



Sponsorship **OPPORTUNITIES**

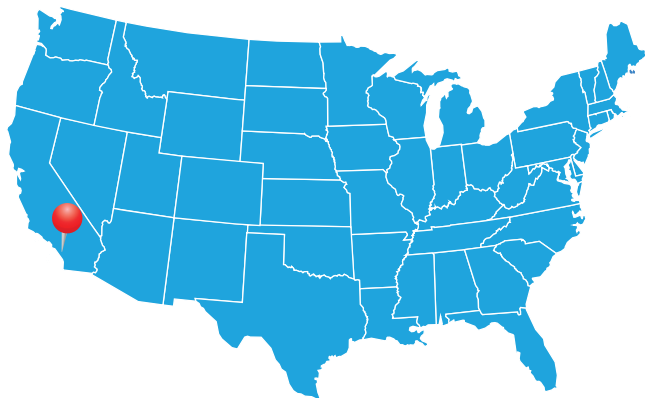
2022 - Quarter 1 & 2

www.ocrealtors.org/sponsor



ABOUT OC REALTORS®

Founded in **1953**



#1 largest association in California

#12 in United States

New REALTOR® members per month: **261**
Committees: **18**

Member **Relief** Program

VOLUNTEER Corp.

17,265 members



14,909 Primary REALTORS®
448 Affiliates
628 MLS only members
686 Secondary REALTORS®
335 Appraisers
249 Assistants
10 Students

\$45,627,647,645

in sales by Orange County REALTORS® Agents



49.99% REPRESENTED BUYERS

50.00% REPRESENTED SELLERS

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THE BREAKDOWN

UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
2022 Annual Membership Meeting & Market Forecast	March 21, 2022	6
OCAR Cares Golf Tournament	May 2, 2022	7
YPN Mini Masters	July 14, 2022	8
Sponsorship opportunities may become available for the following events in quarter 3 & 4:		
SoCal REexpo 2022	TBD	
Costume Bowl	October 2022	
Trunk or Treat	October 2022	
Turkey Bowl	November 2022	
2023 Annual Installation	December 2022	

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 4-8. Contact Zhipi McDougald at Zhipi@ocrealtors.org with any questions.
- 2** Reserve your preferred sponsorship(s). Reservations can be made starting January 10 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 10-31.
- 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
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

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.

Annual Membership Meeting & Housing Forecast

March 21, 2022 // University of California, Irvine

Come learn about the upcoming exciting year ahead.

BENEFITS BY SPONSORSHIP LEVEL	Parking	Title	Lunch
Price:	\$3,500	\$2,500	\$1,500
Quantity Available:	1	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	•	•	•
Opportunity to pass out event programs to all attendees	•		
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	•	•	•
Email: Mention in What's Up (goes over to 11,000)	•	•	•

Event Sponsors

Golf Tournament

May 2, 2022 // Tijeras Creek Golf Club

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

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
At the Event											
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
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 Mini Masters

July 14, 2022 // 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	\$1,000	\$300
Quantity Available:	1	1	1	1	11
At the Event					
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)				●	
Marketing					
Recognition (logo/company name) on all event marketing, including:					
Print: Flyers	●	●	●	●	
Email: Event Announcements	●	●	●	●	
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	●	

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