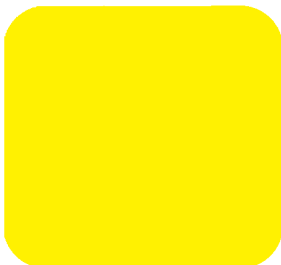


TARGET YOUR AUDIENCE



The Greater San Diego Association of REALTORS® is dedicated to the preservation of private property rights and to the promotion and protection of the business interests of our REALTOR® members.

Annual Partnerships

Enjoy guaranteed year-round marketing exposure within the REALTOR® community

Association

\$5,000

- Choice of 3 Major Event Sponsorships
- Choice of 1 Association Event/Committee Mixer Sponsorship
- Choice of 4 Education Sponsorships
- Choice of 7 Advertising Options (*The Scoop/InFocus excluded*)
- Annual SDAR Affiliate Membership for 1 (through 12/31/14)

Executive

\$10,000

- Choice of 4 Major Event Sponsorships
- Choice of 2 Association Event/Committee Mixer Sponsorships
- Choice of 7 Education Sponsorships
- Choice of 13 Advertising Options (*The Scoop/InFocus excluded*)
- Annual SDAR Affiliate Membership for 2 (through 12/31/14)

Premier

\$15,000

- Choice of 5 Major Event Sponsorships
- Choice of 3 Association Event/Committee Mixer Sponsorships
- Choice of 10 Education Sponsorships
- Choice of 19 Advertising Options (*The Scoop/InFocus included*)
- Annual SDAR Affiliate Membership for 3 (through 12/31/14)

Pinnacle

\$25,000

- Choice of 6 Major Event Sponsorships
- Choice of 4 Association Event/Committee Mixer Sponsorships
- Choice of 13 Education Sponsorships
- 2 Speaking Opportunities at Education Extravaganzas
- Choice of 27 Advertising Options (*The Scoop/InFocus included*)
- Annual SDAR Affiliate Membership for 4 (through 12/31/14)

Benefit From Our Strategic Multimedia Marketing Campaigns

Reach REALTORS® where they work



Monthly Market Reach

33,000+

Website Visits

16,000+

eNewsletter 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 Displays

4,000+

SDAR REALTOR® Resource Guide & Affiliate Directory

500+

Caravan Connection Distribution

With over 12,000 members, The Greater San Diego Association of REALTORS® is the largest trade association in San Diego County. Our members perform over 18.1 billion dollars of real estate transactions annually (2012). That's 65% of all real estate sales in San Diego County.

We actively communicate with our current and future members through effective multimedia channels, including: direct mail, website postings, email distribution, social media posts, phone

blast messaging, print publications, and in person at educational classes and special events.

We host over 55 events a year, including five signature events, networking mixers, charity events, educational events and monthly and quarterly committee events for new and current REALTORS®. Our attendees include San Diego's best real estate professionals, local business professionals and our affiliates throughout the county.

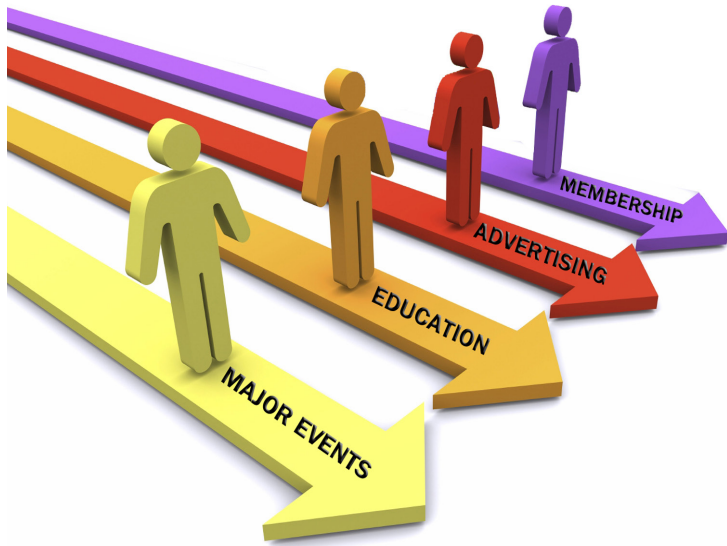
EXAMPLES OF SPONSOR PACKAGES

Events		Association	Executive	Premier	Pinnacle
	Total Number of Events Included in Sponsorship	3	4	5	6*
	Installation Dinner - January (400+ attendees)	Sponsor	Sponsor	Sponsor	Sponsor
	Event seats included	2	4	VIP table	VIP table
	Tickets to the President's Circle Reception		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 (1,500+ 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 in event marketing, signage and during program			√	√
	Sponsor recognition in The San Diego REALTOR® (post event)			√	√
	Charity Golf Tournament - Summer (200+ attendees)			Sponsor	Bag Sponsor
	Player entries (includes lunch and dinner)			Foursome	Foursome
	1 6-foot table-top display near tee box			√	√
	Sponsor recognition in event marketing and awards ceremony			√	√
	Opportunity to provide promotional item in golf goody bags			√	√
	Company logo on golf goody bag				√
	Real Estate Summit/Member Appreciation - Fall (500+ attendees)		Sponsor	Sponsor	Sponsor
	Event seats included		4	6	VIP table
	1 6-foot table-top display		√	√	√
	Sponsor recognition in event marketing, signage and during program		√	√	√
	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)	√	√	√	√
	Association Events / Committee Mixers (quarterly)	1	2	3	4
Education					
	Sponsorships of SDAR classroom training		2	3	3
	Sponsorships of monthly New Member Orientation	3	4	6	8
	Sponsorships of Spring or Fall Extravaganza (license renewal training)	1 day	1 day	1 day	2 days **speaking
	Prepaid Professional Development Pass - sponsor logo on back				√
Advertising					
	Ad in REALTOR® Resource Guide & Affiliate Directory	½ page b/w	½ page b/w	Full page 4-c	Center Fold 4-c [†]
	Ad in monthly SDAR eNewsletter	Square/1 issue	Banner/2 issues	Banner/3 issues	Banner/4 issues
	Ad in The San Diego REALTOR® (1/4 page)	1	1	1	2
	Ad in monthly Caravan Connection flyer	1 issue	2 issues	3 issues	4 issues
	Webtile ad on SDAR.com	2 months	4 months	6 months	8 months
	Ad in 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 12/31/14)	1	2	3	4
Total Partnership Value		\$6,135	\$11,495	\$18,935	\$33,870
Total Partnership Cost		\$5,000	\$10,000	\$15,000	\$25,000

*Includes one (1) partner event of your choice. **Limited to first 3 sold. † Subject to availability.

Working Together to Build Your Business

Partner with us as an Annual Sponsor!



Annual Sponsors receive exclusive access to many event and education sponsorship opportunities. Our Annual Sponsorship packages will help increase your business and expand your market reach.

At the Greater San Diego Association of REALTORS® (SDAR) we think of our sponsors as 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 membership base of more than 12,000 active REALTOR® members who rely on your services daily. We offer customizable sponsorship opportunities to fit every need and every budget.

We look forward to having you as a partner!

Here's What Our Current Partners Are Saying

"SDG&E's Energy Efficiency Partnership Program works with local associations and organizations to help provide energy saving programs to businesses and our customers within the region. Our partnership with SDAR has been extremely valuable to our company because we've been able to connect and build relationships with REALTORS® in San Diego."

*Risa Baron, External Affairs Outreach Manager
San Diego Gas & Electric*

"Advertising through SDAR's many resources has helped me brand my company to more than 12,000 REALTORS® based in San Diego County and to their clients. It has been a great experience working closely with the SDAR sales department over the past three years and I look forward to working with them for many years to come."

*Paul Needelman, Owner
Cleanology Housekeeping Personnel Service*

"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*