SAN FRANCISCO ASSOCIATION of REALTORS®

2023

SFAR

SPONSORSHIP OPPORTUNITIES

GET YOUR COMPANY NOTICED

(415) 431-8500

my.sfrealtors.com

ABOUT THE ASSOCIATION

SAN FRANCISCO ASSOCIATION of REALTORS®

OUR MEMBERSHIP

- SFAR represents more than 5,000+ REALTORS® in San Francisco who are committed to fairness, honesty, integrity, and promoting the rights of homeowners. We provide wide-ranging educational opportunities and industry-leading technology, including SFARMLS, to our members; advocate at the local, state, and national levels for legislation supporting our members and their businesses.

MEMBER BREAKDOWN

74% Agents

Brokers 21%

3% Clerical Users

Affiliates 2%

SPONSORSHIP CATAGORIES

SAN FRANCISCO ASSOCIATION of REALTORS®

The Association offers a variety of ways for you to get your business and brand in front of our members throughout the year through educational webinars, published content and live events.

EDUCATIONAL WEBINARS

SFAR Educational Webinars are provided by the Association each month. Webinars draw up to 500 registrants per session, depending on topic. Sponsorships are reserved for companies who have a technical product or service to showcase to members. Webinar content must be relevant, engaging and above all, not a sales pitch. Specific education guidelines must be met prior to sponsorship approval.

PUBLISHED CONTENT

Get your company in front of thousands of real estate professionals via SFAR's communication channels; including our Monthly Member's Edge Newsletter, SFAR's Social channels and our weekly Broker Tour Sheets.

LIVE EVENTS

SFAR hosts a number of live events throughout the year, including our two biggest events, **Member Appreciation Day & Expo** and **The Inaugural Gala** . Our committees also host smaller events providing an opportunity for companies to get their brands in front of a select group of agents, brokers and individuals working in the real estate profession.

For more information regarding sponsorships please contact Kristy Dodge at:
kristy@sfrealtors.com

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WEBINARS & PUBLISHED CONTENT

EDUCATIONAL WEBINARS

SPONSORSHIP	FREQUENCY	PRICE
Education Spotlight	1x a year	$500
Biannual Scholar	2x a year	$1,000
Quarterly Scholar	4x a year	$2,000

PUBLISHED CONTENT

SPONSORSHIP	PLATINUM $6,000	GOLD $3,000	SILVER $2,000	BRONZE $500
Sponsored Content* in Member's Edge Newsletter	12x	6x	4x	1x
Facebook & Instagram Posts (per channel)	12x	6x	4x	1x
Logo on Broker Tour Sheets	12x	6x	4x	1x
Logo and link on SFAR Sponsor Page	✓	✓	✓	✓
Logo and link on SFAR Home Page	✓			

* Sponsored Content can promote a good or service to our membership in the form of an article or video. Hyperlinks and images may be included.

For more information regarding sponsorships please contact Kristy Dodge at: kristy@sfrealtors.com

MEMBER APPRECIATION DAY & EXPO

October 5, 2023

SAN FRANCISCO ASSOCIATION of REALTORS®

For more information regarding sponsorships please contact Kristy Dodge at: kristy@sfrealtors.com

Member Appreciation Day & Expo takes place each fall. SFAR'S 5,000+ members are invited to this free, day-long event held at the Marriott Marquis in San Francisco. Sponsors have the opportunity to host a booth in the Expo and get their brand and products in front of thousands of brokers and agents both on-site and within special pre-and-post event promotions.

	DIAMOND $15,000	**PLATINUM** $10,000	**GOLD** $5,000	**SILVER** $2,500
Member Appreciation Day & EXPO 2023 Title Sponsor! Your company will appear in the premier position in all event marketing. Plus, SFAR's leadership will highlight your generous support during a two-minute acknowledgement at the Mid Day General Session. A representative from your company is also welcome to come to the stage and speak for 2-3 minutes!	✦			
Cocktail Reception Sponsor (4:15 - 5:30 p.m.) Includes speaking time of 2-3 minutes to address attendees and your logo on signage around the space. There is limited availability so get in touch soon to secure this opportunity!		✦		
Lead placement of your company's branding in all marketing and communications materials! Huge visibility!	✦	✦		
Promotion of your company by SFAR leadership during the Mid Day General Session (verbally and in presentation).	✦	✦	✦	
Receive a database of contact information for hundreds of event registrants -- lots of potential new customers!	✦	✦	✦	
Interact with event attendees at a 6' x 30" booth in our exhibitor space! Promote your services to the hundreds of SFAR Realtor® members who attend the event. Distribute giveaways!	✦	✦	✦	✦
Recognition in up to 6 pre-event email blasts to 5,000+ SFAR Realtor® members, resulting in 30,000 impressions, depending on when you lock in your sponsorship.	✦	✦	✦	✦
Recognition of your company in 10+ SFAR social media posts to thousands of followers in the real estate community!	✦	✦	✦	✦

2024 INAUGURAL GALA

January, 2024

SAN FRANCISCO ASSOCIATION of REALTORS®

For more information regarding sponsorships please contact Kristy Dodge at: kristy@sfrealtors.com

SFAR's 2024 Inaugural Gala takes place in January. SFAR's full membership is invited to the event to celebrate the 2024 Incoming Association President Vanessa Gamp and the 2024 Board of Directors. Please note sponsorship offerings may vary slightly as the venue and entertainment for the event are finalized.

	PRESIDENTIAL $15,000	**DIAMOND** $10,000	**GOLD** $7,500	**SILVER** $5,000
2024 Inaugural Gala Title Sponsor Your company will have premier placement at the event and in all pre-and-post-event marketing. Including the step-and-repeat banner. Presidential Sponsorship also includes the opportunity to speak onstage for up to 3 minutes and full contact details of the guest list.	✦			
Cocktail Reception Sponsor Includes your logo and signage around the bar space along with the opportunity to create a signature drink andbranded cocktail napkins.		✦		
Entertainment Sponsor Exclusivity - Receive special introductions and recognition from all forms of event entertainment (live band, DJ, performers)			✦	
Verbal recognition of your company by SFAR leadership during the installation program.	✦	✦	✦	✦
Recognition in 6 email blasts & 3 social media posts sent to thousands of followers in the real estate community And company logo included on event registration page.	✦	✦	✦	✦
Reserved tables with Premier seating Get the best seats in the house for your colleagues.	2 Tables 20 Tickets	1 Table 10 Tickets	1 Table 10 Tickets	1 Table 10 Tickets

The Association and its various committees also hosts smaller live events throughout the year providing a great opportunity for companies to get their brands in front of a select group of agents, brokers and individuals working in the real estate.

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For more information regarding sponsorships please contact Kristy Dodge at: kristy@sfrealtors.com

YEARLY EVENTS

JANUARY

FEBRUARY

YPN Yappy Hour
Thursday, 22nd
4-6 p.m.
Bring your dog, and join us for Yappy Hour with local agents.

Attendance: 25-50
Sponsorships : $250

MARCH

APRIL

REALTOR® GIVE BACK DAY
Beach or park clean up & Happy Hour

Attendance: 75-100
Sponsorships start at: $500

MAY

JUNE

Building Boom Conference
Half-day event. Tables & speaking opportunities available.

Attendance: 200-300
Sponsorships start at: $750

JULY

AUGUST

SEPTEMBER

Diversity Summit
All-day event with agents and staff focused on diversity work within the real estate industry.
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Attendance: 150
Sponsorships start at: $500

OCTOBER

YPN Networking & Blue Angels
Yachting and networking on the Bay during Fleet Week.

Attendance: 50
Sponsorships start at: $500

NOVEMBER

DECEMBER

YPN Christmas Happy Hour
Santa, eggnog, and lights. Family-friendly event.

Attendance: 50-150
Sponsorships start at: $500

Additional events will be added throughout the year, please contact us directly to learn about customized sponsorships and to get the most up-to-date information on specific event happenings. Contact: kristy@sfrealtors.com

Sponsorship Form

SAN FRANCISCO ASSOCIATION of REALTORS®

Thank you for your support of the San Francisco Association of REALTORS®. Contact Kristy Dodge at Kristy@sfrealtors.com with questions and to secure your sponsorship.

Sponsorships	Level	Amount Enclosed
Educational Webinars	☐ Educational Spotlight $500 ☐ Biannual Scholar $1,000 ☐ Quarterly Scholar $2,000	$_____
Published Content	☐ Platinum $6,000 ☐ Gold $3,000 ☐ Silver $2,000 ☐ Bronze $3,000	$_____
Live Events	☐ 2023 Member Appreciation Day & Expo Sponsor Level: _____	$_____
	☐ 2024 Inaugural Gala Sponsor Level: _____	$_____
	☐ Other Event:_____	$_____

Please print legibly as the information will be used in event marketing:

Company name: _____

Website: _____

Company address: _____

Contact person: _____

Contact phone: _____

Contact email: _____

Company social media channels: _____

☐ Check ☐ Visa ☐ Mastercard ☐ AmEx Credit card#: _____

CVV code: _____ Amount: _____

Name on card: _____

Signature: _____

Please email the completed form to kristy@sfrealtors.com

Make checks payable and mail to:
San Francisco Association of REALTORS®
301 Grove Street, San Francisco, CA 94102
Attn: 2023 SFAR SPONSORSHIP