



BOOST YOUR BUSINESS ...

Become an NCAR Sponsor

There's no better way to get your company's name and products in front of NC real estate decision-makers than through a comprehensive, year-round sponsorship package.

**WHAT'S IN IT
FOR ME?
YEAR-ROUND
EXPOSURE**

NC Association of REALTORS® Sponsors benefit from extraordinary exposure to North Carolina REALTORS®. From face-to-face interaction in the Expo to repeated coverage in electronic media to priority exposure to new marketing opportunities, NC Association of REALTORS® Sponsors have VIP access to reaching REALTORS® in North Carolina.

By becoming an NC Association of REALTORS® Sponsor, you will increase your organization's visibility and support the needs of NC REALTORS®. Check out the chart on the next page to see which level of sponsorship will best assist your organization in exceeding its goals. You won't want to miss this opportunity to reach your target market; become an NC Association of REALTORS® Sponsor today!

"We've been a sponsor of the North Carolina Association of REALTORS® since 2006. It's been a great way to increase our brand awareness among one of the best segments of REALTORS® in the nation and we've seen our sponsorships pay for themselves many times over. Being an NCAR sponsor is hands down one of the best investments we've made."

- Kara Calderon, Product Marketing Manager, a la mode, inc.
NCAR Sponsor and Partner

**SIGN UP
ON PAGE 8**

Sponsor Benefits & Privileges				
ELECTRONIC MEDIA & PRINT PUBLICATION	Silver	Gold	Platinum	Diamond
Company logo & link on NCAR website				✓
Logo & link in NCAR's weekly e-newsletter, <i>REALTOR® Report</i> ¹			✓	✓
Web advertisements (includes logo and link and will be featured on preferred pages) ²			✓	✓
Advertising in <i>Insight</i> (plus additional discount on all purchased ads) ³		✓	✓	✓
Sponsor recognition in <i>Insight</i>	✓	✓	✓	✓
Sponsorship listing on NCAR website	✓	✓	✓	✓
ANNUAL CONVENTION & EXPO*				
Opportunity to introduce a speaker at Convention or other NCAR event				✓
Banner at NCAR/SCAR Convention (to be provided by Sponsor)				✓
Exclusive sponsorship of NCAR session at Convention				✓
20-minute education session(s) in Convention Expo ⁴			✓	✓
Mailing labels of Convention attendees 30 days prior to meeting			✓	✓
Logo on home page of Convention website ⁵			✓	✓
Advertising space in Convention program ⁶		✓	✓	✓
Sponsorship recognition and link on Convention website	✓	✓	✓	✓
Official sponsor sign to hang in your booth at Convention	✓	✓	✓	✓
Complimentary booth(s) at Annual Convention⁷	✓	✓	✓	✓
Complimentary "VIP Sponsor" ribbons & Expo registration for company reps ⁸	✓	✓	✓	✓
Sponsor logo in Convention program	no logo text only	✓	✓	✓
OTHER ANNUAL MEETINGS & EVENTS				
Opportunity to display material at major NCAR events ⁹		✓	✓	✓
Tickets to attend NCAR Inaugural event		2	4	6
Sign displayed at all NCAR meetings with company logo denoting status	no logo text only	✓	✓	✓
Sponsor recognition in Inaugural program & Vision Quest manual	✓	✓	✓	✓
TOTAL	\$2,000	\$4,000	\$7,500	\$12,500

¹ Diamond: every issue; Platinum: alternating issues

² Diamond: 12 months; Platinum: 6 months; Gold: 3 months

³ Diamond: 3 pages; Platinum: 2 pages; Gold: 1 page

⁴ Diamond to receive TWO sessions

⁵ Diamond: 1 year; Platinum: 6 months; Gold: 3 months

⁶ Diamond: Inside or back cover or other premium placement, full color; Platinum: full-page b&w; Gold: half-page b&w

⁷ Diamond to receive TWO booths & 25% discount on additional booths

⁸ Diamond: 10 passes; Platinum: 6 passes; Gold: 5 passes; Silver: 5 passes

⁹ Diamond & Platinum: two events; Gold: one event

* North Carolina and South Carolina Joint Convention in 2012

MEET CUSTOMERS FACE-TO-FACE

2012 EVENTS

NCAR offers numerous opportunities for you to meet our members face-to-face. Our major meetings attract the decision-makers you want to reach - the top producers and leaders of the NC real estate industry.

Events Calendar		
Vision Quest and Inaugural Gala Meetings	Legislative Day and Legislative Meetings	NC and SC REALTORS® Convention & Expo
January 24-27 Winston-Salem, N.C.	June 4-6 Raleigh, N.C.	September 8-11 Savannah Convention Center Savannah, Ga.
The Inaugural Gala is a black-tie optional event that celebrates the installation of the new president and officers of NCAR and is attended by the leaders and executives of North Carolina's 66 local associations.	Several hundred politically active REALTORS® take it to Raleigh for this annual event that includes a legislative rally and meeting with lawmakers at a social event.	As our largest conference of the year, an estimated 500-1,000 of NC and SC's most successful members attend the Convention to learn about the latest products and services available and how they will impact the real estate industry.

NCAR Convention activities include national speakers, education sessions, social activities, and one of the largest real estate trade shows in the Southeast.



SPONSORSHIP AGREEMENT FORM

Please print OR type and fax form to Blair Wilburn at 336-299-7872 OR e-mail to bwilburn@ncrealtors.org.

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Contact Person _____

E-mail _____

SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in for 2012.

DIAMOND PLATINUM GOLD SILVER

METHOD OF PAYMENT

- Check Enclosed (Payable to NCAR)
 Visa MasterCard

Credit Card No. _____ Exp. Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____

Signature _____

Application

Application for an NCAR premier sponsorship must be made on the printed form provided by NCAR, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is cancelled, a prorata portion of the sponsorship fee will be refunded based on the date of cancellation.

Payment

Full payment is due on or before January 2, 2012. An additional administrative charge of \$250 will be due on payments received later than March 31, 2012. Applicants will not be entitled to sponsorship benefits until full payment has been received.

Nature of Relationship

Acceptance by NCAR of an application for a premier sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.