



2025 PARTNERSHIP GUIDE

PARTNERSHIP, SPONSORSHIP, EXHIBIT & ADVERTISING OPPORTUNITIES

*Reach over 23,000
Colorado
REALTORS®
with your CAR
Sponsorship.*

SPONSORSHIP CONTACT:
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WHO WE ARE...

The Colorado Association of REALTORS® is the state's largest professional, voluntary, non-profit, real estate trade association that is dedicated to serving REALTOR® members across the state. These agents are also members of 28 local associations statewide and the National Association of REALTORS®.

- We create opportunity for our members to conduct their business ethically, successfully, and profitably;
- Promote professionalism, skills, knowledge, and community involvement; and
- Enhance the public's awareness and confidence in REALTORS®.

We're committed to developing partnerships with quality organizations for the benefit of our members and we look forward to getting you more involved!

OUR MISSION

"The Colorado Association of REALTORS® empowers members as industry and community leaders with knowledge, ethics, professionalism, and is the collective voice for housing and property rights." CAR's purpose is to protect ALL fields of Colorado's real estate industry which includes all property owners, land owners, home owners, commercial brokers, residential brokers, resort brokers, rural brokers and property managers, to name a few. CAR exists to help make REALTORS® more successful.

WHY BECOME A PARTNER?



Get ready to shine at your booth by having friendly staff, fun giveaways, and be ready to answer questions from REALTOR® leaders.

SUPPORT CAR & HAVE THE OPPORTUNITY TO:

- Get exposure to all REALTORS® in Colorado
- Engage with our members face-to-face
- Participate in industry and community service events
- Promote your services and products
- Become known as an industry expert
- Learn more about the industry
- Provide education to our members



WHY SPONSOR?

CAR offers several opportunities to connect with Colorado REALTORS® throughout the year. These events offer face-to-face meetings with your potential customers as well as casual interactions.

"As a REALTOR® who has attended many CAR meetings and events, I can say that most of the products and services I use every day are from people or products I learned about at these CAR events." Jason Witt, REALTOR®.



76% Seventy-six percent of REALTORS® are certain they will remain in the business for two more years.

2.5 MILLION The typical REALTOR® had \$2.5 million in sales in 2023.

E-MAGAZINE

From legal topics to industry trends, the Colorado REALTOR® Magazine is dedicated to all things real estate. Issues are delivered electronically to members and friends of CAR 4 times per year. Emailed to more than **23,000 REALTORS®** with a **31% open rate**.

ARTWORK DEADLINES

February 2025 Content Due: January 30
Publish Date: February 20

May 2025 Content Due: May 1
Publish Date: May 22

August 2025 Content Due: July 31
Publish Date: August 21

November 2025 Content Due: October 31
Publish Date: November 20

RATES & SPECS

Quarter page: (4.25" x 5.5")

Single: \$250, 3+: \$200

Half page: (8.5" x 5.5")

Single: \$450, 3+: \$375

Full page: (8.5" x 11")

Single: \$750, 3+: \$600



Stay in front of members all year with our Platinum, Gold, Silver or Bronze Level.

2025 MAIN CAR EVENTS

Virtual Economic Summit
January 28, 2025, 9-11am

Colorado Connections
April 1-3, 2025
Exhibit Hall - April 2nd

CAR Leadership Symposium
Oct 27-30, 2025
Exhibit Hall - Oct 28th

EVENTS

Exhibitor Plus Partner ~ \$2,000

Exhibit at the Colorado Connections or Leadership Symposium, plus sponsor an education session.

- Logo on event web page and agenda for these events and verbal recognition at event as a CAR Sponsor.
- Sponsorship of (1) CE Class at a CAR conference based on availability. 2-minute talk time at the CE class you are sponsoring and opportunity to introduce speaker and give handouts that you provide. (50-100 attendance)
- One Exhibitor Table at a CAR conference (6ft table, outlet, two boxed lunches, 2 Exhibitor Registrations, and two chairs.). Extra registrations and tickets may be purchased at event for additional employees to attend.
- Logo to appear in (1) countdown video played before a main session.
- Your logo on (1) social media post about the class.

Exhibitor Only ~ \$800

- One Exhibitor Table (6ft table, 2 exhibitor registrations, outlet, two boxed lunches, and two chairs.). Full conference registrations may be purchased at event price to attend the education sessions or other ticketed events. Exhibit Hall is 1 day only

SPONSORSHIP LEVELS



The eMagazine reaches over all CAR Members quarterly and has a 31% open rate.



ROTATING AD ON CAR HOME PAGE



LOGO/AD ON REALTOR® BITES VIDEO
AVG VIEWS 3,000-5,000+



LOGO AT BOTTOM OF
ONLINE NEWS
EMAILED BIWEEKLY

Platinum Top Partner

\$50,000

STATIC MARKETING ITEMS (Annually)

- Rotating logo/banner on CAR Website Home Page plus logo/link in website footer.
- Logo/ad on CAR Business Resources & Discounts Page.
- Logo at bottom of CAR online news, distributed bi-weekly to all CAR members.

MARKETING ITEMS (Annually)

- (4) Full page ads in Colorado REALTOR® electronic magazine - Traditional ad or real estate related article with content approval from CAR.
- (4) Online News blurb (Blurbs that link to your website. Approved by CAR).
- Logo Placements on all CAR Legal Bites Series (*Sponsored by... on lower third graphic.*) 10 Second video at beginning (*Legal Bites is sponsored by ...*)
- (2) Benefit Spotlight videos to be filmed by CAR and featured in the CAR Online News and YouTube.
- (4) Posts on CAR's social media pages throughout the year.
- Ability to use CAR logo as a preferred partner on your marketing materials.
- Access to CAR membership physical mailing list up to 4 times a year. (Does not include emails).

VIRTUAL ECONOMIC SUMMIT – KEYNOTE SPONSOR - JAN. 25

- 2-Minute talk time or 30 second video and (6) registrations.
- Logo on event site and other communications.

CAR CONFERENCE SPONSORSHIPS (April 1-3 or Oct 27-30, @300 attendance)

- 2-Minute talk time or 30 second video at a main session (TBD) at each event.
- (4) Sponsor Registrations and (4) lunch tickets at each event.
- Logo on event web page and program and email marketing pieces.
- One Exhibitor Table at CAR conferences (*6ft table with outlet and two chairs.*)
- Logo to appear 4 times as sponsor in video to be played before a main session.
- (2) Inaugural Dinner Tickets at CAR Leadership Symposium.

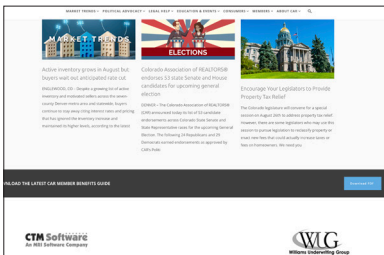
WEBINAR SPONSORSHIPS (Property Management/Fair Housing/Ethics Day/ACU/ Professional Standards/Other Updates)

- 2-Minute talk time or 30 second video at (3) CAR webinars in 2025 TBD based on availability.
- Logo and mention as sponsor on marketing for these webinars.
- Opportunity to host a webinar on your area of expertise. CAR to promote and market - Sponsor to provide online site/link/content.

SPONSORSHIP LEVELS



CAR expects around 300-400 attendees at the CAR Conferences. Only Gold level and above sponsors can use the CAR logo in their marketing.



LOGO/LINK ON CAR HOME PAGE



LOGO AT BOTTOM OF ONLINE NEWS EMAILED BIWEEKLY

Gold Partner

\$15,000

STATIC MARKETING ITEMS (Annually)

- Logo/ad on CAR Business Resources & Discounts Page.

MARKETING ITEMS (Annually)

- (2) Full page ads in Colorado REALTOR® electronic magazine - Traditional ad or real estate related article with content approval from CAR.
- (2) Online news blurb (Blurbs that link to your website. Approved by CAR).
- (1) Benefit Spotlight videos to be filmed by CAR and featured in the CAR Online News and YouTube.
- (2) Posts on CAR's social media pages throughout the year.
- Ability to use CAR logo as a preferred partner on your marketing materials.

VIRTUAL ECONOMIC SUMMIT – CO- SPONSOR - JAN. 25

- 2-Minute talk time or 30 second video and (6) Registrations.
- Logo on event site and other communications for this event.

CAR CONFERENCE SPONSORSHIPS (April 1-3 or Oct 27-30, @300 attendance)

- 2-Minute talk time or 30 second video at a main session (TBD) at each event.
- (4) Sponsor registrations and (4) lunch tickets at each event.
- Logo on event web page and program and email marketing pieces.
- One exhibitor table at both CAR conferences (6ft table with outlet and two chairs.)
- Logo to appear 2 times as sponsor in video to be played before a main session.

WEBINAR SPONSORSHIPS (Property Management/Fair Housing/Ethics Day/ACU/ Professional Standards/Other Updates)

- 2-Minute talk time or 30 second video at (1) CAR webinars in 2025 TBD based on availability.
- Logo and mention as sponsor on marketing for these webinars.
- Opportunity to host a webinar on your area of expertise. CAR to promote and market - Sponsor to provide online site/link/content.

SPONSORSHIP LEVELS



One-on-one networking is the key to growing your business. Make the most of sponsoring our events by attending the many networking sessions.

Silver Sponsor

\$6,000

MARKETING ITEMS (Annually)

- (1) Full page ad in Colorado REALTOR® electronic magazine
(See page 3 for specs and dates).
- (1) Online news blurb (Blurbs that link to your website. Approved by CAR).
- Logo/ad on CAR Business Resources & Discounts Page for 12 months.
- Opportunity for one advertorial article of 400 words to appear in CAR eMagazine upon approval by CAR.

CAR CONFERENCE SPONSORSHIPS (April 1-3 or Oct 27-30, @300 attendance)

- 2-Minute talk time or 30 second video at a main session, lunch, or reception (TBD) at chosen conference.
- (2) Sponsor Registrations and (2) lunch tickets to chosen conference.
- Logo on event web page and program and verbal recognition.
- One Exhibitor Table at the chosen conference (6ft table with outlet and two chairs.).
- Logo to appear 2 times as sponsor in video to be played before a main session.

WEBINAR SPONSORSHIPS (Property Management/Fair Housing/Ethics Day/ACU/Professional Standards/Other Updates)

- 2-Minute talk time or 30 second video at (1) CAR webinars in 2025 TBD based on availability from above list. Attendance usually around 150-200 for webinars.
- Logo and mention as sponsor on marketing for these webinars.
- Opportunity to host a webinar on your area of expertise. CAR to promote and market - Sponsor to provide online site/link/content.

OTHER CONFERENCE OPTIONS

Lanyard or Name Badge \$12,000 ANNUALLY

MARKETING ITEMS (Annually)

- Branded Lanyards or badges to be used at any CAR in-person events during year. CAR to order and print your logo on items with your approval.
- (4) Half page ads in Colorado REALTOR® electronic magazine. (See page 3 for specs and dates)
- (1) Online news blurb (Blurbs that link to your website. Approved by CAR).
- Logo/ad on CAR Business Resources & Discounts Page for 12 months.
- Opportunity for one advertorial article of 400 words to appear in CAR eMagazine upon approval by CAR.



CAR CONFERENCE SPONSORSHIP (April 1-3 or Oct 27-30, @300 attendance)

- (2) Sponsor Registrations and (2) lunch tickets at both CAR conferences. (Additional tickets may be purchased at event price.)
- Logo on event web page and agenda for both conferences.
- One Exhibitor Table at both conferences (6ft table with outlet and two chairs.)
- Logo to appear 2 times as sponsor on big screen and verbal recognition at event.

Fall/Spring CE Class \$900

- Introduce education session and 2-minute talk time at class about your company.
- Two Sponsor Registrations for chosen conference. Additional may be purchased at event price.
- Logo/link on CAR webpage and in agenda as class sponsor.
- Opportunity to place small 3x8 pop-up banner at class and handout any materials.
- Attendance around 65-100 for CE Classes expected.

A LA CARTE Event Items \$2,000

- Showcase your brand at one of our conferences by placing your logo on hotel key cards, coffee stations, floor stickers, name badges, lanyards or other items. Please call for availability. This level includes the item chosen only and not the booth, ads, and other benefits in package above.
- Opportunity to provide education session at one of our conferences. Content must be education and not advertorial. The course content, speaker, length, and all details must be pre-approved by CAR 3 months before the conference. Please call or email for pricing.

Main Session/Reception/Lunch, Coffee Sponsorship \$3,000

AT A CAR CONFERENCE (April 1-3 or Oct 27-30, @300 attendance)

- (2) Sponsor Registrations and (2) lunch tickets at chosen conference.
- Logo on event web page and agenda for conference
- 2 minute talk time or 30 second video if Main Session is chosen. Signage as sponsor at reception, lunch, or coffee area if those are chosen. Signage at conference with your logo if lunch, coffee or reception are chosen.
- Verbal recognition at conference as sponsor.
- Opportunity to greet guests at entrance for session.
- Signage at event with your logo.
- Logo to appear 2 times as sponsor in video to be played before a main session at chosen conference.

OTHER OPPORTUNITIES



REALTOR® BENEFIT PROGRAMS - \$1,200/year

- Landing page/link on CAR Business Services Resource Center - www.coloradorealtors.com/realtor-marketplace/
- CAR Benefits as a whole are promoted in a flyer we hand out to members at events we attend, in the quarterly in eMagazine, and also monthly in online news.
- Opportunity to host a webinar that CAR will help promote to educate members about your product/service.

REALTOR® DAY UNDER THE DOME - \$1,500/CO-SPONSOR - FEB 4, 2025

- Logo on marketing materials for the event.
- Opportunity to speak for 5-7 minutes at the beginning of the lunch, hand out any materials, and have a table in the room at the First Baptist Church.
- Opportunity to attend morning session at Capitol as attendee.

WEBINAR OR IN-PERSON CLASS SPONSORSHIP - \$1,500/Class

- Sponsor (1) CAR webinar like Ethics Day, Professional Standards, CIPS, Fair Housing, ACU Annual Update, Property Management Forum (Depending on availability).
- Logo on marketing materials for the event and web page for event.
- Opportunity to speak for 2 minutes at the beginning or play a 30 second video highlighting your company.

AE SYMPOSIUM - \$4,000 - Date TBD (@30-35 Attendance)

The AE Symposium is a professional development opportunity for the Association Executives and staff from around the state. Sponsorship allows you to brand and present your product to this decision-making group for all Colorado REALTOR® Associations.

- Logo/Link on all Symposium marketing material
- Opportunity to place 3' x 8' pop-up banner or floor sticker in main area (provided by sponsor)
- Verbal recognition throughout the event and 5 minute talk time at the beginning.
- Sponsor is allowed to hand out marketing material to attendees (to be approved by CAR).
- One ticket to Group off-site activity and networking dinner. Great one-on-one exposure.

MAILING LIST

Purchase CAR member physical address mailing list (does not include email address). Only Gold level and above sponsors can use CAR logo as part of their mailing. \$.15/member.

Currently, we do not sell our email list or offer exclusive partnerships.

**QUESTIONS?
SPONSORSHIP CONTACT:**

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