



# *Sponsorship* **OPPORTUNITIES**

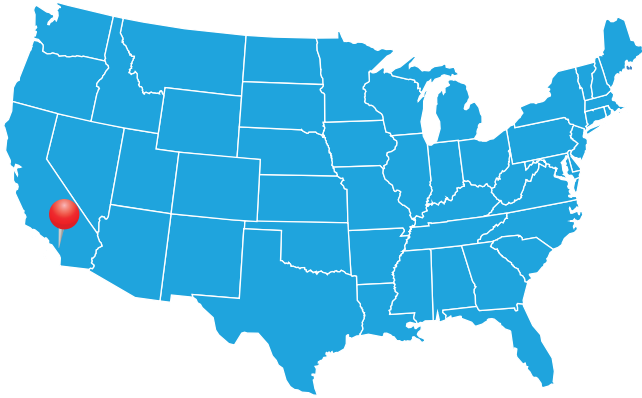
2022 - Quarter 3 & 4

[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: **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

**LEARN  
MORE**

**[www.ocrealtors.org](http://www.ocrealtors.org)**

[twitter.com/the\\_ocrealtors](https://twitter.com/the_ocrealtors)

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# THE BREAKDOWN

## UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
YPN Mini Masters Foot Golf Tournament	July 13, 2022	6
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OCAR Cares Golf Tournament	August 29, 2022	8
SoCal RExpo 2022	September 8, 2022	9
Costume Bowl	October 21, 2022	10
Turkey Bowl	November 16, 2022	10
2023 Annual Installation	December 6, 2022	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 4-8. 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
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*
<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.

## YPN Mini Masters Foot Golf Tournament

July 13, 2022 // Lake Forest Golf Center

*Join YPN for our 1st Mini Masters Foot Golf Tournament! Foot golf alongside industry professionals while supporting the real estate community.*

BENEFITS BY SPONSORSHIP LEVEL	Major	Lunch	Swag	19th Hole	Hole
Price:	\$2,000	\$1,500	\$1,200	\$1,000	\$300
Quantity Available:	1	1	2	1	6
<b>At the Event</b>					
Tee Box (sponsor must provide table and 2 chairs)	Tee box #1	Tee box choice #2 - #8		Tee box #9	●
Tickets	1 Foursome	1 Foursome	1 Foursome	1 Foursome	
Speaking Opportunity (limited to 3 minutes)	●				
Logo on boxed lunches to all attendees (sponsor provides sticker)		●			
Logo on 50 promotional soccer ball giveaways to all attendees			●		
1 hosted drink to all attendees (canned beer or soft drink only)				●	
<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

## International Dog Day

August 26, 2022 // Lagos Santa Margarita Lake

*Bring your dogs to walk the lake, get a treat and take a photo with us.*

BENEFITS BY SPONSORSHIP LEVEL	Dog Treat	Dog Swag Bag	Dog Photo
Price:	\$100	\$100	\$100
Quantity Available:	1	1	1
At the Event			
Reserved space (Sponsor must provide table and 2 chairs. Pop-up tent optional)	•	•	•
Opportunity to provide treats for furry friends	•		
Opportunity to provide takeaway bags for furry friends		•	
Opportunity to bring a backdrop and props. OCR will provide the photographer.			•

# Event Sponsors

## Golf Tournament

August 29, 2022 // Tustin Ranch 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	•	•	•	•	•	•	•				



## SoCal RExpo 2022

September 8, 2022 // UCI Student Center

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

BENEFITS BY SPONSORSHIP LEVEL	Title	Bag	Giveaway	Lunch	Breakfast	Exhibitor 10x20	Exhibitor 10x10
Price:	\$3,500	\$2,500	\$1,500	\$1,500	\$1,000	\$1,000	\$500
Quantity Available:	1	1	1	1	1	4	25
<b>At the Event</b>							
Introduction & speaking opportunity at all breakout sessions (limited to 2 minutes)	•						
Prominent Booth space (includes 1 table and 2 chairs)	•						
Booth space (includes 1 table and 2 chairs)		• At registration (pass out bags)		•	•	•	•
Shout out by the emcee				•	•		
Recognition in Event Program	•	•	•	•	•	•	•
Logo recognition at lunch stations				•			
Logo recognition at breakfast stations					•		
Complimentary tickets to event	10	4	2	2	2	4	2
Opportunity to provide grandprize giveaway valued at \$1,500			•				
Advertisement in event program (provide ad to communications 6 weeks before)	Full page	1/2 page	1/2 page	1/2 page	1/2 page		
<b>Marketing</b>							
Recognition (logo/company name) on event marketing, including:							
Print: Flyers	•						
Print: Event Recap OC REALTOR® Magazine	Prominent Logo	Logo	Logo	Logo	Logo	Company Name	Company Name
Email: Mention in What's Up (goes over to 14,000)	•						
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	•	•	•	•	•		

# Event Sponsors

## Costume Bowl

October 21, 2022 // 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 16, 2022 // 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	●		

## 2023 Annual Installation

December 6, 2022 //TBD

*Help us welcome and celebrate our new President and Board of Directors for 2023.*

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