



2022

# RAPV SPONSORSHIP PACKAGE



# REALTOR® ASSOCIATION OF PIONEER VALLEY

## 2022 SPONSORSHIP PACKAGE

### INCREASE YOUR IMPACT WITH A RAPV ANNUAL SPONSORSHIP

The REALTOR® Association of Pioneer Valley is pleased to present to you, our valued member, the 2022 Annual Sponsorship Package. This handbook outlines the major sponsorships and marketing avenues available exclusively to our members.

Membership in the REALTOR® Association of Pioneer Valley presents you with a variety of ways to make new customer contacts, network, with your fellow Association members and enhance your overall lead generation, selling efforts, and professional relationships.

While some of the networking opportunities at RAPV are an inherent benefit of membership, other visible methods of promoting your business are available through exclusive sponsorship opportunities unique to this package. Sponsorship with the RAPV is an excellent way to market your business and promote your commitment to the REALTOR® community. RAPV events and programs are highly publicized, and so are their sponsors. Your company's brand name is included in collateral materials and print advertising to help you lock-in this valuable recognition.

We also offer opportunities to reach out to our membership via our quarterly newsletter, the "REALTOR® Update", as well as through dedicated e-blasts which carry your message. These opportunities allow you to sponsor networking events, membership meetings and programs. Choose the sponsorships that are best for your company based on the marketing impact you want to make.

Use the attached **VIP Enrollment Form**, and **A La Carte Enrollment Form** to make your selections. **Deadline for Sponsorship is December 17, 2021.**

For further information on RAPV's programs and sponsorship opportunities, please contact Laura Herring at 413-785-1328 or via email at [laura@rapv.com](mailto:laura@rapv.com).

Thank you for your support.

Sincerely,

Brenden Bailey, RCE, CIPS  
Chief Executive Officer

# VIP SPONSORSHIP LEVELS & OFFERINGS

Sponsorship Level	Platinum	Gold	Silver
<b>Educational Sponsorships</b>			
Pre-licensing Courses ( <i>offered 4 times a year</i> )	2	1	1
New Member Orientation (provide lunch) 1st come 1st serve	2	1	1
Education Classes ( <i>over 30 classes throughout the year</i> )	3	1	1
Education Fair & Expo Booth	yes	yes	
<b>Fundraising/Networking/RAPV Events</b>			
Recognition at Meetings and all Marketing Materials. Opportunity to Speak & Display Marketing Materials at the event	3 Meetings	2 Meetings	1 Meeting
Company provided signage at Membership Meetings	yes		
Sponsorship of Networking Events	6 Events	4 Events	2 Events
Sponsorship Recognition in Lobby at RAPV	yes	yes	yes
YPN Social Sponsorship ( <i>1st right of refusal</i> )	yes	yes	yes
<b>Complimentary Dinner Tickets</b>			
Installation of Officers & Directors	2 Tickets	1 Ticket	1 Ticket
President's Awards	2 Tickets	1 Ticket	1 Ticket
Holiday Luncheon	2 Tickets	1 Ticket	1 Ticket
<b>Advertising and Marketing</b>			
Advertising in the Membership Meeting Programs ( <i>Black and White Only</i> )	Inside Front Cover ( <i>Pending Availability</i> )	Full Page ( <i>Pending Availability</i> )	Half Page ( <i>Pending Availability</i> )
REALTOR® Quarterly Update Ad ( <i>4 Issues per year</i> )	4	2	1
Annual Report	Yes	Yes	Yes
12 Months of your Company Logo on RAPV.com website Highlighting Sponsorship Level, as well as a Link to your Company Homepage	yes	yes	yes
Display your Marketing Brochures and Flyers in the RAPV Lobby	yes	yes	yes
Featured Article(s) in the REALTOR® Quarterly Newsletter ( <i>200 word limit</i> )	2	1	
Email Blast to Complete Membership ( <i>Pending content review</i> )	2	1	1
Mass Appeal Segment ( <i>as available</i> )	1		
<b>Total Cost</b>	<b>\$3,950</b>	<b>\$2,950</b>	<b>\$1,450</b>

All dates, locations and events are tentative and subject to change based on availability.

# VIP ENROLLMENT FORM

Once you decide which VIP Sponsorship level best fits your business goals, complete the VIP Enrollment Form. Select from among the membership meetings, events and advertising below. Continue to the next page to enhance your VIP package with "A la Carte" offerings. When finished with both forms, complete the contact and payment section and return to Laura Herring at [Laura@rapv.com](mailto:Laura@rapv.com) or fax (413-731-7125) by **Friday, December 17, 2021**. If paying by check, please mail to: 221 Industry Ave, Springfield MA 01104.

## VIP Packages

- ☐ Platinum ..... \$3,950
- ☐ Gold ..... \$2,950
- ☐ Silver ..... \$1,450

## Education

Platinum = 2 Gold=1 Silver=1

Pre-licensing ☐ March ☐ June ☐ Sept. ☐ Nov.

## REALTOR® Quarterly Update Advertising

Ads must be submitted by the due date noted below as a full-color .JPG or .PDF file (728 X 90 pixels).

Platinum=4 Gold=2 Silver=1

- ☐ March Due February 14, 2022
- ☐ June Due May 16, 2022
- ☐ September Due August 15, 2022
- ☐ December Due November 14, 2022

## New Member Orientation

Assigned on a first come, first serve basis.

Platinum=2 Gold=1 Silver=1

- ☐ January ☐ July
- ☐ March ☐ September
- ☐ May ☐ November

## Fundraising/Networking/RAPV Events

Platinum=6 Gold=4 Silver=2

- ☐ Spring -Scholarship ☐ Comedy Night
- ☐ Brew Fest ☐ Red Rose Pizza Party
- ☐ Fall—Scholarship ☐ Summer Networking
- ☐ NYC Bus Trip ☐ Shred Event

## Membership Meetings

Platinum=3 Gold=2 Silver=1

- ☐ January—Installation of Officers
- ☐ February—President's Awards
- ☐ December—Holiday Luncheon

Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

**PAYMENT:** ☐ Check Enclosed ☐ Visa ☐ MasterCard

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

**TOTAL AMOUNT OF VIP PACKAGE: \$\_\_\_\_\_ + Additional A LA CARTE Items \$\_\_\_\_\_ = \$\_\_\_\_\_**

If adding additional a la carte items, please include the a la carte enrollment form, page 7, with your selection(s).  
Consider upgrading your Education Fair & Expo now to save money (pricing goes up in January).

# A LA CARTE MENU

## MEMBERSHIP MEETINGS AND NETWORKING EVENTS

### PROGRAM DESCRIPTIONS

#### President's Awards | February 2022

##### **Premier Sponsor—\$500 (Limit of 1)**

- 4 Tickets to the event
- Reserved table near front of the room
- Company Logo on marketing materials
- Full page advertisement on front inside program cover
- Recognition at the event
- Opportunity to start the evening with the pledge or invocation

##### **Elite Sponsor—\$375 (Limit of 2)**

- 2 Tickets to the event
- Half page advertisement on back of program
- Recognition on marketing materials and at the event

##### **Marketing Sponsor—\$300**

- Recognition on all marketing materials

#### Holiday Luncheon | December 2022

##### **Premier Sponsor—\$500 (Limit of 1)**

- 4 Tickets to the event
- Reserved table near front of the room
- Company Logo on marketing materials
- Full page advertisement on front inside program cover
- Recognition at the event

##### **Elite Sponsor—\$375 (Limit of 2)**

- 2 Tickets to the event
- Half page advertisement on back of program
- Recognition on marketing materials and at the event

##### **Marketing Sponsor—\$300**

- Recognition on all marketing materials

# A LA CARTE MENU

## MEMBERSHIP MEETINGS AND NETWORKING EVENTS

### PROGRAM DESCRIPTIONS

#### Annual Education Fair & Expo | 2022

##### Diamond Level—Limited to 1 (\$950)

- **Sponsor and Introduce** the keynote speaker.
- Sponsorship of **keynote** breakout session.
- **4 tickets** to the Education Fair & Expo (\$396 value).
- **Preferred** booth location (\$360 value).
- Place **handouts** on chairs at breakout session.
- **Recognition** in all marketing materials

##### Ruby Level—Limited to 6 (\$500)

- Sponsorship of the **wine & cheese reception**.
- **1 ticket** to the Education Fair & Expo (\$99 value).
- **Preferred** booth location (\$360 value).
- **Recognition** in all marketing materials

##### Emerald Level—Limited to 4 (\$650)

- Sponsorship of **lunch** and **one breakout session**.
- **2 tickets** to the Education Fair & Expo (\$198 value).
- **Preferred** booth location (\$360 value).
- **Speak** before the breakout session.
- Place **handouts** on chairs at breakout session.
- **Recognition** in all marketing materials.

##### Silver or A la Carte Sponsors—Booth Purchase Only (\$340)

- Table selections will be on a first-come, first-serve basis and will be made available to annual sponsors immediately upon release.

#### Community Service Golf Tournament | Fall 2022

##### Lunch Sponsor—\$1000 (limited to 6)

- 1 Foursome
- Tee Sponsorship
- Sponsorship Banner on the Patio
- Signs on the tables acknowledging your sponsorship
- Recognition in the Program

##### Cart Sponsor—\$500 (limited to 1)

- Company Name on All Carts
- Recognition in the Program

##### Tee Sponsor—\$100

- Includes Company Name on Tee Sign

##### Cocktail Hour—\$300 (limited to 4)

- Recognition in program
- Signs on tables

##### Putting Green Sponsor—\$400 (limit 1)

- You run the hole
- Tee sign on hole

##### String Sponsor —\$200 (limit 1)

- You provide the envelope with your logo and Business Card

##### Foursome—\$540

- 1 Foursome

All dates, locations and events are tentative and subject to change based on availability.

# A LA CARTE ENROLLMENT FORM

Once you decide which a la carte items best fits your business goals, complete the 2022 A La Carte Enrollment Form and return to Laura Herring at [laura@rapv.com](mailto:laura@rapv.com) or fax 413-7311-7125. If paying by check please mail to: 221 Industry Ave, Springfield, MA 01104. **Deadline is Friday, December 17, 2021.**

## Educational Programs

- |   |       |
|---|-------|
| <input type="checkbox"/> Designation Class .....              | \$350 |
| <input type="checkbox"/> Pre-License Salesperson Course ..... | \$300 |
| <input type="checkbox"/> Education Classes .....              | \$200 |
| <input type="checkbox"/> Leadership Series.....               | \$500 |
| <input type="checkbox"/> YPN Lunch & Learn.....               | \$200 |

## Membership Meetings

- |  |       |
|--|-------|
| <input type="checkbox"/> January (Installation)..... | \$400 |
| <input type="checkbox"/> February.....               | \$400 |
| <input type="checkbox"/> December .....              | \$400 |

## President's Awards

- |  |       |
|--|-------|
| <input type="checkbox"/> Premier Sponsor ..... | \$500 |
| <input type="checkbox"/> Elite Sponsor .....   | \$375 |
| <input type="checkbox"/> Marketing .....       | \$300 |

## Holiday Luncheon

- |  |       |
|--|-------|
| <input type="checkbox"/> Premier Sponsor ..... | \$500 |
| <input type="checkbox"/> Elite Sponsor .....   | \$375 |
| <input type="checkbox"/> Marketing .....       | \$300 |

## REALTOR® Quarterly Update Advertising

- |  |       |
|--|-------|
| <input type="checkbox"/> Monthly Rate (per ad—4 opportunities) ..... | \$150 |
| <input type="checkbox"/> Yearly Rate (4 Ads) .....                   | \$550 |

## Networking Events

- |   |       |
|---|-------|
| <input type="checkbox"/> Scholarship Spring Fundraiser Event..... | \$100 |
| <input type="checkbox"/> Brew Fest .....                          | \$100 |
| <input type="checkbox"/> Comedy Night .....                       | \$100 |
| <input type="checkbox"/> NYC Bus Trip .....                       | \$100 |
| <input type="checkbox"/> Summer Networking .....                  | \$100 |
| <input type="checkbox"/> Red Rose Pizza Party .....               | \$100 |
| <input type="checkbox"/> Scholarship Fall Fundraising Event.....  | \$100 |
| <input type="checkbox"/> Community Service Shred Event.....       | \$300 |

## Golf Tournament

- |   |        |
|---|--------|
| <input type="checkbox"/> Lunch Sponsor .....        | \$1000 |
| <input type="checkbox"/> Foursome .....             | \$540  |
| <input type="checkbox"/> Cart Sponsor .....         | \$500  |
| <input type="checkbox"/> Putting Green Sponsor..... | \$400  |
| <input type="checkbox"/> String Sponsor .....       | \$200  |
| <input type="checkbox"/> Tee Sponsor.....           | \$100  |
| <input type="checkbox"/> Cocktail Hour Sponsor..... | \$300  |

## Education Fair & Expo (prices to increase after 12/20/21)

- |  |       |
|--|-------|
| <input type="checkbox"/> Diamond Sponsor .....   | \$950 |
| <input type="checkbox"/> Emerald Sponsor .....   | \$650 |
| <input type="checkbox"/> Ruby Sponsor .....      | \$500 |
| <input type="checkbox"/> Silver—Booth Only ..... | \$340 |

Contact Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

PAYMENT: ☐ Check Enclosed ☐ Visa ☐ MasterCard

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

TOTAL AMOUNT OF A LA CARTE PACKAGE: \$ \_\_\_\_\_

Signature: \_\_\_\_\_