

2023



# SPONSORSHIP OPPORTUNITIES

*Quarter 3 & 4*

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

# THE BREAKDOWN



## UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
OCR Beach Party	August 18, 2023	6
Costume Bowl	October 20, 2023	7
Turkey Bowl	November 15, 2023	7
75th Anniversary OCAR Cares Gala & 2024 Installation Dinner	November 30, 2023	8

- 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 4-10. 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.



# OCR Beach Party

August 18, 2023 // Doheny State Beach



*It's back! Have some fun in the sun at the OCR Beach Party!*

BENEFITS BY SPONSORSHIP LEVEL	Hot Dogs/ Bratwurst	Hamburgers	Snacks	Alcohol/ Beer	Alcohol/ Wine	Booth Sponsors
Price:	Bring everything to make a hotdog/brat	Bring everything to make a hamburger	Bring snacks: chips and packaged items	Bring beer to cover attendance, 1-2 pp	Bring wine to cover attendance, 1-2pp**	\$200
Quantity Available:	1	1	1	1	1	8
<b>At the Event</b>						
Reserved sponsor location	●	●	●	●	●	●
<b>Marketing</b>						
Recognition (logo/company name) on all event marketing, including:						
Print: Flyers	●	●	●	●	●	●
Print: Event recap in OC REALTOR® Magazine	●	●	●	●	●	●
Social Media: Shout out on Facebook, Twitter, Instagram & LinkedIn	●	●	●	●	●	●

\*Sponsorships are limited and on a first come, first serve basis. Sponsorships are also available to be split with 1 additional company if needed.

\*\*Wine bottles may stay stationary and poured into plastic cups.

## Event Sponsors

# Costume Bowl

October 20, 2023 // Saddleback Lanes



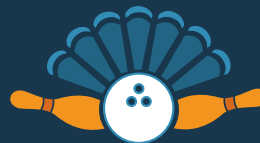
*This annual costume party is always a big hit with South County REALTORS® and Affiliates.*

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	•	•

## Event Sponsors

# Turkey Bowl

November 15, 2023 // 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	•		

# OCR 75th Anniversary Gala and 2024 Installation Dinner

November 30, 2023 // Balboa Bay Resort



Help us celebrate 75  
years of excellence  
and welcome our new  
President and Board of  
Directors for 2024.

BENEFITS BY SPONSORSHIP LEVEL	Auction Sheet	Centerpiece	Table	Photo Booth	Entertainment	Paddle	Basket Donation
Price:	\$1,000	\$1,000	\$750	\$750	\$500	\$500	Themed basket valued at \$100+*
Quantity Available:	1	1	Unlimited	1	4	1	Unlimited
<b>At the Event</b>							
Reserved table of 10 at event (with company logo)			•				
Complimentary event tickets	2	2		1	1	1	
Company logo on auction sheet for live auction	•						
Company sign at photobooth				•			
Company logo on live auction paddles (used for bidding)						•	
Recognition in event program	Prominent logo	Prominent Logo		Logo	Logo	Logo	
Recognition in sponsor slideshow	Prominent logo	Prominent Logo		Logo	Logo	Logo	
<b>Marketing</b>							
Recognition (logo or name) on event marketing, including:							
Print: Recognition in OC REALTOR® magazine	Prominent logo	Prominent Logo		Logo	Logo	Logo	

\*Company/donor will be mentioned on stage during live auction of item and on the bid sheet. Baskets should be dropped off at either of the OCR locations with a business card.

# 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)

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