

You Pick It Partnerships

Available for sponsors who wish to customize their opportunities to a specific audience by targeting specific events.

Association

\$5,000

- Choice of 2 Major Event Sponsorships
- Choice of 4 Education Sponsorships (Excluding Extravaganza's)
- Choice of 7 Advertising Options (The Scoop/InFocus excluded)
- Annual SDAR Affiliate Membership for 1 (through 12/31/13)

Executive

\$10,000

- Choice of 3 Major Event Sponsorships
- Choice of 7 Education Sponsorships (Excluding Extravaganza's)
- Choice of 13 Advertising Options (The Scoop/InFocus excluded)
- Annual SDAR Affiliate Membership for 2 (through 12/31/13)

Premier

\$15,000

- Choice of 5 Major Event Sponsorships
- Choice of 10 Education Sponsorships (Including Extravaganza's)
- Choice of 19 Advertising Options (The Scoop/InFocus included)
- Annual SDAR Affiliate Membership for 2 (through 12/31/13)

Pinnacle

\$20,000

- Choice of 5 Major Event Sponsorships
- Choice of 13 Education Sponsorships (Including Extravaganza's)
- Choice of 27 Advertising Options (The Scoop/InFocus included)
- Annual SDAR Affiliate Membership for 2 (through 12/31/13)



Working Together to Build Your Business

Annual sponsors receive access to many exclusive resources to gain special insights and opportunities to grow their business and expand their reach.

At the Greater San Diego Association of REALTORS® (SDAR) we like to think of our sponsors more like partners — we can rely on each other to achieve our goals and work together to increase visibility in the community.

Our sponsorship opportunities are designed to connect you to our member base of more than 10,000 active REALTOR® members, who rely on your services every day. We offer sponsorship opportunities to fit every need, and every budget. We look forward to having you aboard as a partner!



4845 Ronson Court | San Diego, CA 92111
sales@sdar.com | (858) 715-8018
www.sdar.com

Become an annual partner today

Contact Sales at (858) 715-8018 or Sales@SDAR.com.

"Thank you so much for allowing us to be a part of the golf tournament yesterday. We had a blast and I think it was very successful."

Gina Robinson
Quick-Dry Flood Services

"I've seen my fair share of Association events all over the Nation and today's event ranks in the top tier, both information and entertainment factor"

John F. Frazza
Regional Sales Executive
Bank of America Home Loans

"Our relationship with SDAR represents more than half our marketing efforts and has proven to be an incredibly productive investment of time and money for us. I recommend participating for anyone who offers services needed by the real estate industry."

James Murphy
Marketing Manager
United Credit Partners, LLC

2013 Annual Partnerships

Target Your Audience



www.sdar.com | (800) 525-2102

Annual Partnerships

Enjoy guaranteed year-round marketing exposure to achieve targeted reach within the REALTOR® community.

Association

\$5,000

(\$6,135 Value)

Includes 1 Annual SDAR Affiliate Membership (through 12/31/13)

Executive

\$10,000

(\$11,495 Value)

Includes 2 Annual SDAR Affiliate Membership (through 12/31/13)

Premier

\$15,000

(\$18,935 Value)

Includes 2 Annual SDAR Affiliate Membership (through 12/31/13)

Pinnacle

\$20,000

(\$27,370 Value)

Includes 2 Annual SDAR Affiliate Membership (through 12/31/13)

Monthly Market Reach

- 33,000+

Website visits
- 16,000+

eNews email distribution
- 16,000+

eEducation email distribution
- 16,000+

“The Scoop” video link email distribution
- 12,000+

The San Diego REALTOR® publication circulation
- 10,000+

Service Center Video Display viewers
- 9,600+

Broker and Office Manager email distribution
- 700+

Caravan Connection distribution



SDAR operates 6 Service Centers throughout San Diego including Kearny Mesa, Rancho Bernardo, Del Mar, Coronado, Chula Vista and El Cajon

SDAR’s annual REALTOR® Resource Guide & Affiliate Directory is a helpful resource to real estate professionals, property owners, home buyers and sellers, and distribution exceeds 14,000

SDAR’s “Ambassadors Foundation” hosts several annual charity events to benefit San Diego Police Officers

Events				Association	Executive	Premier	Pinnacle
			Total number of events included in sponsorship	3	4	5	6*
			Installation Dinner - Winter (400+ attendees)	Sponsor	Sponsor	Sponsor	Sponsor
			Event seats included	2	4	VIP table	VIP table
			Tickets to the President’s Circle Reception	0	2	4	6
			Sponsor recognition on event signage and during event program	✓	✓	✓	✓
			Sponsor recognition in The San Diego REALTOR® (post event)			✓	✓
			SDAR Expo & Conference - Spring (1,200+ attendees)	Sponsor	Sponsor	Sponsor	Sponsor
			Keynote luncheon seats included	2	4	8	VIP table
			Booth size	10 x 10	10 x 10	10 x 20	10 x 20
			Event program ad	¼ page	½ page	Full-page	Full-Page
			Opportunity to provide promotional item in event bags	✓	✓	✓	✓
			Sponsor recognition on event signage and during event program			✓	✓
			Sponsor recognition in pre and post-event marketing			✓	✓
			Sponsor recognition in The San Diego REALTOR® (post event)			✓	✓
			Ambassadors Foundation Charity Golf Tournament - Summer (200+ attendees)			Sponsor	Golf Bag Sponsor
			Player entries (includes lunch and dinner)			Foursome	Foursome
			1 6-foot table-top display near tee box			✓	✓
			Sponsor recognition in pre and post-event marketing			✓	✓
			Sponsor recognition during awards ceremony			✓	✓
			Opportunity to provide golf-themed promotional item in golf goody bags			✓	✓
			Company logo on golf goody bag				✓
			Real Estate Summit/Member Appreciation - Fall (700+ attendees)		Sponsor	Sponsor	Sponsor
			Event seats included		4	6	VIP table
			1 6-foot table-top display		✓	✓	✓
			Sponsor recognition on event signage and during event program		✓	✓	✓
			Sponsor recognition in pre and post-event marketing		✓	✓	✓
			Sponsor recognition in The San Diego REALTOR® (post event)			✓	✓
			Holiday House - Winter (250 attendees)	Sponsor	Sponsor	Sponsor	Sponsor
			1 6-foot table-top display	✓	✓	✓	✓
			Sponsor recognition in pre and post-event marketing	✓	✓	✓	✓
			Sponsor recognition in The San Diego REALTOR® (post event)	✓	✓	✓	✓
Education							
			Sponsorships of SDAR classroom training	2	4	6	8
			Sponsorships of monthly New Member Orientation	3	4	5	10
			Sponsorships of spring or fall Extravaganza (License renewal training)			1 day	2 days
Advertising							
			Ad in REALTOR® Resource Guide & Affiliate Directory	½ page b/w	½ page b/w	Full page 4-c	Center Fold 4-c†
			Website ad in monthly SDAR eNewsletter	Square/2 issues	Banner/3 Issues	Banner/4 Issues	Banner/5 Issues
			Ad in monthly Caravan Connection flyer	2 issues	4 issues	5 issues	6 issues
			Webtile ad on SDAR.com	2 months	3 months	5 months	8 months
			Ad on Service Center Video Displays	1 month	3 months	4 months	6 months
			Sponsorship of “The Scoop” (monthly 3-5 minute housing statistics video)			1 month	2 months
			Sponsorship recognition on all third-party advertising				✓
Membership							
			Annual SDAR Affiliate Memberships (through 12/31/13)	1	2	2	2
Total Partnership Value				\$6,135	\$11,495	\$18,935	\$27,370
Total Partnership Cost				\$5,000	\$10,000	\$15,000	\$20,000

*Includes one (1) partner event of your choice.
†Subject to availability or two (2) 8½” x 11” pages.