



2024

SPONSORSHIP OPPORTUNITIES

www.ocrealtors.org/sponsor



ABOUT OC REALTORS®



Founded in
1953

#1 Largest
Association in
California



#14 in United States

150 New REALTOR®
members per month

19 Committees

Member **Relief** Program

VOLUNTEER Corp.

16,504
members



14,249 Primary REALTORS®
513 Affiliates
589 MLS only members
657 Secondary REALTORS®
293 Appraisers
189 Assistants
14 Students



\$33,771,792,968

in sales by Orange County REALTORS® Agents



www.ocrealtors.org

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[instagram.com/theocrealtors](https://www.instagram.com/theocrealtors)

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THE BREAKDOWN



UPCOMING Events

Event	Date(s)	Page
A La Carte Sponsorship	Ongoing	4
Committee Forums	Monthly	5
New Laws w/ Gov Hutchinson	January 17, 2024	6
YPN March Madness	March 21, 2024	7
Membership Meeting & Market Forecast	March 25, 2024	8
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Save the date for these non-sponsored events in 2024: South Blarney Blast, March 14; North Shamrock Shindig, March 15; Kentucky Derby Mixer, May 9.

NEXT Steps >>

- 1 Review Sponsorship Opportunities on pages 4-14. 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).

All events are subject to change. Additional events, panels, forums and sponsorships may become available throughout the year.

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, x, 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.

Event
Sponsors

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, x, 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.

2024 New Laws

January 17, 2024 // Old Ranch Country Club



Take a look at new laws and their impact on the real estate industry for 2024.

Event
Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Title
Price:	\$500
Quantity Available:	4
At the Event	
1 table and 2 chairs	●
Thank you shout out	●
Marketing	
Recognition (logo/company name) on all event marketing, including:	
Print: Flyers	●
Social Media: Shout out on Facebook, X, Instagram & LinkedIn	●

YPN March Madness

March 21, 2024 // Bigshots Billiards



Come watch your favorite team
for March Madness with YPN!

Event
Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Food	Drink
Price:	\$350	\$350
Quantity Available:	1	1
At the Event		
1 table and 2 chairs	●	●
Thank you shout out	●	●
Marketing		
Recognition (logo/company name) on all event marketing, including:		
Print: Flyers	●	●
Social Media: Shout out on Facebook, x, Instagram & LinkedIn	●	●

Membership Meeting & Housing Forecast

March 25, 2024 // University of CA, Irvine



Come learn about the
upcoming exciting year ahead.

Event
Sponsors

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, X, Instagram & LinkedIn	•	•	•
Email: Mention in What's Up (goes out over to 15,000)	•	•	•

Golf Tournament

May 6, 2024 // Tijeras Creek Golf Club



REALTORS® and Affiliates
come together to benefit the
OCAR Cares Member Relief
Program.

Event
Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Major	19th Hole	Lunch	Alcohol	Beer & Snacks	Putting Contest	Exhibitor	Tee
Price:	\$3,500	\$2,500	\$2,000	\$2,000	\$1,500	\$750	\$100 + 10% of sales	\$350
Quantity Available:	1	1	1	2	2	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	•							
Helicopter Ball Drop Sponsor								
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)				•				
Sponsor table on golf course (includes 1 table and 2 chairs)	•	•	•	•		•		•
Exhibit your trade business (approved by task team)							•	
Logo recognition on sponsor thank you banner	Prominent logo	Large logo	Large logo	Large 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	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 in OC REALTOR® Magazine	•	•	•	•	•	•		•
Event webpage	•	•	•	•	•	•		•
Social Media: Shout out on Facebook, X, Instagram & LinkedIn	•	•	•	•				

OCR Beach Party

August 16, 2024 // Doheny State Beach



Have some fun in the sun at the OCR Beach Party!

Event Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Hot Dogs/ Bratwurst	Hamburgers	Snacks	Alcohol/ Beer	Alcohol/ Wine	Booth Sponsors
Price:	Provide necessities to make a hot dog/ brat to cover attendance*	Provide necessities to make a hamburger to cover attendance*	Provide 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	10
At the Event						
Reserved sponsor location	●	●	●	●	●	●
Marketing						
Recognition (logo/company name) on all event marketing, including:						
Print: Flyers	●	●	●	●	●	●
Print: Event recap in OC REALTOR® Magazine	●	●	●	●	●	●
Social Media: Shout out on Facebook, X, Instagram & LinkedIn	●	●	●	●	●	●

Sponsorships are available to be split with 1 additional company if needed.

*Attendee count will be provided before the event.

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

Costume Bowl

October 25, 2024 // Saddleback Lanes



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

Event Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Trophy	Sponsor
Price:	\$500	\$400
Quantity Available:	1	3
At the Event		
Logo on digital displays at each lane	•	•
Logo on each trophy	•	
Complimentary tickets to event	1 Foursome	1 Foursome
Marketing		
Recognition (logo or name) all event marketing, including:		
Print: Flyers	•	•
Event webpage	•	•

Turkey Bowl

November 20, 2024 // Fountain Bowl



Our North County members ditch the costumes for good old fashioned bowling fun!

Event Sponsors

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:			
Event webpage	•	•	•

OCR Gala

November 15, 2024 // Balboa Bay Resort



Join us for an evening of elegance, featuring a live auction and entertainment by the Tijuana Dogs.

BENEFITS BY SPONSORSHIP LEVEL	Grand Prize Giveaway	Drink Ticket	Auction Sheet	Centerpiece	Table	Photo Booth	Entertainment	Paddle	Basket Donation
Price:	\$3,500	\$2,500	\$1,000	\$1,000	\$750	\$750	\$500	\$500	Themed basket valued at \$100+*
Quantity Available:	1	2	1	1	Unlimited	1	4	1	Unlimited
At the Event									
Reserved table of 10 at event (with company logo)					•				
Complimentary event tickets	4	2	2	2		1	1	1	
Company logo on prize ticket	•								
Company logo on drink tickets		•							
Company logo on auction sheet for live auction			•						
Company sign at photo booth						•			
Company logo on live auction paddles (used for bidding)								•	
Recognition in event program	Prominent logo	Prominent logo	Prominent logo	Prominent Logo		Logo	Logo	Logo	
Recognition in sponsor slideshow	Prominent logo	Prominent logo	Prominent logo	Prominent Logo		Logo	Logo	Logo	
Marketing									
Recognition (logo or name) on event marketing, including:									
Print: Recognition in OC REALTOR® magazine	Prominent logo	Prominent logo	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

Installation Luncheon

December 9, 2024 // TBD



Help us welcome and
celebrate our 2024 President
and Board of Directors.

Event
Sponsors

BENEFITS BY SPONSORSHIP LEVEL	Platinum	Diamond	Centerpiece	Silver
Price:	\$2,000	\$1,000	\$750	\$350
Quantity Available:	3	5	1	10
At the Event				
Thank you shout out by emcee - 200+ average attendees	●			
Reserved table at event	●			
Complimentary event tickets	4	2	1	
Recognition in event program	Prominent logo	Logo	Logo	Company Name
Recognition in sponsor slideshow	Prominent logo	Logo	Logo	Company Name
Marketing				
Recognition (logo or name) on event marketing, including:				
Print: Recognition in OC REALTOR® magazine	Prominent 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

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