

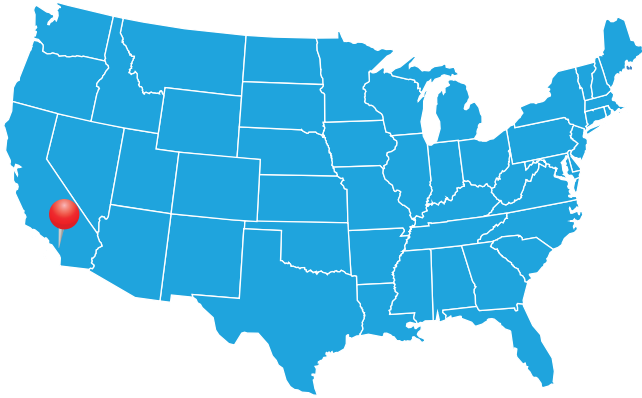
2020 Sponsorship Opportunities

www.ocar.org/sponsor



ABOUT OC REALTORS®

Founded in **1953**



#1 largest association in **California**

#10 in United States

New REALTOR® members per month: **300**

Committees: **19**

Member **Relief** Program

VOLUNTEER Corp.

16,477 members



13,779 Primary REALTORS®
725 Affiliates
762 MLS only members
645 Secondary REALTORS®
336 Appraisers
218 Assistants
12 Students

\$9,904,544,622

in sales by Orange County REALTORS® Agents



53% REPRESENTED BUYERS

51.7% REPRESENTED SELLERS

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MORE**

www.ocar.org

twitter.com/the_ocrealtors

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THE BREAKDOWN

UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
New Laws with Gov Hutchinson	February 21, 2020	5
Annual Membership Meeting & Housing Forecast	March 23, 2020	6
Global Business Alliance Forum	April 23 & October 22, 2020	7
YPN Mini Masters	April 9, 2020	8
OCAR Cares Golf Tournament	May 4, 2020	9
YPN Boot Camp	May 14 & Sept 24, 2020	10
Risk Management Forums	May 29 & October 5, 2020	11
Leadership Academy	September - December 2020	12
RExpo	September 14, 2020	13-14
Costume Bowl	October 23, 2020	15
MLS Forum	October 27, 2020	16
Trunk or Treat	October 30, 2020	17
Turkey Bowl	November 18, 2020	15
2021 Annual Installation	December 2, 2020	18

Additional sponsorships will be available throughout the year for our forums, panels, and committee events.

NEXT Steps

- 1** Review Sponsorship Opportunities on pages 4-18. Contact Zhipi McDougald at Zhipi@ocar.org with any questions. Some sponsorships are available to select members (see legend).
- 2** Reserve your preferred sponsorship(s). Reservations can be made starting December 3 by submitting a Sponsor Form online at www.ocar.org/sponsor. The first company that submits the completed forms will receive a reservation. Reservations will be honored until payment is received. Payments will be accepted between January 1-31.
- 3** Submit payment and completed Sponsor Contract to Zhipi McDougald.
- 4** We will contact you to get a high resolution version of your logo for any marketing promised in your sponsorship(s).

LEGEND



Available to Affiliates



Available to Brokers



Fundraising Event

A LA CARTE SPONSORSHIPS

These a la carte options offer promotion all year round.



A LA CARTE ITEMS	STATS	COST
2020 Classroom sponsor in Laguna Hills office - 2 Available (Includes logo on side wall and display of materials)	Over 300 classes annually	\$5,000
60 Second Video Commercial on digital display in Laguna Hills office (video to be provided by sponsor)	_____	\$3,000
Education Sponsor - 5,000 logo branded notebooks to be distributed at OCR classes	_____	\$3,000 (or notebooks supplied by sponsor)
Coffee cup Sponsor - 6,000 logo branded disposable coffee cups at the Laguna Hills office	_____	\$2,500
Insert in New REALTOR® Orientation package (materials provided by sponsor, limited to one page)	Approximately 300+ new members attend orientation every month	\$2,000
Speaking opportunity at three (3) education classes (Chosen by OC REALTORS® Education Director and limited to 5 minutes per class)	_____	\$2,000
New REALTOR® Orientation Folder Sponsor (includes logo on folder)	_____	\$1,500
Charging station Sponsor - 2 Available (branded with your logo on station)	_____	\$1,000 per location
Recognition in all What's Up emails (with links to your company website)	Emailed to over 14,000 members	\$1,000
Recognition on social media - 4x a year (Facebook, Twitter, Instagram & LinkedIn)	Up to 5,000 followers	\$500
Logo on Thank you banner at all office locations - (shared banner printed in February)	_____	\$500
Logo featured on digital displays in all office locations	_____	\$500
Logo on our sponsor webpage	_____	\$350

New Laws with Gov Hutchinson

Join the Orange County REALTORS® to learn about news laws affecting homeownership.



BENEFITS BY SPONSORSHIP LEVEL	Live Stream	Breakfast (Laguna Hills)	Breakfast (Fountain Valley - live stream attendees)
Price:	\$1,000	\$250	\$250
Quantity Available:	1	1	1
At the Event			
Booth space (includes 1 skirted table and 2 chairs)	•	•	•
Prominent logo recognition on main entrance signage	•		
Recognition in Event Program	•	•	•
Provide breakfast attendees at each location		•	•
Logo on all live streaming promos	•		
Speaking opportunity - 150+ average attendees (limited to 2 minutes)	•		
Marketing			
Recognition (logo/company name) on all event marketing, including:			
Print: Flyers	•	•	•
Print: Event Recap in OC REALTOR® Magazine	•	•	•
Event webpage	•	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•



Annual Membership Meeting & Housing Forecast

Come learn about the upcoming exciting year ahead.

BENEFITS BY SPONSORSHIP LEVEL	Title	Lunch Sponsor
Price:	\$2,500	\$1,000
Quantity Available:	1	5
At the Event		
Premium booth space (includes 1 skirted table and 2 chairs)	•	
Booth space (includes 1 skirted table and 2 chairs)		•
Logo recognition on main entrance signage	•	•
Logo in sponsor presentation	•	•
Recognition in Event Program	•	•
Logo on boxed lunches to all attendees		•
Speaking opportunity - 400+ average attendees (limited to 2 minutes)	•	
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	•	•
Print: Event Recap in OC REALTOR® Magazine	•	•
Event webpage	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•

Global Forum

Join the Orange County REALTORS® Global Business Alliance to learn about the most recent global real estate trends.



BENEFITS BY SPONSORSHIP LEVEL	Title	Gold	Silver	Table
Price:	\$1,500	\$500	\$250	\$250
Quantity Available:	1	5	10	10
At the Event				
Booth space (includes 1 skirted table and 2 chairs)	Prominent	●	Shared Table	
Prominent logo recognition on main entrance signage	●			
Recognition in event program	●	●	●	
Complimentary event tickets	10	5	2	10
Speaking opportunities - 200+ average attendees (limited to 2 minutes)	●	●		
Marketing				
Recognition (logo/company name) on all event marketing, including:				
Print: Flyers	Prominent logo	Logo	Logo	Company name
Email: Event Announcements	●	●	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	

YPN Mini Masters

Join YPN for our OCAR Cares Mini Masters tournament! Miniature golf alongside industry professionals while supporting the real estate community.



BENEFITS BY SPONSORSHIP LEVEL	Major	Lunch	Swag	19th Hole	Hole
Price:	\$1,000	\$1,000	\$750	\$750	\$250
Quantity Available:	1	1	1	1	10
At the Event					
Tee Box (your choice of 1-18. Upon availability)	●	●			●
Tickets	1 Foursome + 4 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	2 lunch tickets
Logo on promotional giveaways to all attendees (125+ average attendees)			●		
Hosted drink to attendees (sponsor to provide drink tickets)				●	
Marketing					
Recognition (logo/company name) on all event marketing, including:					
Print: Flyers	●	●	●	●	
Email: Event Announcements	●	●	●	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	●	

EVENT SPONSORS

May 4, 2020
Oak Creek Golf Club - Irvine

Golf Tournament

This annual golf tournament brings REALTORS® and Affiliates together to benefit the OCAR Cares Member Relief Program.



BENEFITS BY SPONSORSHIP LEVEL	Major	Dinner & 19th Hole	Lunch	Beer & Snacks	Putting Contest	Golf Ball Launch (located at tee hole #1)	Alcohol	Mimosa	Bloody Mary	Coffee & Tee	Tee
Price:	\$3,500	\$2,500	\$2,000	\$1,500	\$750	\$750	\$500	\$500	\$500	\$500	\$350
Quantity Available:	1	1	1	2	1	1	2	1	1	1	13
At the Event											
Opportunity to emcee dinner reception (optional)		•									
Speaking opportunity at dinner reception (limited to 5 minutes)	•										
Speaking opportunity at start of the tournament (limited to 5 minutes)			•								
Prominent logo recognition on main entrance banner	•										
Trophy Sponsor with company recognition on all trophies	•										
Includes music and appetizers		•									
Logo on snack/drink carts (includes \$1,000 in beer & snacks)				•							
Meet and Greet all attendees (food/drink provided by sponsor)								•	•	•	
Sponsor table on golf course (includes 1 table and 2 chairs)	•	•	•		•	•	•				•
Logo recognition on sponsor thank you banner	Prominent logo	Large logo	Large logo	Medium logo	Medium logo	Medium logo	Medium logo	Medium logo	Medium logo	Medium logo	Medium logo
Logo in sponsor presentation at dinner	•	•	•	•	•	•	•	•	•	•	•
Recognition in Event Program	•	•	•	•	•	•	•	•	•	•	•
Complimentary tickets to tournament and/or dinner	1 Foursome	4 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets	2 Dinner Tickets
Marketing											
Recognition (logo/company name) on all event marketing, including:											
Print: Flyers	•	•	•	•							
Print: Event Recap OC REALTOR® Magazine	•	•	•	•	•	•	•	•	•	•	•
Event webpage	•	•	•	•	•	•	•	•	•	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•								

YPN Boot Camp

This educational Agent Boot Camp hosted by OC REALTORS® Young Professionals Network gives insight into the duties and operations of being a REALTOR®.



BENEFITS BY SPONSORSHIP LEVEL	Lender	Escrow	Home Warranty	NHD	Home Inspection	Coaching
Price:	\$500	\$500	\$500	\$500	\$500	\$500
Quantity Available:	1	1	1	1	1	1
At the Event						
Table with 2 chairs	•	•	•	•	•	•
Speaking opportunity - 100+ average attendees	•	•	•	•	•	•
Recognition in event program	•	•	•	•	•	•
Marketing						
Recognition (logo/company name) on all event marketing, including:						
Print: Flyers	•	•	•	•	•	•
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•	•	•	•

Risk Management Forums

Join the Orange County REALTORS® Risk Management Committee to learn about trends and issues that may be, or are putting REALTORS® and/or their clients at risk.



BENEFITS* BY SPONSORSHIP LEVEL	Lunch
Price:	\$500
Quantity Available:	1 per date
At the Event	
Table and 2 chairs inside auditorium	●
Speaking opportunity (limited to 2 minutes) - 100+ average attendees	●
Logo in sponsor presentation	●
Marketing	
Recognition (logo/company name) on all event marketing, including:	
Print: Flyers	●
Event webpage	●
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●

*dates and locations subject to change

Leadership Academy

Orange County REALTORS® Leadership Academy will develop specific skills and perspective to achieve effectiveness in leadership, business and life.



BENEFITS* BY SPONSORSHIP LEVEL	Lunch
Price:	Cost of lunch for 25 people
Quantity Available:	4 (1 per month)
At the Event	
Lunch provided to 25 people (sponsor to provide food)	●
Opportunity to distribute flyers to attendees	●
Speaking opportunity (limited to 3-5 minutes)	●
Logo in sponsor presentation	●
Logo on agenda	●
Marketing	
Recognition (logo/company name) on all event marketing, including:	
Print: Flyers	●

RExpo Conference & Tradeshow

RExpo Conference & Tradeshow is a one-day education and networking event for real estate professionals.



BENEFITS BY SPONSORSHIP LEVEL	Title	Bag	Lanyard	Happy Hour	Parking	Breakfast	Lunch	Grand Prize Giveaway (Giveaway valued at \$1,000 provided by sponsor)	Exhibitor	Swag in the bag
Price:	\$7,500	\$5,000	\$3,500	\$3,500	\$3,000	\$2,500	\$2,500	\$1500	\$1,000	\$250
Quantity Available:	1	1	1	1	1	1	1	1	24	
At the Event										
Speaking opportunity (limited to 3 minutes) - 500+ average attendees	•			•				•		
Prominent Booth space (includes 1 table and 2 chairs)	•									
Booth space (includes 1 table and 2 chairs)		• At registration (pass out bags)	•		•	•	•	•	•	
Opportunity to provide promotional giveaways to be included in swag bag given to all attendees										•
Logo recognition in parking lot					•					
Logo recognition on all attendee bags				•						
Shout out by the emcee						•	•			
Recognition in Event Program	•	•	•	•	•	•	•	•	•	•
Logo on lanyard passed out to all attendees			•							
Logo recognition at breakfast stations						•				
Logo recognition at lunch stations							•			
Complimentary tickets to event	10	4	2	2	2	2	2	2	2	
Opportunity to host a happy hour with appetizers and pass out drink tickets (tickets and appetizers provided)				•						
Advertisement in event program (provide ad 6 weeks before)	Full page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page	1/2 page		

Continued on next page

RExpo Conference & Tradeshow

RExpo Conference & Tradeshow is a one-day education and networking event for real estate professionals.



BENEFITS BY SPONSORSHIP LEVEL	Title	Bag	Lanyard	Happy Hour	Parking	Breakfast	Lunch	Grand Prize	Exhibitor	Swag in the bag
Price:	\$10,000	\$5,000	\$3,500	\$3,500	\$3,000	\$3,000	\$2,500	\$1,500	\$1,000	\$250
Marketing										
Recognition (logo/company name) on event marketing, including:										
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•	•	•	•	•	•		
Email: Mention in What's Up (goes over to 14,000)	•									
Print: Event Recap OC REALTOR® Magazine	Prominent Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Company Name	
Print: Flyers	•									

EVENT SPONSORS

October 23, 2020
Saddleback Lanes

Costume Bowl

This annual costume party is always a big hit with South County REALTORS® and Affiliates.



BENEFITS BY SPONSORSHIP LEVEL	Sponsor	Trophy
Price:	\$400	\$500
Quantity Available:	3	1
At the Event		
Logo on digital displays at each lane	•	•
Logo on each trophy		•
Complimentary tickets to event	1 Foursome	1 Foursome
Marketing		
Recognition all event marketing, including:		
Print: Flyers	•	•
Print: Event recap in OC REALTOR® Magazine	•	•
Event webpage	•	•

Turkey Bowl

November 18, 2020
Fountain Bowl

Our North County members ditch the costumes for good old fashioned bowling fun!



BENEFITS BY SPONSORSHIP LEVEL	Sponsor	Trophy	Food & Beverage
Price:	\$100	\$200	\$22
Quantity Available:	32	1	unlimited
At the Event			
Logo on digital displays at each lane	•		
Logo on traveling trophy		•	
Complimentary tickets to event	1 Fivesome		
One pizza and one pitcher of soda			•
Marketing			
Recognition (logo or name) on event marketing, including:			
Print: Event recap in OC REALTOR® Magazine	•		

MLS Forum

Forum for late breaking and future MLS news and updates.



BENEFITS BY SPONSORSHIP LEVEL	Live Stream	Title
Price:	\$1,500	\$1,000
Quantity Available:	1 (each Forum)	1 (each Forum)
At the Event		
Speaking opportunity - 150+ average attendees (limited to 2 minutes)	●	●
Logo on all live streaming	●	
Opportunity to introduce speakers/panel - (150+ average attendees)	●	
Logo in sponsor presentation	●	●
Pastries and coffee/tea to all attendees (provided for you)		●
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	●	●
Event webpage	●	●
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●

Trunk or Treat

Come celebrate the season! Bring your creativity, treats and trunk in our first trunk or treat benefitting OCAR Cares. Event will include a pumpkin auction and a barking lot dog show and contest.



BENEFITS BY SPONSORSHIP LEVEL	Game	Lunch	Trunk
Price:	\$300	\$200	\$100
Quantity Available:	2	1	20
At the Event			
Table and 2 chairs	●	●	
Logo on main entrance signage	●	●	
Hosted game provided sponsor (i.e. face painter, caricaturist etc.) <i>Game must be approved by Orange County REALTORS®</i>	●		
Lunch to all attendees (provided by sponsor)		●	
Decorate and hand out candy from your trunk in the Orange County REALTORS® parking lot			●

2021 Annual Installation

Help us welcome and celebrate our new President and Board of Directors for 2021.



BENEFITS BY SPONSORSHIP LEVEL	Platinum	Diamond	Centerpiece	Entertainment	Silver
Price:	\$2,000	\$1,000	\$750	\$500	\$350
Quantity Available:	3	5	1	5	10
At the Event					
Thank you shout out by emcee - 200+ Average Attendees	●			●	
Reserved table at event	●				
Complimentary event tickets	4	2	1	1	
Recognition in event program	Prominent logo	Logo	Logo	Logo	Company Name
Recognition in sponsor slideshow	Prominent logo	Logo	Logo	Logo	Company Name
Marketing					
Recognition (logo or name) on event marketing, including:					
Print: Recognition in OC REALTOR® magazine	Prominent logo	Logo	Logo	Logo	Company Name

SPONSORSHIP IDEA REQUEST FORM

Have an idea for a sponsorship that you did not see listed? Let us know and we will do our best to accommodate you!

Company Name _____

Contact Name _____

Phone _____ Email _____

Event: _____

Sponsorship Idea: _____

Suggested Sponsorship Amount: \$ _____

This request form is not intended to change any pricing of current available sponsorships. Once approved, payment and a contract must be submitted within 5 business days.

FOR STAFF ONLY

Approved? ☐ Yes ☐ No

Approved by: _____

Sponsorship Amount: \$ _____

This is not a binding contract. A Sponsor Contract will be provided when payment is due.
Please send your completed Sponsorship Idea Request Form to Zhipi McDougald:

Email: Zhipi@ocar.org Fax: 949-586-0382

Mail: Orange County REALTORS®, Attn: **Zhipi McDougald**, 25552 La Paz Road, Laguna Hills, CA 92653-5127