



2017 TAR Affiliate Sponsorship Program

Hit your target market with one of TAR's many special events, member activities or communications tools. Showcase your business to about 4,800 professionals in the real estate industry.

As southern Arizona's largest trade association, the Tucson Association of REALTORS® offers more networking and marketing opportunities than any other local organization. TAR works hard to create and promote member-to-member business opportunities.

Our TAR Affiliate Sponsorship Program features marketing opportunities from \$500 to \$5,000 to increase your company's exposure to a pre-qualified audience. This packet lists all the details. Sponsorships are valid for one year from the date of signed agreement. Participants must be members of TAR.

Contact: Liza Lopez, Events Coordinator
liza@tucsonrealtors.org or (520) 382-8775

TAR Affiliate Sponsorship Agreement Form

Company name (As it will be published) _____

Company website (As it will be published) _____

Contact Name _____ Title _____

Contact Phone _____ Email _____

Address _____

City/State/Zip _____ TAR Member # _____

Sponsorship Level

\$5,000 Platinum \$3,500 Gold \$2,500 Silver

\$1,000 Copper \$500 Brass

New YPN Sponsorships

\$500 YPN Professional Partner

\$250 YPN Events Sponsor

Method of Payment

Check (# _____) *Make check payable to Tucson Association of REALTORS®*

Credit card type Visa Master Card AmExpress Discover

Credit card # _____ Exp. date _____

Cardholder Signature _____

Complete and return this form to:

Liza Lopez, Sponsorships
Tucson Association of REALTORS®
2445 N. Tucson Blvd. ~ Tucson, Az. 85716
Or by email to liza@tucsonrealtors.org



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PLATINUM SPONSORSHIP: \$5,000

Event Sponsorships

TAR EXPO

- Double Premium Booth facing center aisle
- Full-page ad in program
- Lunch for 4 at Expo
- Recognition on all promotional materials (Event flyers, signage, exhibitor packets, website, etc.)

ANNUAL INSTALLATION & AWARDS

- Table for 8
- Company logo on table sign
- Company logo in program
- Company logo in slide show
- Recognition by Master of Ceremonies as sponsor
- Recognition on all promotional materials (Event flyers, signage, registration packet, website, etc.)

Membership Meetings

- Display space at all Town Halls/Member Meetings
- Recognition from podium as sponsor
- Company logo on slide show
- Speak for 3 minutes at 1 meeting of your choice

TAR Conference Room Rental Discount

- One-time, \$100 discount (room only/as available; extras excluded)

Marketing and Recognition Opportunities

- Your company logo as an Affiliate Sponsor in the electronic TAR Weekly Update distributed to all members
- Space in Sponsorship Rack (lobby) to display company marketing materials for 12 months
- Company Logo as Affiliate Sponsor on 60-inch TV in the TAR lobby
- Logo and sponsor level listed on the TAR website
- Quarterly recognition and Logo on the TAR Facebook page with link to your website link

Bonus opportunity for 2017

YPN Partner Sponsorship included (\$250 value)

Sponsorship Agreement

Affiliate Program sponsorships are valid for one year from the date of purchase. Participants must be members of TAR. Complete a Sponsor Agreement Form and return it with your payment to:

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GOLD SPONSORSHIP: \$3,500

Event Sponsorships

TAR EXPO

- Double Premium Booth facing center aisle
- half-page ad in program
- Lunch for 2 at Expo
- Recognition on all promotional materials (Event flyers, signage, exhibitor packets, website, etc.)

Annual Installation and Awards

- Seats for 6; company logo on table sign
- Company logo in program
- Company logo in slide show
- Recognition by Master of Ceremonies as sponsor
- Recognition on all promotional materials (Event flyers, signage, registration packets, website, etc.)

Membership Meetings

- Display space at all Member Meetings
- Recognition from podium as sponsor
- Company logo on slide show at event

TAR Conference Room Rental Discount

- One-time \$75 discount (room only/as available; extras excluded)

Bonus opportunity for 2017

- YPN Partner Sponsorship included (\$250 value)

Marketing and Recognition Opportunities

- Your company logo as an Affiliate Sponsor in the electronic TAR Weekly Update distributed to all members
- Space in Sponsorship Rack (lobby) to display company marketing materials for 9 months
- Company Logo as Affiliate Sponsor on 60-inch TV in the TAR lobby
- Logo and sponsor level listed on the TAR website
- Quarterly recognition and Logo on the TAR Facebook page with link to your website link

Sponsorship Agreement

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SILVER SPONSORSHIP: \$2,500

Event Sponsorships

TAR EXPO

- Double Booth (not on center aisle)
- ¼-page ad in program
- Lunch for 2 at Expo
- Recognition on all promotional materials (Event flyers, signage, exhibitor packets, website, etc.)

Annual Installation and Awards

- 4 seats
- Company logo in program
- Company logo in slide show
- Recognition by Master of Ceremonies as sponsor
- Recognition on all promotional materials (Event flyers, signage, registration packets, website, etc.)

Membership Meetings /Mixers

- Display space at 2 Member Meetings or Mixers
- Recognition as sponsor
- Company logo on slide show or your banner at event

TAR Conference Room Rental Discount

- One-time \$50 discount (room only/as available; extras excluded)

Marketing and Recognition Opportunities

- Your company logo as an Affiliate Sponsor in the electronic TAR Weekly Update distributed to all members
- Space in Sponsorship Rack (lobby) to display company marketing materials for 6 months
- Company Logo as Affiliate Sponsor on 60-inch TV in the TAR lobby
- Logo and sponsor level listed on the TAR website

Sponsorship Agreement

Affiliate Program sponsorships are valid for one year based on the date of purchase. Participants must be members of TAR. Complete a Sponsor Agreement Form and return it with your payment to:

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COPPER SPONSORSHIP: \$1,000

Event Sponsorships

TAR Expo

- Single Booth (not on center aisle)
- Business card ad in program

Annual Installation and Awards

- Company logo in program
- Company logo in slide show
- Recognition by Master of Ceremonies as sponsor

Membership Mixers

- Display space at 1 Member Mixer
- Recognition as sponsor
- Your Banner at event

Marketing and Recognition Opportunities

- Your company logo as an Affiliate Sponsor in the electronic TAR Weekly Update distributed to all members
- Space in Sponsorship Rack (lobby) to display company marketing materials for 3 months
- Company Logo as Affiliate Sponsor on 60-inch TV in the TAR lobby
- Logo and sponsor level listed on the TAR website

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BRASS SPONSORSHIP: \$500

Event Sponsorships: TAR Expo

- \$100 off single booth (not on center aisle)
- Business card ad in program

Membership Mixer

- Display space at 1 Member Mixer
- Recognition as sponsor
- Your Banner at event

Marketing and Recognition Opportunities

- Listing as Affiliate Sponsor in *TAR Weekly Update* -every week for a year
- Space in Sponsorship Rack (lobby) to display company marketing materials for 3 months
- Logo and sponsor level listed on the TAR website

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Annual Installation and Awards

- Company logo in program
- Company logo in slide show
- Recognition by Master of Ceremonies as sponsor

NEW! YOUNG PROFESSIONALS NETWORK SPONSORSHIPS

YPN Event Sponsor \$500

- 60 second commercial during a YPN Event
- Table for Marketing Materials/ Representatives
- Social Media Blast with Company Logo
- Logo Featured on YPN event flyers/ materials (limited by industry type)

YPN Partner \$250

- Logo on all YPN Event Flyers/ Materials

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