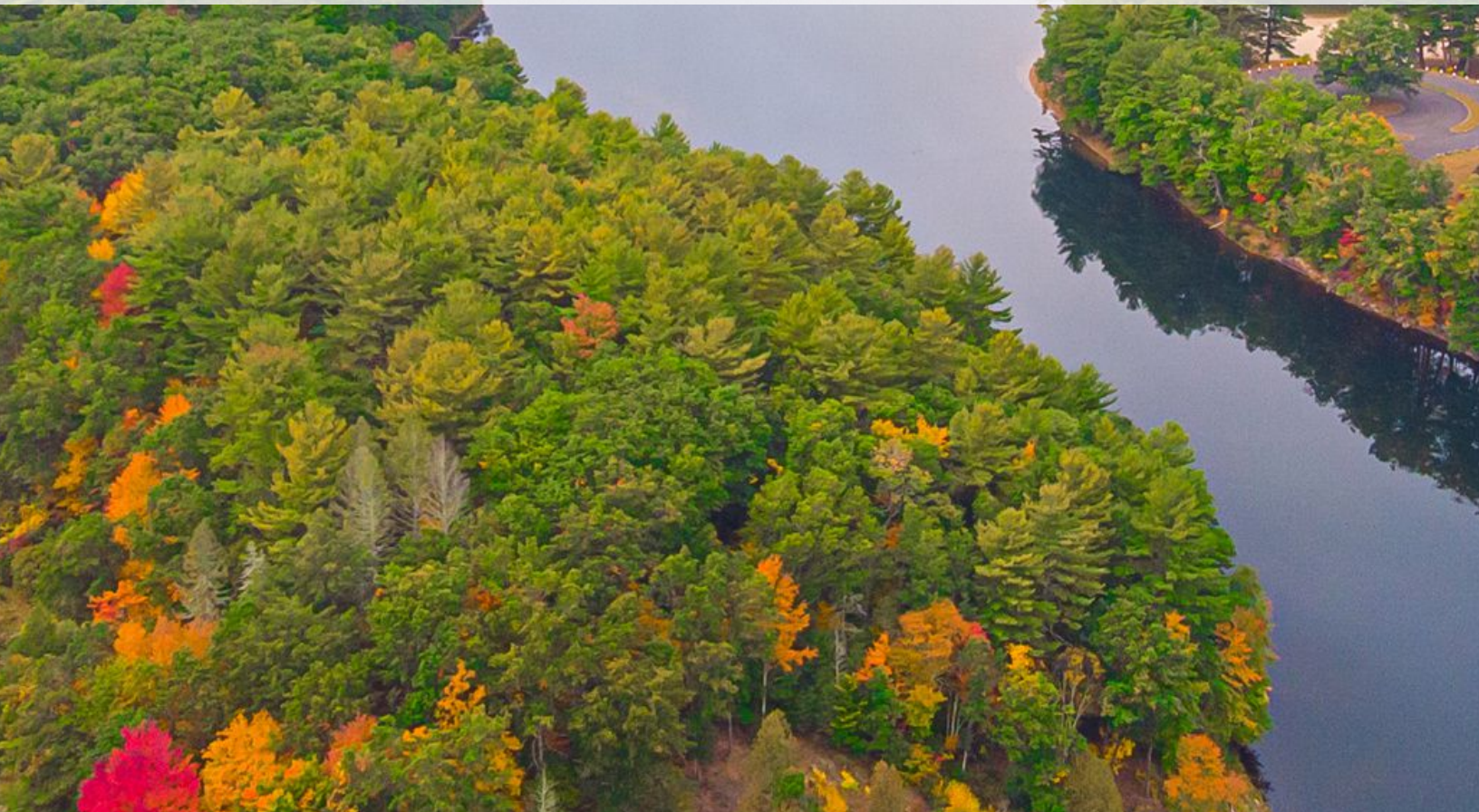
2027 ECAR AFFILIATE SPONSORSHIP OPTIONS



Exclusive Title Package

$5,000 annually

The Title Sponsor level offers the highest visibility and engagement opportunity with ECAR members throughout the year. As the exclusive top-tier sponsor, this package doubles the benefits of the Diamond level and includes premium digital exposure, extensive speaking opportunities, and enhanced event access and recognition.

DIGITAL & BRANDING BENEFITS

- Exclusive "Title Sponsor" Banner and recognition on all ECAR promotional materials, including print, email, digital, and event signage (Value $525).
- Full-width homepage banner on the ECAR website for 12 months and a dedicated sponsor spotlight page (Value: $1,500).
- Three (3) banner ads across ECAR monthly e-Newsletters and one "Sponsor Spotlight" article (Value: $525).
- Up to six (6) custom social media posts (Value: $900).

EVENT & NETWORKING BENEFITS

- Premier sponsorship of all Membership Meetings with testimonial support and/or speaking opportunity and complimentary admission for up to 4 guests (Value: $2,500).
- Recognition as Title Sponsor of Affiliate Appreciation Night and REBAR event, with signage and mic time (Value: $1,000).
- Use of the ECAR Training Room up to 5x with coffee service and A/V equimpent, pending availability (Value: $1,000).

EDUCATION & PROMOTION BENEFITS

- Two (2) CE Class Sponsorships with speaking introduction and material distribution (Value: $300).
- Two (2) 30-second videos featured in ECAR Updates (Value: $400).
- Customer reviews (up to 6/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: $900).
- Free ECAR Facebook Ads, up to 3 annually (Value: $450).

ADDITIONAL RECOGNITION

- Logo placement on all event slideshows, and signage as 2027 Title Sponsor.
- First right of renewal for 2028.
- Dedicated press release announcing the Title Sponsorship partnership.

Total Estimated Value of Sponsorship Package: $10,000

Diamond Package

$2,500 annually

GENERAL BENEFITS

- Digital Home Page Ad: Square ad (315 pixels wide x 345 high) on the home page of the ECAR site for 12 months (Rotating ad). (Value: $750)
- Use of the ECAR Training Room 3x, pending availability (Value: $450)
- Up to 3 Additional Associate Affiliates (Value: $400)
- Included in package is a Basic CE sponsorship of one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag. First come, first serve (Value: $150)
- 75% discount on Facebook ads (pushes to all social media & includes assistance with graphics if needed) (Affiliate must supply ad) (Value: $150; you pay $38/ad)
- Customer reviews (3/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: $450)
- 1-time banner ad at the top of the monthly e-Newsletter (Value: $100)
- 1 Broker Tour Banner Ad, i.e. “This week’s broker tour brought to you by….” (Affiliate supplies ad) (Value: $100)
- 30-second video to be included in 1 ECAR Update (Value: $200)

EVENT & MEMBERSHIP BENEFITS

- Sponsorship of all Membership Meetings with speaking opportunity. This includes complimentary admission for you and up to 3 Associate Affiliates or guests, & your literature, distributed at the event. (Affiliate to supply material in advance to ECAR). Most membership meetings include a display table. (Value: $2000)
- Speaking opportunity at 3 new member orientations (1 per quarter). Maximum time allotted: 10 minutes. Affiliate responsible for optional snack. (Value: $500)
- Acknowledgement of sponsorship at other ECAR events.
- 20% Preferred discount on sponsorship of the 2027 RESource Conference or similar event. (Value: TBD)
- Logo included on Annual ECAR Event Banner (Value $500) Sponsorship must be confirmed by 12/15 for logo placement

Total Value of Sponsorship Package: $5,100

Platinum Package

$1,500 annually

GENERAL BENEFITS

- Digital Vertical Interior Page Ad: Square ad (204 pixels wide by 204 pixels high) on all the interior pages of the ECAR site for 12 months (Rotating ad). (Value: $750)
- Up to 2 Additional Associate Affiliates (Value: $300)
- Included in package is a Basic CE sponsorship of one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag. First come first serve (Value: $150)
- 75% discount on Facebook ads (pushes to all social media & includes assistance with graphics if needed) (Affiliate must supply ad) (Value: $150; you pay $38/ad)
- Customer reviews (2/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: $300)
- Use of the ECAR Training Room 1x (Value: $150)
- 1 time banner ad in the monthly e-Newsletter (Value: $100)
- 1 Broker Tour Banner Ad, i.e. “This week’s broker tour brought to you by….” (Affiliate supplies ad) (Value: $100)
- 30-second video to be included in 1 ECAR Update (Value: $200)

EVENT & MEMBERSHIP BENEFITS

- Sponsorship of all Membership Meetings with speaking opportunity. This includes complimentary admission for you and 2 Associate Affiliates or guests & literature distributed on your behalf at the event. (Affiliate to supply material in advance to ECAR). Most membership meetings include a display table. (Value: $1750)
- Acknowledgement of sponsorship at other events
- 15% Preferred discount on sponsorship of the 2027 RESource Conference or similar event. (Value: TBD)

Total Value of Sponsorship Package: $2,900

Gold Package

$1,000 annually

GENERAL BENEFITS

- Customer reviews (1/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: $150)
- Up to 1 Additional Associate Affiliate (Value: $95)
- 50% discount on Facebook ads (pushes to all social media & includes assistance with graphics if needed) (Affiliate must supply ad) (Value: $150; you pay $75/ad)
- 10% Preferred discount on sponsorship of the 2027 RESource Conference & Expo (Value: TBD)
- 1 Broker Tour Banner Ad, i.e. “This week’s broker tour brought to you by….” (Affiliate supplies ad) (Value: $100)
- 30-second video to be included in 1 ECAR Update (Value: $200)

EVENT & MEMBERSHIP BENEFITS

- Sponsorship of all Membership Meetings with speaking opportunity Includes a brief introduction & complimentary admission for you and 1 Associate Affiliate or guest. Most meetings include a display table. ($1500)
- Acknowledgement of sponsorship at other events
- 10% Preferred discount on sponsorship of the 2027 RESource Conference or similar event. (Value: TBD)

Total Value of Sponsorship Package: $2,007

Silver Package

$700 annually

GENERAL BENEFITS

- Customer reviews (1/year) can be added to the Association social media channels. Sponsor to provide the review. (Value: $150)
- 50% discount on Facebook ads (pushes to all social media & includes assistance with graphics if needed) (Affiliate must supply ad) (Value: $150; you pay $75/ad)
- 30-second video to be included in an ECAR Update (Value: $200)

EVENT & MEMBERSHIP BENEFITS

- Sponsorship of all Membership Meetings. Includes complimentary ticket for you. Most meetings include a display table. *This level of sponsorship does NOT include a speaking opportunity.* ($1250)
- 5% Preferred discount on sponsorship of the 2027 RESource Conference or similar event. (Value: TBD)
- Acknowledgement of sponsorship at other events

Total Value of Sponsorship Package: $1,245

A La Carte Sponsorship Options

Membership Meetings and other event are not guaranteed, and all dates are subject to change.

Membership Meeting Sponsorship ($250 each meeting):

Single event sponsorship includes a brief introduction, 1 complimentary ticket to the event, and a display table (depending upon the event).

- **January 21:** Installation - Delamar Mystic
- **February 10:** ECAR Forms Update
- **April 21:** Membership Meeting, Fair Housing
- **May 12:** Membership Meeting, TBD
- **June 9:** Awards Ceremony
- **July, tbd - CENTENNIAL EVENT**
- **September 15:** Membership Meeting, Realtor Safety
- **October 13**: Membership Meeting, Legislative

Note: Annual sponsorship packages include all membership meetings shown above.

Other Events:

The following 4 events have separate sponsorship packages. Information regarding sponsorships will be available prior to the event.

- **March 16-17:** RESourse Conference Mystic Hilton
- **June 23:** YPN'S REBAR
- **August 24:** Trivia Night
- **October 13:** Spirit of Pink & Affiliate Appreciation Night
- **December:** Ugly Sweater & Community Benefit Raffle

Education Sponsorship:

Continuing education sponsorship opportunities are available throughout 2027.
Only one sponsor per CE class, first come first serve. Payment must be received in advance. Coordinate with Marina Defocy to schedule your class by calling the office (860-892-2595).

- **Basic CE Class Sponsor:** $150 Sponsorship covers one 3 credit class prescheduled through ECAR, with brief introduction. Sponsor may provide optional food/beverage/swag.
- **Basic CE Class Bundle Sponsor:** $500 Save more by sponsoring five CE Classes for $500, subject to availability.

Other Media/Marketing Opportunities

ECAR WEBSITE ADS: Ad Rates Vary, see chart below.

Website Ad	Description	# of rotating ads in banner	3 months	6 months	12 months
Homepage Add	Square ad (315 pixels wide x 345 hide)	No more than 6	$300.00	$500.00	$750.00
All Interior pages on Website	horizontal banner (798 pixels wide x 90 pixels high)	No more than 6	$500.00	$750.00	$1,200.00
Interior	Vertical Single (204 pixels wide by 204 pixels high) ad on	No more than 2	$300.00	$500.00	$750.00

•Facebook Boosted Ad Post: Ad pushes to all social media & includes assistance with graphics if needed. Additional boost ads available at a discounted rate.
(Cost: $150 + boost amount/ad)

•eBlast Banner Ad: A 1-time banner ad at the top of the ECAR e-Newsletter. Additional dedicated eblasts available at a discounted rate.
(Cost: $175/top half ad or $100/bottom half ad)

•Affiliate Directory Listing: All new REALTOR® members will receive a welcome packet that includes the ECAR Affiliate Directory. Ad space available starting at $100.

____I'm interesting in the following Website Ads:

☐ **Home Page** ☐ **Interior Pages** ☐ **Interior**

Name: _____

Company: _____

Phone: _____ Email: _____

Please remit to: Eastern Connecticut Association of REALTORS 35 Connecticut Ave, Norwich, CT 06360 | Phone: 860-892-2595 | Email: info@easternctrealtors.com

2027 ECAR Sponsorship Registration Form

____I'm interesting in becoming a sponsor! Please sign me up as follows:

Annual Sponsorships:

☐ **Exclusive Title Sponsorship $5,000**

☐ **Diamond Sponsorship $2,500**

☐ **Platinum Sponsorship $1,500**

☐ **Gold Sponsorship $1,000**

☐ **Silver Sponsorship $700**

A La Carte:

_____ Total number of meetings

☐ Single Membership Meeting Sponsor(s) at $250 each

Meeting Month(s): _____

☐ Education Sponsor (I would like to learn more. Please have Sage Min connect with me.)

Name: _____

Company: _____

Phone: _____ Email: _____

Associate Affiliate Names, if applicable (4 for Title, 3 for Diamond, 2 for Platinum, 1 for Gold)

1._____ 2. _____

3. _____ 4. _____

Payment Options:

Scan to pay with credit card

Check one:

☐ A check for $_____ made payable to E.C.A.R. is enclosed.

☐ Bill me for $_____

☐ Bill me in 4 equal monthly installments (Gold, Platinum, and Diamond ONLY). I understand these payments are due in January, February, March and April.

Please remit to: Eastern Connecticut Association of REALTORS 35 Connecticut Ave, Norwich, CT 06360 | Phone: 860-892-2595 | Email: info@easternctrealtors.com



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Norwich, CT 06360
Phone: 860-892-2595
Fax: 860-892-2599
www.easternctrealtors.com

