



## 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 Event Sponsor

\$250 YPN Professional Partner

#### 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](mailto: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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