

2021 - QUARTER 1

SPONSORSHIP

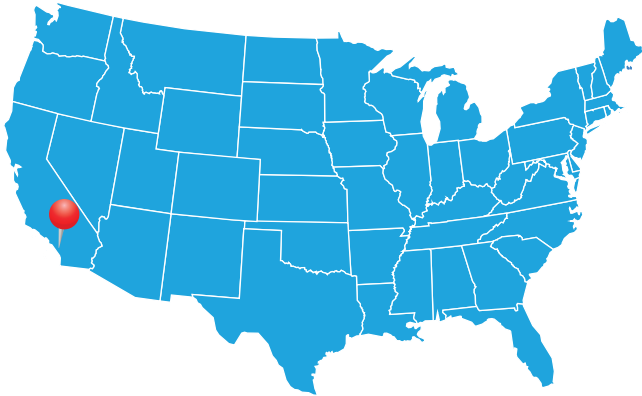
Opportunities

www.ocrealtors.org/sponsor



ABOUT OC REALTORS®

Founded in **1953**



#1 largest association in California

#12 in United States

New REALTOR® members per month: **200**
Committees: **19**

Member **Relief** Program

VOLUNTEER Corp.

15,307 members



12,889 Primary REALTORS®
570 Affiliates
660 MLS only members
605 Secondary REALTORS®
329 Appraisers
243 Assistants
11 Students

\$31,561,926,036

in sales by Orange County REALTORS® Agents



49.98% REPRESENTED BUYERS

50.01% REPRESENTED SELLERS

**LEARN
MORE**

www.ocrealtors.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	January 22, 2021	5
Annual Membership Meeting & Housing Forecast	March 15, 2021	6
Committee Forums	Monthly	7
Sponsorship opportunities may become available for the following events in quarter 2, 3, or 4:		
OCAR Cares Golf Tournament	May & September 2021	
YPN Boot Camp	May 2021	
YPN Mini Masters	June 2021	
RExpo	September 2021	
Bob's Fishing Fundraiser	October 2021	
Costume Bowl	October 2021	
Trunk or Treat	October 2021	
Turkey Bowl	November 2021	
2021 Annual Installation	December 2021	

All events are subject to change. Additional events, panels, forums and sponsorships will be available throughout the year.

NEXT Steps

- 1** Review Sponsorship Opportunities on pages 4-7. Contact Zhipi McDougald at Zhipi@ocrealtors.org with any questions.
- 2** Reserve your preferred sponsorship(s). Reservations can be made starting December 17 by submitting a Sponsor Form online at www.ocrealtors.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).

A LA CARTE SPONSORSHIPS

These a la carte options offer promotion all year round.

A LA CARTE ITEMS	STATS	COST
Speaking opportunity at three (3) education classes (virtual or live) (Chosen by OC REALTORS® Education Director and limited to 5 minutes per class)	_____	\$2,000
Recognition in all What's Up emails (with links to your company website)	Emailed to over 15,000 members	\$1,000
Logo decal on outdoor lockers at Laguna Hills office - 2 Available	_____	\$1,000
Recognition on social media - 4x a year (Facebook, Twitter, Instagram & LinkedIn)	Up to 5,000 followers	\$500
Affiliate Spotlight - Link and logo added to one What's Up email with an introduction to your business	_____	\$500
Logo on our sponsor webpage	_____	\$350
Affiliate video on web page - listing with logo and link to a video (provided by sponsor, no more than 30 seconds) introducing your business	_____	\$350
Business Card Flyer - Business card printed on the back of our Education Calendar placed in outdoor lockers for 1 year at Laguna Hills office (sponsor to provide business card to copy onto flyer)	_____	\$300
Registration Sponsor - Logo placed on online registration form for 1 event (live or virtual)	_____	\$300
Real Interview Series with Dan Smith - Logo and link on registration webpage and a mention of your business by Dan Smith before Interview begins for 1 interview - 8 Available	_____	\$250
Gift Card Sponsors - Provide \$25+ gift cards to distribute in your name to award winners with your business card and flyer (flyers and cards provided by sponsor). Sponsor to set dollar amount	_____	\$25 and up

Event Sponsors

New Laws with Gov Hutchinson

January 22 // Virtual

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

BENEFITS BY SPONSORSHIP LEVEL	Title
Price:	\$250
Quantity Available:	1
At the Event	
Speaking opportunity in front of all attendees (2 minutes)	●
Shout out as sponsor for giveaway (OCR provides giveaway on behalf of sponsor)	●
Marketing	
Recognition (logo/company name) on all event marketing, including:	
Promotional Materials	●
Event Webpage and Online Registration Page	●
Email: Event Announcements	●
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●

Event
Sponsors

Annual Membership Meeting & Housing Forecast

March 15, 2021 // Virtual

Learn about the upcoming exciting year ahead.

BENEFITS BY SPONSORSHIP LEVEL	Title	Slide
Price:	\$1,500	\$250
Quantity Available:	1	not limited
At the Event		
Logo in sponsor presentation	●	
Company slide (16x9) rotating before and during event	●	●
Recognition in Event Program	●	
Speaking opportunity - 400+ average attendees (limited to 2 minutes)	●	
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Event Recap in OC REALTOR® Magazine	●	
Event webpage	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	
Email: Mention in What's Up (goes over to 11,000)	●	

Event
Sponsors

Committee Forums

Dates TBD // Virtual or live

Join the Orange County REALTORS® Committee Forums to learn about the most recent real estate trends.

BENEFITS BY SPONSORSHIP LEVEL	Title
Price:	\$250
Quantity Available:	1 available per forum*
At the Event	
Speaking opportunity in front of all attendees (2 minutes)	●
Shout out as sponsor for giveaway (OCR provides giveaway on behalf of sponsor)	●
Marketing	
Recognition (logo/company name) on all event marketing, including:	
Promotional Materials	●
Event Webpage and Online Registration Page	●
Email: Event Announcements	●
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●

* Limit 1 forum sponsorship per company per quarter. Please designate your forum preferences and you will be contacted once an opportunity becomes available.

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@ocrealtors.org Fax: 949-586-0382

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