

# 2021



## *Annual Sponsorship Program*



# 2021 Annual Sponsorship Program

The Reading-Berks Association of REALTORS® (R-BAR) Annual Sponsorship Program is a comprehensive program for businesses interested in supporting local real estate initiatives and maintaining quality relationships within the industry.

The R-BAR Annual Sponsorship Program incorporates event sponsorships, advertising, marketing, business presentations, and networking opportunities for an all-inclusive package. To ensure a good fit for every company, the program is tiered to meet your company's needs, and now includes distinct individual opportunities to provide the exact level of engagement you're looking for.

Each tier offers different levels of print advertising, email marketing, member networking, and event participation. R-BAR has a myriad of communication methods in which we can share your company message to reach our 1,200+ members multiple times a year.

Sponsorship in the Reading-Berks Association of REALTORS® provides a direct link between real estate industry specialists and the 1,000+ local REALTOR® members of R-BAR. This gives your business the opportunity to reach potential clients business partners alike, while supporting homeownership in our area.

Please email [info@realestateinberks.com](mailto:info@realestateinberks.com) or call (610) 375-8458 for more information

## R-BAR 2021 Signature Events

**SPRING:** Brunch & Affiliate Fair

**SUMMER:** Summer Picnic

**FALL:** Legislative Breakfast

**WINTER:** Annual Holiday Event

\*Actual 2021 signature events may vary and/or be cancelled/postponed due to the current state of covid-19 restrictions and guidelines.

## Non-Signature Event Sponsorship Opportunities

### OUTREACH SERVICE PROJECTS

- EASTER BASKETS FOR BERKS
- ANNUAL SHREDDING & ELECTRONIC RECYCLING EVENT
- R-BAR REALTORS® 5K FUNDRAISER

### R-BAR's INDIVIDUAL EVENT SPONSORSHIPS

The following events will offer individual event sponsorship options, allowing you to engage more closely with members and be more involved on event day. For details on sponsoring these events, please reach out to Association staff and keep a lookout for individual event flyers.

- ANNUAL GOLF OUTING
- YPN MURDER MYSTERY
- YPN BATTLE OF THE BRANDS

\*Actual 2021 non-signature events may vary and/or be cancelled/postponed due to the current state of covid-19 restrictions and guidelines.



2201 Ridgewood Rd., Ste. 350, Wyomissing, PA 19610  
610-375-8458 [www.RealEstateInBerks.com](http://www.RealEstateInBerks.com)



# 2021 Annual Sponsorship Program




	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Affiliate \$235
<b>VIP BENEFITS</b>					
LUNCH WITH THE BOARD OF DIRECTORS	*				
FREE FOURSOME AT GOLF OUTING	*				
OPPORTUNITY TO ADDRESS MEMBERS AT SIGNATURE EVENT	*	*			
<b>R-BAR AFFILIATE MEMBERSHIP INCLUDED (\$225/ANNUAL)</b>	*	*	*		
FREE TICKETS TO EACH SIGNATURE EVENT	6	4	3	2	
<b>PROFESSIONAL EXPOSURE</b>					
LOGO ROTATING ON SPONSOR PARTNER SCROLLER ON WEBSITE	LOGO & LINK	LOGO & LINK	LOGO	LISTED	
<u>FREE eBLASTS TO MEMBERS</u>	4	3	2	1	
<u>FREE AD IN PROPERTY LINES QUARTERLY MAGAZINE</u>	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	
PROMOTIONAL TABLE AT R-BAR SIGNATURE EVENTS	*	*	*	*	
SOCIAL MEDIA RECOGNITION	*	*	*	*	
SPONSORSHIP BANNER RECOGNITION AT SIGNATURE EVENTS	INDIVIDUAL LOGO	INDIVIDUAL LOGO	LOGO WITH OTHERS	LISTED	
FREE HOLE SPONSORSHIP & TABLE OPPORTUNITY AT GOLF OUTING	*	*	*	*	
WEEKLY RECOGNITION IN eNEWSLETTER WITH LOGO & LINK	LOGO & LINK	LOGO & LINK	LOGO	LISTED	
SHARING JOB LISTINGS	*	*	*		
FACEBOOK SLIDER SPONSOR AD	*	*			
ARTICLE FEATURE ON MAIN WEBPAGE	*	*			
LOGO ON VIRTUAL ZOOM MEETING BACKGROUND	*	*			
WE WILL SHARE YOUR OPEN HOUSE EVENTS	*				
<b>PROFESSIONAL EXPOSURE</b>					
OPPORTUNITY TO WRITE FOR PROPERTY LINES MAGAZINE	*	*	*	*	*
NEW MEMBER SWAG BAG PARTICIPATION	*	*	*	*	*
FREE LISTING IN <u>ONLINE &amp; PRINTED AFFILIATE DIRECTORY</u>	*	*	*	*	*
<b>MEMBER ONLY ACCESS</b>					
WEEKLY R-BAR eNEWSLETTERS WITH INDUSTRY EVENTS	*	*	*	*	*
ACCESS TO MUNICIPAL DATABASE	*	*	*	*	*
FREE SUBSCRIPTION TO PROPERTY LINES QUARTERLY MAGAZINE	*	*	*	*	*
FREE USE OF CONFERENCE ROOM (reservation required)	*	*	*	*	*
<b>MEMBER ONLY EVENTS</b>					
ATTEND R-BAR YPN (Young Professionals Network) NETWORKING EVENTS	*	*	*	*	*
ATTEND R-BAR POLITICAL ACTION COMMITTEE EVENTS	*	*	*	*	*
ATTEND FREE MEMBER SEMINARS	*	*	*	*	*
PARTICIPATE IN BIENNIAL R-BAR CANDIDATE TRAINING ACADEMY	*	*	*	*	*
<b>MEMBER DISCOUNTS</b>					
R-BAR CIC (Commercial & Industrial Council) MEMBERSHIP (\$40 SAVINGS)	*	*	*	*	*
ADVERTISING IN PROPERTY LINES MAGAZINE	*	*	*	*	*
ADVERTISING IN PRINTED AFFILIATE DIRECTORY (ANNUAL)	*	*	*	*	*
ADVERTISING ON OUR WEBSITE <u>RealEstateInBerks.com</u>	*	*	*	*	*
R-BAR DISCOUNTS	*	*	*	*	*
<u>NAR &amp; PAR</u> DISCOUNTS	*	*	*	*	*
Esignature DISCOUNT (one per company)	*	*	*	*	*
AFFILIATE COMMITTEE PARTICIPATION	*	*	*	*	*

### R-BAR Local Government Affairs & Political Advocacy Benefits:

R-BAR's dedicated full-time Government Affairs staff builds and maintains relationships with local community leaders and government officials to drive local policy decisions that benefit the real estate industry, promote homeownership, and protect private property rights.

- The **Government Affairs Committee** is a group of Realtors® and Affiliates meets monthly to raise issues they are experiencing and discuss potential solutions to determine the association's public policy on local government issues. Meetings often included discussions with elected officials.
- The **Municipal Ordinance Database** is a one-stop online resource provides Realtors® and affiliates with 24/7 access to a massive database of municipal information. Look up zoning maps, ordinances, and contact information for every municipality in Berks, Lancaster, Lebanon, and Schuylkill counties.
- Since 1969, the **REALTORS® Political Action Committee (RPAC)** has promoted the election of pro-Realtor® candidates across the United States. Voluntary contributions made by Realtors® are used to elect candidates who understand and support our industry and our priority issues. Decisions on endorsements and candidate support are made solely by association members based on the candidate's record and interview responses.
- Through **Community Outreach Grant Programs** to connect the public with Realtors® and affiliates in addressing affordable housing challenges, community planning and development issues, revitalization opportunities, and fair housing education, our association strengthens the Realtor® brand as a leader in making our communities a better place to live.

### R-BAR Advertising/Marketing Opportunities & Benefits:

- Our **Property Lines** quarterly newsletter allows you to be a part of our members only content driven publication. You can write an article to be included, framing YOU as a local industry professional who is focused on assisting our members in their careers.
- Increase your brand exposure and maximize your reach with **eBlasts** (email campaign blasts) sent to the entire Reading-Berks Association of REALTORS membership! You can target your marketing efforts to the right audience, send product & service messages, and promote discount programs to our membership of over 900 REALTOR S®.
- Place an ad on our **website RealEstateInBerks.com (REIB)** to gain additional exposure to members and the general public. Find local county market statistics, a rolling view of the NEWEST listings to hit the market, and REIB is the **ONLY PLACE** you can get a complete and up to date listing of all the open houses happening in Berks County.
- We will share your company name, logo, and website in various ways including, but not limited to: recognition in our bi-weekly **R-BAR Insider Email**, and **Social Media Spotlights** posted to multiple platforms for both members and the general public to see. (actual shares vary with membership levels)
- Sponsor levels can opt into co-creating and sharing short video commercials with our membership. Contact association staff for detailed information.

### R-BAR Networking Opportunities and Involvement:

- You can choose to join various **R-BAR committees**, working alongside REALTOR® members, helping to guide the associations efforts including neighborhood outreach, diversification, education, and political action, to name a few.
- You can join the **Young Professionals Network (YPN)** to expand your resources, mingle with industry professionals, and work together with the network with various events such as mixers, masterminds, educational classes, and so much more!
- You can join our **Commercial Industrial Council (CIC)** at a discounted rate. This organization meets monthly to connect buyers & sellers of commercial real estate, share local commercial updates, educate members, and maintain a reliable network of industry professionals.

### R-BAR Saves You Money!

As a member you will have access to additional REALTOR® Association benefits at the national, state, and local levels. The logos below show a small sample of resources and discounts (deals subject to change at any time).



FIAT CHRYSLER AUTOMOBILES

FCA US LLC is the Official Automobile Manufacturer of the National Association of REALTORS®, offering a \$500 cash allowance<sup>1</sup> plus an exclusive vehicle maintenance package from Mopar® Vehicle Protection<sup>2</sup> on the purchase or lease of select Chrysler, Dodge, Jeep®, Ram, FIAT®, and Alfa Romeo models.

