER

Learn from the best in the Real Estate business and increase your success! Agents will leave this interactive forum with tips and advice from some of the leading real estate producers in the area. Perfect your business strategy and increase your success. Panelists will include experts in the following categories:

Luxury  
Market

Team  
Dynamics

New  
Construction

Top  
Producing

Residential

Senior  
Market

*Note: Attendance will be capped at 70, due to capacity limitation at WCAR*

### PRESENTING SPONSOR - \$500 (LIMITED TO 1)

- Panel moderator
- Largest presence on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social Media Pages, WCAR Newsletters, Registration Table, etc.
- Exclusive signage at Catered Buffet
- Nominate a panelist that you have a successful business partnership
- Promote your business by donating a drawing prize

### PANELIST SPONSOR - \$350 (LIMITED TO 4)

- Company logo will appear on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social Media Pages, WCAR Newsletters, etc.
- Nominate a panelist that you have a successful business partnership
- Promote your business by donating a raffle prize
- Introduction of your panelist and recap of your success together



# YOUR PROFESSIONAL NETWORK

## MIXER AT ARRINGTON VINEYARDS

### SPRING

YPN Mixer at Arrington Vineyards is our largest annual celebration to enjoy live music by local talent, award winning wines, a delicious catered fare, and breathtaking views, all while mingling among REALTORS® and Industry Professionals who are looking for new business and growth opportunities.

Over 100 REALTORS® from Williamson and Davidson County Associations attend this event each year to take advantage of creating new relationships, share successes stories and learn how WCAR's YPN can help them grow their business and industry partners. Join us while we toast YPN and the gorgeous sunset!

#### PRESENTING SPONSOR - \$1,000 (2 NON-COMPETING)

- Three (3) event tickets
- Exclusive opportunity to introduce your company/services and personally welcome guests
- Exclusive Presenting Sponsorship presence at wine bar
- Marketing promo items to be placed on select tables
- Company logo to be included on: Stemless Wine Glasses or Bottled Water
- Largest presence on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social
- Media Pages, WCAR Newsletter, Registration Table, etc.

#### SECONDARY SPONSOR - \$500 (LIMITED TO 7)

- Two (2) event tickets
- Company logo will appear on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social Media Pages, WCAR Newsletters, etc.
- Marketing promo items to be placed on select tables





# YOUR PROFESSIONAL NETWORK

## POWER CONNECTION BRUNCH

### FALL

Speed knowledge for Agents! A fun forum where Agents can ask questions and become better acquainted with 10 different Real Estate Industry Partners. We put a fun twist on this educational opportunity with one-on-one time with each partner, music, prizes, mimosas, and catered brunch. Industry partners from past year shared that this was one of their best ROI events due to the captured and agent only audience.

#### PRESENTING SPONSOR - \$800 (LIMITED TO 1)

- Exclusive opportunity to introduce your company/services and personally welcome guests
- Exclusive table (Make your table stand out; bring your company banners, table clothes, balloons, etc.
- Company logo to appear on swag bags
- Largest presence on event marketing material, signs, WCAR/YPN Social Media pages and day of event
- Prepare 5-10 most frequently asked questions that will be pulled from a bowl to get the show started, be prepared to answer questions, and highlight your company.

#### SECONDARY SPONSOR - \$450 (LIMITED TO 7)

- Exclusive table (Make your table stand out; bring your company banners, table clothes, balloons, etc.
- Company logo will appear on event marketing material, signs, and WCAR/YPN social media pages.
- Prepare 5-10 most frequently asked questions that will be pulled from a bowl to get the show started, be prepared to answer questions, and highlight your company.



# YOUR PROFESSIONAL NETWORK

## FALL FESTIVAL

### FALL

Don't miss this opportunity to get face to face with upward of 60-75 real estate agents and industry professionals. Take advantage of networking with both New & Experienced REALTORS® who are looking for vendor partners and expert advice, and collaboration opportunities. This year-end party is YPN's celebration for all our Members, REALTORS®, and Industry Professionals. Help us thank all of our YPN supporters.

#### PRESENTING SPONSOR - \$650 (LIMITED TO 1)

- Three (3) event tickets
- Exclusive opportunity to introduce your company/services and personally welcome guests
- Largest presence on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social Media Pages, the WCAR Newsletter, Registration Table, etc.
- Exclusive signage at the Bar and select tables

#### SECONDARY SPONSOR - \$400 (LIMITED TO 4)

- Two (2) event tickets
- Company logo will appear on event marketing material: Event Poster, Banner, Fliers, WCAR and YPN Social Media Pages, WCAR Newsletter, etc.
- Marketing promo items to be placed on select table



The REALTOR® Party is a non-partisan approach to politics that focuses on upholding small business, capitalism, and private property ownership. It's not the Republican or Democrat Party; it's the REALTOR® Party. Together we can make partisan politics a thing of the past and create our own brand of leadership.

The REALTOR® Political Action Committee\* is the financial arm of the REALTOR® Party and is the only PAC in the country dedicated to furthering the real estate industry. Here's what you need to know about the program:

### **RPAC WORKS IN YOUR COMMUNITY.**

- Out of every dollar you contribute, \$0.70 comes back to Tennessee. WCAR and TAR use this money to elect REALTOR® friendly candidates in Williamson County and to support issues that matter to you.

### **RPAC SAVES YOU MONEY.**

- In Tennessee, RPAC protects REALTORS® from a state professional licensing fee levied on doctors, attorneys, dentists, architects, and principal brokers. This saves the average REALTOR® \$400 annually.

The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to protect and promote homeownership and property investment. The REALTOR® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

**"IF REAL ESTATE IS YOUR PROFESSION, THEN POLITICS IS YOUR BUSINESS."**

- Utah Governor Gary Hubert





# **ADDITIONAL OPPORTUNITIES**



# LEADERSHIP ACADEMY

The Leadership Academy program has been implemented to introduce more members to a deeper understanding of what all WCAR does, how it operates, and the significance of its work. Leadership Academy is a WCAR program to develop the leadership skills of our future leaders.

The experience is open to a maximum of 15 participants per year.

## MORE INFORMATION ABOUT LEADERSHIP ACADEMY

Leadership Academy is a select group of applicants chosen to go through an intense four-week workshop on the basis of REALTOR® Association Management. It is a prestigious program that provides an overview of areas related to WCAR's Strategic Plan, RPAC, Leadership Opportunities, Community Involvement, State and National Involvement and a project completed by the group annually. The event usually takes place in late summer.

## ONE DAY SPONSOR - \$1000/WEEK (FOUR AVAILABLE)

- Opportunity to Welcome member at the start of class
- Logo on marketing materials
- Logo on graduation poster and PowerPoint (if available)
- Logo agenda for your sponsored week.
- Logo on page one of member binder.



## **BOARD OF DIRECTORS RETREAT**

The Board Retreat is an annual overnight excursion providing the current and new Board members the opportunity to develop a strategic plan for the upcoming year. The sponsor of this event will have unfettered access to influential members of WCAR over a full day. Sponsors are encouraged to bring branded items and will have their logo visible during you sponsored time.

**EVENT SPONSOR - \$3,500**

**SECONDARY SPONSOR - \$1,500**



## **ADDITIONAL OPPORTUNITIES**

**DONOR WALL - \$2,000**

Want your business name permanently on WCAR's walls? There are spaces available on the Donor Wall of Partners, a glass wall with plaques commemorating our key partners.



# COMMITMENT FORM

DIAMOND CORPORATE LEVEL

BRONZE CORPORATE LEVEL

PLATINUM CORPORATE LEVEL

FRIENDS OF WCAR

SILVER CORPORATE LEVEL

## Terms & Conditions

- Corporate sponsorship begins on day payment is received and end on December 31 of that year.
- Payment must be made within 30 day of commitment form submission.
- Sponsors have the option to upgrade their sponsorship status throughout the year.
- Company will not be recognized on any WCAR marketing material until payment has been processed.
- It is the responsibility of the sponsor to submit a logo to **communications@wcartn.org** at the time of form submission. Logos must be in large PNG, or EPS format in high resolution, and have a transparent background to be considered usable. Logos with White backgrounds cannot be used.
- If WCAR does not receive a logo, only the company name, in a standard font, will appear on marketing material.
- WCAR does not offer refunds.

Primary Contact \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Method of Payment

Invoice (sent via email)

Check

Credit Card

American Express  
Master Card  
Visa

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

*By signing below your company agrees to the terms and conditions of the WCAR corporate sponsorship program.*

\_\_\_\_\_  
Authorized Company Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
WCAR Director of Operations

\_\_\_\_\_  
Date

