



# 2020 PARTNERSHIP OPPORTUNITIES



Partner Benefit	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Technology \$6,500	Bronze \$5,000	Conference \$2,500	Friend \$1,500
Partner for one event at the Inaugural Conference and Annual Conference (with 2 minutes audience time for each)	✓							
One additional booth for the Annual Conference for a total of two booths	✓							
Opportunity to supply lanyards with company name and logo on a rotating basis	✓							
Company Logo printed on the back inside cover Annual Conference Program	✓							
Company name listed as Partner of the theme party at Annual Conference		✓						
Company name listed as Partner on the back of attendee name badges	✓	✓						
Advanced opportunity to partner at additional GAR events as scheduled*	First opportunity	Second opportunity	Third opportunity					
Company listed as Sponsor of the BINGO Tournament at the Annual Conference				✓				
Opportunity to submit material about your company for the Partnership video and both meetings	60-second spot	60-second spot	60-second spot	30-second spot				
Complete list of GAR members (with email addresses) at your request	✓	✓	✓	✓				
Exclusive Partner of the GAR Wifi Zone at both meetings					✓			
Company name and logo on the computers used in the Wifi Zone (screensave and desktop background)					✓			
Company name on signage and banner at the Wifi Zone					✓			
Two full registrations to the Inaugural (including tickets to the Inaugural Gala)	✓	✓	✓	✓	✓			
Full registrations to the Annual Conference	Two registrations	Two registrations	Two registrations	Two registrations	Two registrations	Two registrations	One registration	
Ads in the <i>Georgia REALTOR</i> ® magazine	Four full-page ads	Four half-page ads	Four quarter-page ads	Three quarter-page ads		One quarter-page ads		
Hyperlink under the Partners section of the GAR website	✓ + front page visibility	✓	✓	✓	✓	✓	✓	
Recognized as a primary Partner in at least one (more if available) education session at both meetings. In addition to two minute audience time at those sessions*				Education session		Education session	Education session	
All of the items listed under Additional Entitlements*	✓	✓	✓	✓	✓	✓	✓	✓

\*Additional events may include (but are not limited to) Leadership Development Conference (LDC), Graduate, REALTOR® Institute (GRI), Regional AE Conference, Georgia YPN Events and GAR Dinners/Receptions at NAR Meetings.

\*Real Estate brokerage firm banners will hang outside education sessions and real estate brokerage firm audience time/speech will be scripted to be in compliance with the GREC rule prohibiting recruiting.





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Each year, the most prominent group of REALTORS® in Georgia travel to attend the largest events sponsored by GAR. These influential leaders participate in networking opportunities, education sessions and committee meetings designed to effectively catapult them into the future of the ever-changing real estate industry.

Being a Partner to GAR at these events not only expands your business through branding but it also means that you have gone the extra mile to show our members what their business means to you. Your Partnership with GAR is a year-long commitment where we will promote your company as a Partner via various marketing avenues distributed to more than 40,000 REALTORS® around the state.

## **\*Additional Entitlements for all Partners**

- A) Exhibit Booth at the Annual Conference & Expo
- B) Marketing within the Real Estate Industry
  - Recognition in the *Georgia REALTOR*® magazine
  - Company name on direct mailing pieces for the Inaugural & Legislative Conference and the Annual Conference
  - Welcome Newsletter - recognition to attendees (7) days prior to both meetings
- C) Exposure on GAR's social media
- D) On-site Conference Visibility
  - Company name on banner at registration at both meetings
  - Recognition on the GAR promotional video running continuously at both conferences
- E) Website Exposure
  - Listing under the "Members Center" section of the GAR Website as an annual Partner
- F) Mailing list of Inaugural & Legislative Conference and Annual Conference attendees
- G) Complimentary subscription to *Georgia REALTOR*® magazine



Interested in Becoming a Partner?

If you would like to learn more about the benefits of becoming a Partner with GAR, please contact:  
Haley Sutton - Business Development Specialist, at 678-597-4112 or email [hsutton@garealtor.com](mailto:hsutton@garealtor.com).



## Partnership Request Form

*\*Please note this form is not a binding agreement*

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

**Please check which level of partnership you are interested in:**

- |                                  |                                     |                                 |                                 |                                     |
|----------------------------------|-------------------------------------|---------------------------------|---------------------------------|-------------------------------------|
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Platinum   | <input type="checkbox"/> Gold   | <input type="checkbox"/> Silver | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Bronze  | <input type="checkbox"/> Conference | <input type="checkbox"/> Friend |                                 |                                     |

Please return form to Haley Sutton - Business Development Specialist  
Email - [hsutton@garealtor.com](mailto:hsutton@garealtor.com) or Fax 770-458-6992