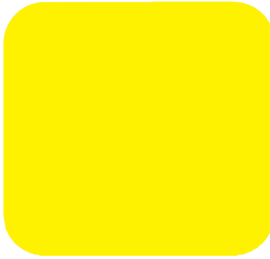


The “Mini” Sponsorship



See What SDAR Has to Offer

Choose Your Custom 3 Month Campaign

Pilot Sponsorship for \$1,500

Strategic Sponsorship for \$3,000



The Greater San Diego Association of REALTORS® is the largest trade association in SD County with 12,000 members. Our sponsor benefits include:

- Year-round exposure to real estate professionals, buyers and sellers
- Strategic multimedia marketing campaigns (reaching 16,000+ monthly)
- Brand identification with our partners, including: Google, GEICO, and Bank of America
- Exposure from our media partners: The Daily Transcript, U-T San Diego, San Diego Business Journal

Events	Pilot choose 1	Strategic choose 2
Signature Events: Signage, exhibitor table, and inclusion in multimedia event promotions		
San Diego County REALTOR® Expo & Conference - Spring (1,200+ attendees)		
Charity Golf Tournament - Summer (200+ attendees)		
Regional Real Estate Summit/Member Appreciation Day- Fall (700+ attendees)		
Installation Dinner & Dance- January (400+ attendees)		
Holiday House - Winter (250+ attendees)		
Risk Management Events: 3-min speaking opportunity, exhibitor table and inclusion in multimedia event promotions		
Risk Management's Brown Bag Educational Seminar (75+ attendees)		
Annual Real Estate Mediation Center (REMC) Mixer (75+ attendees) Hosted by SDAR & the San Diego Bar Association		
Events Continued on page 2...		

Become a Sponsor ♦ Contact Sales at (858) 715-8018 or Sales@SDAR.com



Mini Sponsorships

Events - Continued from page 1

SDAR Committee Events: Networking mixers, educational events & panel topic discussions

Global Real Estate Council (quarterly)

Young Professionals Network (monthly)

Commercial Events: Networking mixers, educational events & panel topic discussions

Commercial Real Estate Alliance of San Diego (quarterly)

Education

Pilot
Choose 1

Strategic
Choose 1

Classroom

Exhibitor table, sponsor recognition and 30-second video played for attendees

New Member Orientation - Monthly (125+ attendees per month)

Exhibitor table, sponsor recognition and 30-second video played for attendees

Advertising

Pilot
Choose 1

Strategic
Choose 3

SDAR Website

Webtile Ad - displayed throughout SDAR's website (33,000+ monthly visitors)

Monthly Email Campaigns

The Scoop - Banner ad in email for the housing statistics video (16,000+ monthly recipients)

eNewsletter - Square ad in email (16,000+ monthly recipients)

eEducation - Square ad in email (16,000+ monthly recipients)

InFocus Market Report - Banner ad in email for San Diego's economy and real estate report (16,000 quarterly impressions)

Print Publications

The San Diego REALTOR® - ¼ page print ad in publication, mailed and posted on SDAR.com (12,000+ recipients)

REALTOR® Resource Guide & Affiliate Directory - ¼ page print b&w ad (4,000+ distributed)

Caravan Connection Flyer - Square print ad in monthly flyer (500+ distribution)

Service Center Video Displays - 30-second display ad of sponsor in four service center lobbies (10,000 visits annually)