



Sponsorship **OPPORTUNITIES**

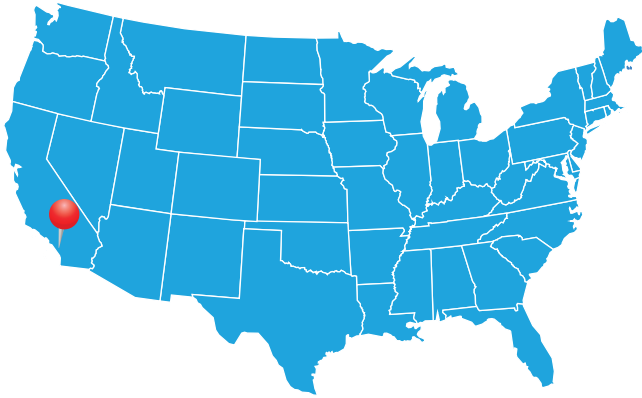
2022 - Quarter 4

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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MORE**

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THE BREAKDOWN

UPCOMING Events

Event Page	Date(s)	
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
Costume Bowl	October 21, 2022	6
Turkey Bowl	November 16, 2022	6
2023 Annual Installation	December 6, 2022	7

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 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.
- 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.

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
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 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
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	•		

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
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@ocrealtors.org Fax: 949-586-0382

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