

2021 - QUARTERS 3 & 4

# SPONSORSHIP

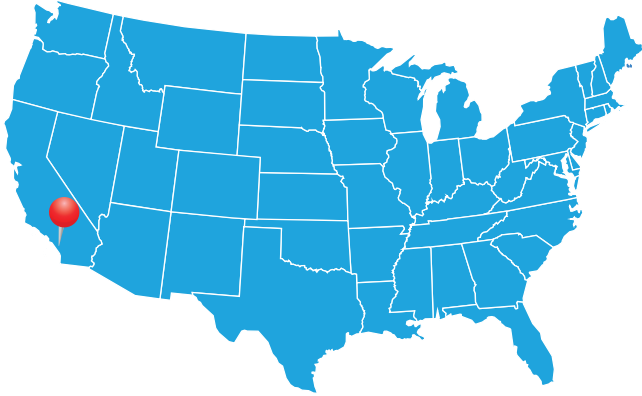
*Opportunities*

[www.ocrealtors.org/sponsor](http://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

facebook.com/theocrealtors

# THE BREAKDOWN

## UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
YPN Mini Masters	August 26, 2021	6
OCAR Cares Golf Tournament	September 13, 2021	7
RExpo	September 29, 2021	8
Costume Bowl	October 29, 2021	9
Turkey Bowl	November 17, 2021	10
2022 Annual Installation	December 1, 2021	11

**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](mailto:Zhipi@ocrealtors.org) with any questions.
- 2** Reserve your preferred sponsorship(s). Reservations can be made by submitting a Sponsor Form online at [www.ocrealtors.org/sponsor](http://www.ocrealtors.org/sponsor). The first company that submits the completed forms will receive a reservation. Reservations will be honored until payment is received.
- 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

# 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*
<b>At the Event</b>	
Speaking opportunity in front of all attendees (2 minutes)	●
Shout out as sponsor for giveaway (OCR provides giveaway on behalf of sponsor)	●
<b>Marketing</b>	
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.

Event Sponsors

# YPN Mini Masters

August 26, 2021 // Boomers Irvine

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:	\$1,500	\$1,500	\$1,000	\$500	\$300
Quantity Available:	1	1	1	1	11
<b>At the Event</b>					
Tee Box (your choice of 1-18. Upon availability)	●	●	●	●	●
Table and 2 chairs included	●	●	●	●	
Tickets	1 Foursome + 4 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	1 Twosome + 2 lunch tickets	2 lunch tickets
Speaking Opportunity (limited to 3 minutes)	●				
Logo on boxed lunches to all attendees (sponsor provides sticker)		●			
Logo on green hoodie awarded to first place team			●		
Logo on promotional giveaways to all attendees (125+ average attendees)			●		
\$500 Amazon Gift Card Giveaway (sponsor to provide gift card)				●	
Raffle ticket giveaway to all attendees + speaking opportunity during raffle prize giveaway (limited to 2 minutes)				●	
<b>Marketing</b>					
Recognition (logo/company name) on all event marketing, including:					
Print: Flyers	●	●	●	●	
Email: Event Announcements	●	●	●	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	●	

**SOLD**

# Event Sponsors

# Golf Tournament

September 13, 2021 // Aliso Viejo Golf Club

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

BENEFITS BY SPONSORSHIP LEVEL	Major	Shirt	19th Hole	Lunch	Alcohol	Mimosa	Bloody Mary	Beer & Snacks	Putting Contest	Exhibitor	Tee
Price:	\$3,500	\$3,500	\$2,500	\$2,000	\$2,000	\$2,000	\$2,000	\$1,500	\$750	\$100 + 10% of sales	\$350
Quantity Available:	1	1	1	1	2	1	1	1	1	unlimited	12
<b>At the Event</b>											
Opportunity to emcee 19th hole reception (optional)			•								
Speaking opportunity (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)								•			
Opportunity to provide 1 drink ticket to every player. (Club will provide and pour drinks)					•						
Meet and Greet all attendees (food/drink provided by sponsor)						•	•				
Sponsor table at registration (includes 1 table and 2 chairs)						•	•				
Sponsor table on golf course (includes 1 table and 2 chairs)	•	•	•	•	•				•		•
Opportunity to provide shirts to all players		•									
Exhibit your trade business (approved by task team)										•	
Logo recognition on sponsor thank you banner	Prominent logo	Large logo	Large logo	Large logo	Large logo	Medium logo	Medium logo	Medium logo	Medium logo		Medium logo
Logo in sponsor presentation	•	•	•	•	•	•	•	•	•		•
Recognition in Event Program	•	•	•	•	•	•	•	•	•		•
Complimentary tickets to tournament and/or 19th hole	1 Foursome	4 19th Hole Tickets	4 19th Hole Tickets	2 19th Hole Tickets	2 19th Hole Tickets	2 19th Hole Tickets	2 19th Hole Tickets	2 19th Hole Tickets	2 19th Hole Tickets		2 19th Hole Tickets
<b>Marketing</b>											
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	•	•	•	•	•	•	•				

# Event Sponsors

# SoCal RExpo 2021

September 29, 2021 // Virtual

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

BENEFITS BY SPONSORSHIP LEVEL	Major	Giveaway	Commercial	Virtual
Price:	\$10,000	\$2,000	\$1,000	\$500
Quantity Available:	1	1	8 (limited to 2 per hosting association)	19
<b>At the Event</b>				
Speaking opportunity (limited to 3 minutes)	●			
Commercial during breaks	●		●	
Opportunity to host a 30 minute keynote session (approved by RExpo committee, no sales pitch)	●			
Speaking Opportunity (limited to 2 minutes)		●		
Virtual exhibitor with ability to set appointments, have live chat and get data metrics				●
Opportunity to provide grand prize giveaway valued at \$2000		●		
<b>Marketing</b>				
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

# Costume Bowl

October 29, 2021 // Saddleback Lanes

*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
<b>At the Event</b>		
Logo on digital displays at each lane	●	●
Logo on each trophy		●
Complimentary tickets to event	1 Foursome	1 Foursome
<b>Marketing</b>		
Recognition all event marketing, including:		
Print: Flyers	●	●
Print: Event recap in OC REALTOR® Magazine	●	●
Event webpage	●	●

# Turkey Bowl

November 17, 2021 // 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
<b>At the Event</b>			
Logo on digital displays at each lane	●		
Logo on traveling trophy		●	
Complimentary tickets to event	1 Fivesome		
One pizza and one pitcher of soda			●
<b>Marketing</b>			
Recognition (logo or name) on event marketing, including:			
Print: Event recap in OC REALTOR® Magazine	●		

# Event Sponsors

# 2022 Annual Installation

December 1, 2021 // TBD

*Help us welcome and celebrate our new President and Board of Directors for 2022.*

BENEFITS BY SPONSORSHIP LEVEL	Platinum	Diamond	Centerpiece	Entertainment	Silver
Price:	\$2,000	\$1,000	\$750	\$500	\$350
Quantity Available:	3	5	1	5	10
<b>At the Event</b>					
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
<b>Marketing</b>					
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@ocrealtors.org](mailto:Zhipi@ocrealtors.org) Fax: 949-586-0382

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