

*The REALTOR® Association of Pioneer Valley*

# SPONSORSHIP

Opportunities for 2025



*Together we can  
make a difference*





Dear Valued Business Partners,

The REALTOR® Association of Pioneer Valley (RAPV) is delighted to share our 2025 Partnership Opportunities Guide with you. This guide offers an overview of major sponsorships and marketing channels available exclusively to our valued members.

At RAPV, we take pride in connecting businesses across Pioneer Valley into a robust and influential network through advocacy and leadership. By investing in our programs, you gain access to a multitude of opportunities to forge new customer relationships, connect with fellow association members, and enhance your overall lead generation and sales strategies.

Your brand will benefit from exposure in our collateral materials and print advertising, which will contribute to securing valuable recognition. Additionally, we provide various avenues to engage with our membership, including our monthly electronic newsletter and social media channels.

RAPV's Sponsorship opportunities enable members to sponsor the events and programs that are most relevant to their interests. Select the sponsorships that best align with your company's marketing goals and desired impact.

We are excited to embark on this journey with you and look forward to fostering a mutually beneficial partnership. Should you have any questions or require further information about the available opportunities, please do not hesitate to reach out.

Warm regards,

For further information on RAPV's sponsorship opportunities and programs, please contact  
Laura Herring, Director of Director of Operations, at 413-785-1328 ext. 5, [laura@rapv.com](mailto:laura@rapv.com)  
Thank you for your support!

# VIP SPONSORSHIP LEVELS & OFFERINGS

SPONSORSHIP LEVELS	PLATINUM	GOLD	SILVER
<b>EDUCATIONAL SPONSORSHIPS</b>			
New Member Orientation (provide lunch) <i>1st come 1st serve</i>	2	1	1
R.I.S.E. New Agent Training Course (provide lunch) <i>1st come 1st serve</i>	1	1	1
If the REALTOR Had Only Known Development Series ( <i>1st right of refusal</i> )	yes		
CE Class Opportunity ( <i>see attached page 5 CE classes</i> )	yes	yes	
Housing Summit Booth ( <i>formerly the Education Fair &amp; Expo</i> )	yes	yes	
<b>FUNDRAISING, NETWORKING, RAPV EVENTS</b>			
Recognition at RAPV Meetings and all Marketing Materials	4 Meetings	2 Meetings	1 Meeting
Opportunity to Display Marketing Materials at RAPV Events	yes		
Sponsorship of Fundraising/Networking/RAPV Events	6 Events	4 Events	2 Events
<b>MAJOR EVENT SPONSORSHIPS</b>			
Installation of Officers & Directors	2 Tickets	1 Ticket	1 Ticket
Excellence Awards	2 Tickets	1 Ticket	1 Ticket
Scholarship Awards	2 Tickets	1 Ticket	1 Ticket
Legislative Breakfast	2 Tickets	1 Ticket	1 Ticket
Holiday Luncheon	2 Tickets	1 Ticket	1 Ticket
<b>ADVERTISING AND MARKETING</b>	<b>Inside Front Cover</b>	<b>Full Page</b>	<b>Half Page</b>
Advertising in RAPV Event Programs ( <i>black &amp; white only</i> )	3	2	1
Advertising in Monthly Bulletin	4	2	1
Realtor® Quarterly Update Ad	4	2	1
Feature Article in the RAPV Quarterly Newsletter (200-word limit)	2	1	
12 months of your logo on RAPV website, link to your website	yes	yes	yes
Mass Appeal Segment (as available)	2	1	
Email Blast to complete membership	2	1	
<b>TOTAL COST</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,000</b>

Do you want to connect to the REALTOR® community on a consistent basis? Become a VIP Sponsor and see your business grow!

# VIP SPONSORSHIP PAYMENT PLAN

You may choose to pay your sponsorship in full or in convenient monthly installments.

Once you decide which sponsorship level best fits your business goals, complete the 2025 Sponsorship Enrollment Form and return to Laura Herring at [laura@rapv.com](mailto:laura@rapv.com)

## PLATINUM SPONSOR

Choose

**1 Full Payment of \$5,000  
or 3 Payments as follows:**

\$2,500 - December 31, 2024  
\$1,250 - January 31, 2025  
\$1,250 - February 28, 2025

## GOLD SPONSOR

Choose

**1 Full payment of \$3,500  
or 3 Payments as follows:**

\$1,500 - December 31, 2024  
\$1,000 - January 31, 2025  
\$1,000 - February 28, 2025

## SILVER SPONSOR

Choose

**1 Full Payment of \$2,000 or  
3 Payments as follows:**

\$1,000 - December 31, 2024  
\$500 - January 31, 2025  
\$500 - February 28, 2025

If you are electing the Payment Plan for your Sponsorship, please include this page with your Enrollment Form.

I am electing the above-noted payment plan. I will receive one invoice at the start of the program, and it will be my responsibility to submit payments by the listed due dates.

Name/ Company: \_\_\_\_\_

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

## **CONTINUING EDUCATION (CE) CLASSES**

Join one of our instructors in a CE class in your field of expertise as a guest instructor/speaker. As a sponsor, you will be advertised in our email blasts as the class sponsor. Additionally, you may distribute branded marketing material and/or provide lunch and refreshments to class attendees.

*\*\*You will be provided with the attendee list and contact information after the class.*

*\*Reserved for **Platinum** and **Gold Sponsors** only*

Run a CE class from the list of state-approved courses for RAPV members.  
Room rental fee is waived.

### **We Provide:**

- Free Room
- Free Marketing
- Free Flyer Design
- Free Registration
- Free Certificates (CE)

### **You Provide:**

- Instructor\*
- Food/ refreshments

*\*Optional: You must pay for cost of Proctor if your instructor is not certified*



# INSTALLATION OF OFFICERS & DIRECTORS

The premier event of the REALTOR® Association of Pioneer Valley is the Installation of Officers & Directors.

## Included with VIP Sponsorship

### **Platinum Sponsors:**

- 2 Tickets
- Company Logo on Marketing Materials
- Full Page Ad in Program
- Recognition at Event
- Banner Displayed at Event

## A la Carte – Upgrade Sponsorship Items

### **Premier Sponsor - \$900 (Limit 1)**

- 4 Tickets to the Event
- Full Page Ad in Front Inside Program Cover
- Reserved Tables in Front of Room
- Company Logo on All Marketing Materials
- Recognition at Event

### **Gold Sponsors:**

- 1 Ticket
- Half Page Ad in Program
- Recognition at Event

### **Elite Sponsor - \$750 (Limit 2)**

- 3 Tickets to the Event
- Half Page Ad on Back of Program
- Recognition on Marketing Materials
- Recognition at Event

### **Silver Sponsors:**

- 1 Tickets
- Business Card Size Ad in Program
- Recognition at Event

### **Classic Sponsor - \$500 (No Limit)**

- 2 Tickets to the Event
- Company Logo on All Marketing Materials
- Business Card Size Ad in Program
- Recognition at Event

### **Marketing Sponsor - \$400**

- Recognition on all Marketing Materials

### **Advertising in Program Only:**

Full Page – \$200 | Half Page - \$150 | Business Card - \$100



## **EXCELLENCE AWARDS CELEBRATION**

Every year the REALTOR® Association of Pioneer Valley recognizes its REALTOR® members for their professional achievements including involvement with our Association and contribution to our community.



### **Included with VIP Sponsorship**

#### **Platinum Sponsor**

- 2 Tickets
- Company Name/Logo on All Event Marketing
- Recognition at Event
- Full Page Ad in Program

#### **Gold Sponsor**

- 1 Ticket
- Company Name/Logo on All Event Marketing
- Recognition at Event
- Half Page Ad in Program

#### **Silver Sponsor**

- 1 Ticket
- Company Logo in Event Marketing Materials
- Business Card Size Ad

### **A La Carte | Upgrade Sponsorship Items**

#### **Premier Sponsor—\$700 (Limit 1)**

- 4 Tickets to the Event
- Full page Ad on Front Inside Program Cover
- Reserved Table Near Front of the Room
- Company Logo on Marketing Materials
- Recognition at the Event
- Opportunity to Deliver the Pledge or Invocation

#### **Elite Sponsor—\$600 (Limit 2)**

- 2 Tickets to the Event
- Half Page Advertisement on Back of Program
- Recognition on Marketing Materials

#### **Marketing Sponsor—\$400**

- Recognition on all Marketing Materials

#### **Advertising in Program Only:**

Full Page – \$200 | Half Page - \$150 | Business Card - \$100



# HOUSING SUMMIT

The premier event of the REALTOR® Association of Pioneer Valley is the annual Housing Summit.



## Included with VIP Sponsorship

### **Platinum Sponsor**

- 2 Tickets
- Booth During Networking Hour
- Company Logo on All Marketing Materials
- Full Page Ad in Program

### **Gold Sponsor**

- 1 Ticket
- Booth During Networking Hour
- Recognition at event
- Half Page Ad in Program

## A La Carte | Upgrade Sponsorship Items

### **Some Common Sponsorships Are:**

- Breakfast Sponsor - \$1,000 (Limit 1)
- Lunch Sponsor - \$1,200 (Limit 1)
- Speaker Sponsors - \$1,500 (Limit 2)
- Lanyard Sponsor - \$500 (Limit 1)
- Booth Rental - \$200 (Limit 10)
- Advertising in Program:  
Full Page - \$200 | Half Page - \$150 | Business Card - \$100

# LEGISLATIVE BREAKFAST

RAPV presents a networking opportunity for members and their legislators.

## Included in VIP Sponsorship

### **Platinum Sponsor**

- 2 Tickets
- Company Name/logo on all event marketing
- Recognition at event

### **Gold Sponsor**

- 1 Ticket
- Company Name/logo on all event marketing
- Recognition at Event

### **Silver Sponsor**

- 1 Ticket
- Company Name/logo on all event marketing
- Recognition at Event

## A la Carte | Upgrade Sponsorship Items

### **Premier Sponsor—\$600 (Limit of 1)**

- Breakfast Sponsor
- Four Tickets to the event
- Reserved table near front of the room
- Company Logo on marketing materials
- Recognition at the event

### **Elite Sponsor—\$500 (Limit of 2)**

- Two Tickets to the event
- Recognition on marketing materials and at the event
- Opportunity to start the pledge and/or invocation

### **Marketing Sponsor—\$400**

- Recognition on all marketing materials

### **Advertising in Program Only**

- Full-page - \$200 | Half-page - \$150 | Business card-size-\$100

# HOLIDAY LUNCH

## Included in VIP Sponsorship

### Premier Sponsor

- 2 Tickets
- Full Page Ad in Program
- Recognition at Event

### Gold Sponsor

- 1 Ticket
- Half Page Ad in Program
- Recognition at Event

### Silver Sponsor

- 1 Ticket
- Business Size Ad in Program
- Recognition at Event

## A la Carte | Upgrade Sponsorship Items

### Premier Sponsor—\$700 (Limit of 1)

- Four 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—\$600 (Limit of 2)

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

### Marketing Sponsor—\$400

- Recognition on all marketing materials

### Advertising in Program Only

- Full-page ad - \$200
- Half-page ad - \$150
- Business card-size ad—\$100



# SPONSORSHIP ENROLLMENT

## VIP SPONSORSHIP

Please choose the sponsorship that meets the marketing goals and needs of your company

**Platinum Sponsor**.....\$5,000     **Gold Sponsor**..... \$3,500     **Silver Sponsor**.....\$2,000

### A LA CARTE | UPGRADE SPONSORSHIP ITEMS

Once you decide which a la carte items best fits your business goals, complete Enrollment Form and return to Laura Herring at [laura@rapv.com](mailto:laura@rapv.com). If paying by check please mail to 221 Industry Ave, Springfield, MA 01104. **Deadline is December 13, 2024.**

#### **Installation of Officers & Directors**

Premier Sponsor .....  
 Elite Sponsor .....  
 Classic Sponsor.....  
 Marketing Sponsor.....  
 Advertising in Program (full page).....  
 Advertising in Program (half page).....  
 Advertising in Program (business card).....

#### **Excellence Awards**

Premier Sponsor .....  
 Elite Sponsor .....  
 Marketing Sponsor.....  
 Advertising in Program (full page).....  
 Advertising in Program (half page).....  
 Advertising in Program (business card).....

#### **Legislative Breakfast**

Premier Sponsor.....  
 Elite Sponsor.....  
 Marketing Sponsor.....

#### **Holiday Luncheon**

Premier Sponsor .....  
 Elite Sponsor .....  
 Marketing Sponsor.....  
 Advertising in Program (full page).....  
 Advertising in Program (half page).....  
 Advertising in Program (business card) .....

#### **Networking Events**

\$900     Spring Fundraiser Event (Scholarship)..... \$250  
\$750     Brew Fest (Government Affairs) ..... \$250  
\$500     Comedy Night (Community Service)..... \$250  
\$400     NYC Bus Trip (RAPV)..... \$250  
\$200     Summer Networking (Affiliate-Realtor) ..... \$250  
\$150     Fall Fundraiser (Scholarship)..... \$250  
\$100

#### **Educational Programs**

\$700     Designation/Certification Class..... \$350  
\$600     Pre-Licensing Salesperson Course..... \$300  
\$400     Education Classes..... \$200  
\$200  
\$150  
\$100

#### **Housing Summit**

\$600     Breakfast Sponsor ..... \$1,000  
\$500     Lunch Sponsor ..... \$1,200  
\$400     Speaker Sponsor ..... \$1,500  
\$300     Lanyard Sponsor ..... \$500  
\$200     Booth Rental ..... \$200  
\$150     Advertising in Program (full page)..... \$200  
\$100     Advertising in Program (half page)..... \$150  
\$100     Advertising in Program (business card) ..... \$100

#### **REALTOR® Quarterly Update Advertising**

\$200     Monthly Rate (per ad—4 opportunities) ..... \$200  
\$150     Yearly Rate (4 Ads) ..... \$750

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

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

**PAYMENT:**  Check Enclosed     Visa     MasterCard     AMEX

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

**TOTAL AMOUNT OF A 'LA CARTE PACKAGE: \$ \_\_\_\_\_ + Additional Upgrades: \$ \_\_\_\_\_ = \$ \_\_\_\_\_**

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

# 2025 EVENT SCHEDULE

## JANUARY

- Installation of Officers & Directors

## FEBRUARY

- Excellence Awards

## MARCH

- Comedy Night
- Housing Summit

## APRIL

- Casino Night

## MAY

- Shred Event

## JUNE

- Brewfest
- Scholarship Awards
- Day on the Hill

## AUGUST

- Affiliate-Realtor® Networking Night

## SEPTEMBER

- Legislative Breakfast

## OCTOBER

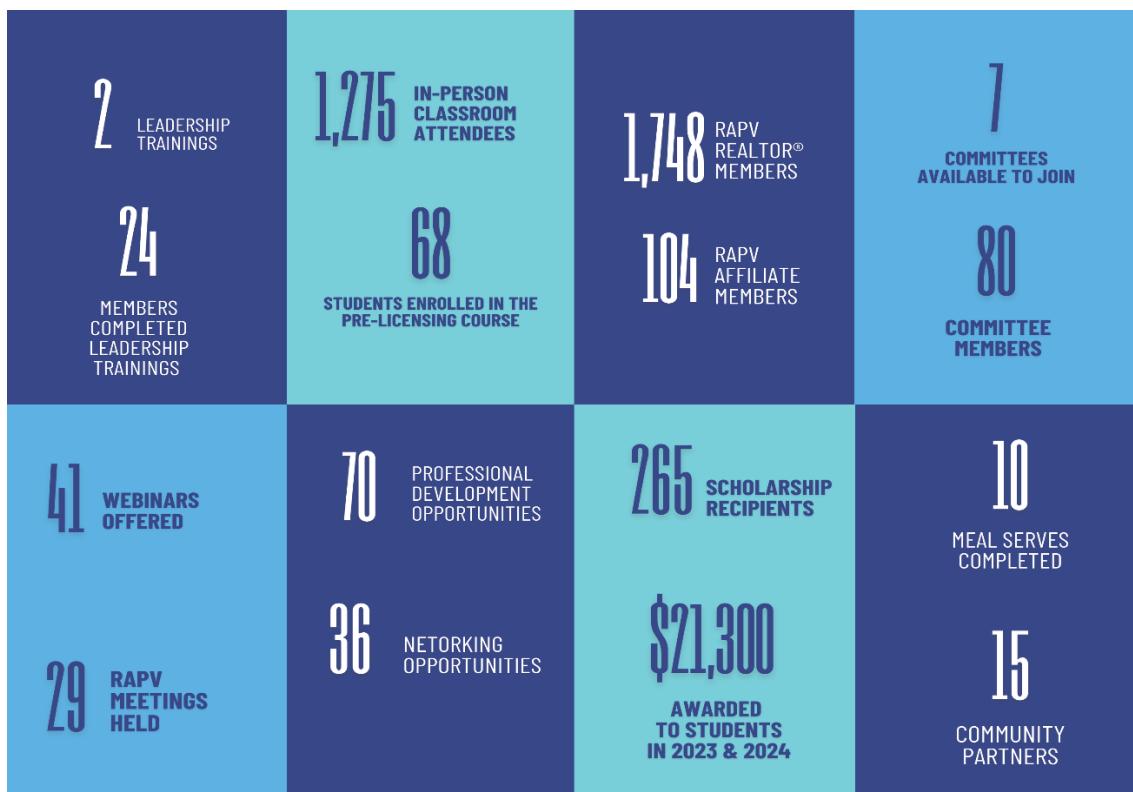
- Golf Tournament
- Scholarship Broker Bartending Event

## DECEMBER

- NYC Bus Trip
- Holiday Lunch

## Your Sponsorship Supports and Benefits RAPV in Many Ways!

In 2023 & 2024, our VIP Sponsors helped to make the Association cost-friendly for our members, a go-to place for learning and networking, and helped us become the successful Association that we are today.



Take a moment to review how our Sponsors have improved RAPV's statistics in 2023-2024! With the help of our 2025 Sponsors, we can improve upon these numbers even more! "Thank you"