



**2021**  
**Sponsorship**  
**Opportunities**



## Sponsor Opportunities

Thank you for your interest in NHMR! With nearly 3,000 REALTOR members throughout New Haven and Middlesex counties, NHMR offers extensive opportunities to network and build relationships with our members both in-person and virtually through numerous free networking events, educational offerings, committees and Connecticut's largest annual Realtor Trade Show.

Partnering with NHMR will help you generate terrific exposure for your company to a targeted Realtor audience. We offer a variety of sponsor opportunities to fit your needs and budget.

**UNTIL WE ARE ABLE, NHMR WILL BE PROVIDING ALL EVENTS AND SPONSOR OPPORTUNITIES VIRTUALLY. ONCE WE ARE ABLE TO HOST IN-PERSON EVENTS, WE WILL RESUME IN-PERSON ACTIVITIES.**

### Annual Sponsors



Do you want ongoing exposure to real estate professionals? Our Annual Sponsorships give your company the opportunity to be visible on a widespread variety of meetings and events throughout the year. Annual sponsors enjoy premium placement of their logo and link on the homepage of [www.nhmrealtors.com](http://www.nhmrealtors.com), are recognized at all major Association events and receive a number of individual sponsorships as part of their sponsor package including Affiliate Membership!

### Affiliate Membership



Affiliate Membership is your ticket to everything NHMR offers, beginning with invitations to our free Member networking events, a listing in our Partner Directory on [www.nhmrealtors.com](http://www.nhmrealtors.com), discounted exhibit table at our annual Trade Show and more!

### Individual Sponsors



Do you want to pick and choose which activities and events you'd like to be involved in? This sponsorship category lets you customize your participation in an "a la carte" format.

**We invite you to review our Annual, Affiliate and Individual Sponsorship opportunities to see which program suits your needs best. See details on the following pages.**

# Affiliate Membership



Affiliate Members shall be individuals who are associated with the real estate profession. With an Affiliate membership, you immediately expand your target market by networking with nearly 3,000 REALTOR members throughout New Haven and Middlesex counties.

## Benefits

- Opportunity to host an Exhibit table at our Annual Trade Show at a member discount – we held a successful Outdoor Trade Show in 2020 and will continue to hold this annual event
- 2 Invitations to NHMR events and programs including our Summer Happy Hour, and Trade Show. Additional registrants charged \$30 each.
- Opportunities to promote your business and provide education to the membership through Virtual Presentations, CE Course Instruction, and Committee meeting presentations as well as live presentations or Power Lunches once we resume in-person indoor events.
- Company Promotions on NHMR Facebook, Instagram and Twitter pages
- Event promotion for your Industry-related functions in our E-News and social media accounts
- A listing on the NHMR website Partner Directory, [www.nhmrealtors.com/business-directory](http://www.nhmrealtors.com/business-directory)
- Offered first choice of Individual sponsorship opportunities
- Ability to distribute materials at Association events
- Association updates and notices of events through E-News
- Free Notary Public services
- Our in-house computer tech available to come to you for a minimal fee
- Reduced rate for rental of our brand new, state-of-the-art classroom, conference room or parking lot for outdoor events

**NHMR Local Affiliate Membership Fee: \$275**

**CT Assoc. of REALTORS State Affiliate Membership Fee (optional): \$155**



# Annual Sponsor Opportunities

## Premier Sponsor: \$10,000

- Top billing on our website [www.nhmrealtors.com](http://www.nhmrealtors.com)
- Premier Sponsor recognition at ALL Association events
- Company logo & link in NHMR member E-News
- Six solo email blasts sent on your behalf to our Membership
- Monthly ad in Association E-News and/or Broker E-News (\$1,200 value)
- Got rave reviews? We'll share your reviews on our social media accounts once a month
- Up to six invitations to NHMR events and programs including our Summer Happy Hour and Trade Show. Additional registrants charged @\$30 each
- \$1,500 Sponsorship of 1 Member networking event – After the Holidays Virtual Wine Tasting, Summer Happy Hour or Trade Show
- Four Power Lunch (or other event) sponsorships per year (\$3,000 value)
- Sponsorship of an Association Orientation Meet & Greet Lunch (\$1,000 value) or a virtual Association Orientation with the exclusive opportunity to make a brief presentation to Orientation attendees & include your promotional materials in the Orientation handouts/links and links in follow-up email. Only one sponsor is featured per Orientation, which typically has 70 new members in attendance.
- Banner (supplied by sponsor) displayed in NHMR classroom
- Monthly Digital display ad on monitor in NHMR lobby throughout the year
- Recognition as Premiere Sponsor on digital display monitor in NHMR lobby
- Signage recognition in NHMR conference room
- Affiliate Membership included (\$275 value)

## Platinum Sponsor: \$5,000

- Premium placement on our website [www.nhmrealtors.com](http://www.nhmrealtors.com)
- Recognition as Platinum Sponsor on digital display monitor in NHMR lobby
- Eight ads in Association E-News and/or Broker E-News (\$800 value)
- Quarterly solo email blast sent on your behalf to our Membership
- Got rave reviews? We'll share your reviews on our social media accounts six times throughout the year
- Six monthly digital display ads on monitor in NHMR lobby
- Company logo & link in NHMR member E-News
- Signage recognition in NHMR classroom and conference room
- Two Power Lunch (or other event) sponsorships per year (\$1,500 value)
- Up to five invitations to NHMR events and programs including our Summer Happy Hour, and Trade Show. Additional registrants charged at \$30 each
- \$1,000 level sponsorship at 1 Member networking event – After the Holidays Virtual Wine Tasting, Summer Happy Hour, or Trade Show sponsorship.
- Platinum Sponsor recognition at all Association events
- Affiliate Membership included (\$275 value)

## Gold Sponsor: \$2,500

- Premium placement on our website [www.nhmrealtors.com](http://www.nhmrealtors.com)
- 4 ads in Association E-News and/or Broker E-News (\$400 value)
- Two solo email blasts sent on your behalf to our Membership
- Got rave reviews? We'll share your reviews on our social media accounts four times/year
- Company logo & link in NHMR member E-News
- Signage recognition in NHMR classroom and conference room
- One Power Lunch (or other event) sponsorship per year (\$750 value)
- Up to four invitations to NHMR events and programs including our Summer Happy Hour, and Trade Show). Additional registrants charged at \$30 each.
- \$500 level sponsorship at 1 Member networking event –After the Holidays Virtual Wine Tasting, Summer Happy Hour or Trade Show
- Gold Sponsor recognition at all Association events
- Recognition as Gold Sponsor on digital display monitor in NHMR lobby
- Four monthly digital display ads on monitor in NHMR lobby
- Affiliate Membership included (\$275 value)

## Silver Sponsor: \$1,500

- Premium placement on our website [www.nhmrealtors.com](http://www.nhmrealtors.com)
- Two ads in Association E-News and/or Broker E-News (\$200 value)
- One solo email blast sent on your behalf to our Membership
- Got rave reviews? We'll share your reviews on our social media accounts twice a year
- Up to three invitations to NHMR events and programs including our Summer Happy Hour, and Trade Show. Additional registrants charged \$30 each.
- \$250 level sponsorship at 1 Member networking event
- Company logo & link in NHMR member E-News
- Four monthly digital display ads on monitor in NHMR lobby
- Signage recognition in NHMR classroom and conference room
- Recognition as Silver Sponsor on digital display monitor in NHMR lobby
- Silver Sponsor recognition at all Association events
- Affiliate Membership included (\$275 value)

## Your Professional Network Sponsor: \$1,000

- Sponsor placement with logo and link on the YPN webpage, [www.nhmrealtors.com/ypn](http://www.nhmrealtors.com/ypn)
- Recognition at all YPN Meetings, Activities and Social Events
- Invitation to attend all YPN events
- Invitation to present at a YPN meeting virtually or in person
- Opportunity to present at a YPN meeting and sponsor lunch when indoor meetings resume
- Opportunity to sponsor a YPN Social Evening event activity and/or refreshments when in person events resume
- Company logo & link in NHMR member E-News as YPN sponsor
- Logo signage recognition in NHMR classroom
- YPN Sponsor recognition & logo at all Association events
- Affiliate Membership included (\$275 value)



## Individual Sponsorships

### **New Member Orientation Affiliate Meet and Greet Lunch - \$750**

Once in-person Events resume

- Sponsorship of an Affiliate Meet and Greet Lunch following New Member Orientation
- Exclusive opportunity to make a brief presentation to Orientation attendees
- Sponsor promotional materials included in Orientation handouts
- Recognition as Orientation Sponsor
- Limited to one sponsor per Orientation, Orientations scheduled quarterly
- Outstanding opportunity to promote your company to our newest Members!

### **Power Lunch -\$15 pp, based on registered attendees**

Once in-person Events resume

- Host a 90-minute presentation on the topic of your choice in conjunction with a working lunch offered free to our members.
- You have the option to present the topic, or sponsor a guest speaker with the opportunity to address the attendees for 15 minutes at the start of the program
- The cost is \$15 per person, based on the number of registered attendees
- NHMR takes care of the promotion, registration and catering order.
- Dates offered at time of inquiry are confirmed upon receipt of reservation form

### **Member Shredding Event - \$750 – Two Opportunities Spring or Fall**

- Opportunity to sponsor Shredding Event at the NHMR facility, hosting a table and tent set-up to display your company information.
- Sponsor provides refreshments of their choice and can host a raffle to collect business cards for follow-up
- Greet Members as they have their confidential documents professionally shredded
- Promotion of event on all channels will include Sponsor recognition

### **Committee Meeting Lunches**

Provide lunch for an in-person committee meeting such as our Legislative Committee or Your Professional Network. Sponsor will receive an introduction, have the opportunity to speak for 5 minutes, be invited to sit in on the meeting and network with the group. Presentation opportunities may also be available. *(Estimated cost approx. \$150 - \$200)*

## Continuing Education Breakfast/Lunch

Provide breakfast, lunch or refreshments for a morning or afternoon in-person Continuing Education class. Sponsor will receive an introduction and 5-minute presentation before class. *(Refreshments provided by sponsor. Estimated cost approx. \$100 - \$300 for breakfast, \$250 - \$500+ for lunch. Cost is based on the number of attendees in the class.)*

## 2021 Member Networking Event Sponsorships

NHMR offers individual sponsor opportunities at our largest Member events of the Year! Check out the events and sponsor levels listed below:

Date	Event	Sponsorship Levels
January 21, 2021	Free After the Holidays Virtual Wine Tasting – <i>Wine &amp; accompaniments delivered to attendees prior to event!</i>	\$1,500 – Wine Sponsor \$1,000 – Cheese & Cracker Sponsor \$500 - Dessert Sponsor \$250 – Event Sponsor
June, TBD	<b>Free Member Summer Happy Hour</b>	\$1,500 \$1,000 \$750 \$500 \$250
October, TBD	<b>NHMR Trade Show</b>	\$2,000 \$1,500 \$750 \$500 Exhibit Table Non-Affiliate \$500/\$400 Exhibit Table Affiliate \$300/\$200



New Haven Middlesex Association of REALTORS®

2021 Affiliate/Sponsor Application

I, \_\_\_\_\_, hereby apply for 2021 Membership with New Haven Middlesex Association, and will pay by credit card below or enclose my check made payable to NHMR.

**Membership Type:**

\_\_\_\_\_ Local NHMR Affiliate(s)

\_\_\_\_\_ Local & State Affiliate

\_\_\_\_\_ Corporate Sponsor: \_\_\_ Premiere \_\_\_ Platinum \_\_\_ Gold \_\_\_ Silver \_\_\_ YPN

\_\_\_\_\_ Event Sponsor: \_\_\_\_\_

\_\_\_\_\_ Please contact me to discuss my options

Affiliates & Corporate Sponsors: please email your company logo to Rachael Keating at [rachael@nhmrealtors.com](mailto:rachael@nhmrealtors.com) for inclusion on the website, along with a paragraph of text about the company's services, products, or mission.

**Information and Payment:**

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

Check number \_\_\_\_\_ enclosed, in the amount of \$ \_\_\_\_\_ **OR**

Please charge: Visa MasterCard AmEx Discover

Name: \_\_\_\_\_  
(As it appears on card)

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Please submit your business card(s) with this application.





## New Haven Middlesex Association of REALTORS® 2021 Affiliate/Sponsor Application

Are you presently a member of any other Association of REALTORS®  Yes  No

If yes, name of Association(s): \_\_\_\_\_

Have you previously held membership in any other Association of REALTORS®?

Yes  No

If yes, name of Association(s): \_\_\_\_\_

Are you interested in serving on one or more of the following Committees of NHMR?

- Scholarship  Political Fundraising  Legislative/Political Affairs
- Orientation  Community Relations  Awards
- Your Professional Network

Other languages spoken: \_\_\_\_\_

Are you available for speaking engagements?  Yes  No

If yes, what are your areas of expertise? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dated: \_\_\_\_\_

Signature: \_\_\_\_\_