

# SPONSORSHIP/ADVERTISING OPPORTUNITIES

Thank you for your interest in being a sponsor of the Charlotte Regional Realtor® Association! As the account executive, it is my responsibility to ensure a valuable relationship both for your company and our members. Together we can decide which sponsorship avenues will be most beneficial. Here is a brief description of the association to help you decide the appropriate sponsorships for your company.

**The Charlotte Regional Realtor® Association** is a trade association that provides Realtors® with resources and services to conduct ethical, professional, successful and profitable businesses. The association is the parent entity for the following:

- **Carolina Multiple Listings Services, Inc. (CarolinaMLS)** is a wholly-owned subsidiary corporation of the association. CarolinaMLS Subscribers or Member Participants use CarolinaMLS to access tens of thousands of residential listings in the CarolinaMLS service area.
- **The Mingle School of Real Estate** is one of the oldest and most successful real estate pre-licensing schools in North Carolina. Its real estate and appraisal pre-licensing, post-licensing and continuing-education courses are approved by the North Carolina Real Estate Commission and the North Carolina Appraisal Board.
- **The Housing Opportunity Foundation** is the charitable arm of the association. The foundation provides support and funding on a charitable and educational basis for housing opportunities for all. Its focus areas are funding, education, advocacy and leadership.

Thanks again for your interest!



**Melissa Uhink**

Account Executive

Charlotte Regional Realtor® Association

[melissa.uhink@carolinahome.com](mailto:melissa.uhink@carolinahome.com)

704.940.3156 direct/fax

704.301.6063 cell

1201 Greenwood Cliff, Suite 200, Charlotte, NC 28204

[www.CarolinaHome.com](http://www.CarolinaHome.com)

Being a Realtor® means committing to the National Association of Realtors® Code of Ethics for conduct, which exemplifies the highest standards of the profession.



## HOLIDAY AWARDS LUNCHEON & ANNUAL MEETING

Celebrate the holidays at this special end-of-the year award luncheon.

- Expose your company to more than 450 Realtors®.
- Participate in the silent auction by donating an item or placing a bid to support the Charlotte Regional Realtor® Association Housing Opportunity Foundation.
- Sponsorships from \$650-\$3,000.

# EVENTS

## NEW MEMBER ORIENTATION

New Realtors® must attend an orientation class at the Charlotte Regional Realtor® Association.

- Limited industry-exclusive sponsorships available.
- Classes average 70+ new Realtors®.
- Networking and introductions before class and at the first break.
- One to two-minute speaking opportunity.
- \$250 per class.

## CONTINUING-EDUCATION (CE) CLASSES

Realtors® must take a minimum of eight CE hours per year to renew their licenses.

- Present your company before class and network after class.
- Distribute promotional materials after class.
- \$100 per class.

## CANDIDATE OKTOBERFEST

Realtor® members, candidates and sponsors network in an outdoor setting enhanced by great food, drinks, music and lots of fun!

- Expose your company to more than 900 Realtors®.
- Limited sponsorships available.
- Networking with Realtors® and exhibitors.
- List of attendees.
- Mention in member communications.
- Sponsorships from \$650 to \$3,000.



## REALTORS® CARE DAY

Charlotte Regional Realtor® Association and its charitable arm, the Housing Opportunity Foundation, conduct a community-wide project: Realtors® Care Day. Realtors® assist homeowners with exterior home repairs, and provide adaptive and safety modifications for the elderly and disabled.

- **Donations/sponsorships are tax deductible (501(c)(3)).**
- **Donations and in-kind trade opportunities available.**

## REALTOR® EXPO

Participants enjoy a day of education, networking, food, prizes, fun and discovering what businesses have to offer.

- **National speakers.**
- **Expose your company to more than 1,000 Realtors®.**
- **Networking cocktail hour.**
- **Lunch with Realtors®**
- **List of attendees.**
- **Mention in member communications**
- **Sponsorships from \$650 to \$5,000.**

## REALTOR® HOT TOPICS

National and local guest speakers present to enhance the livelihoods of our Realtor® members.

- **Limited industry-exclusive sponsorships available.**
- **Exposure to hundreds of Realtors® each year.**
- **Networking and introductions before class, after class and during break.**
- **One to two-minute speaking opportunity.**
- **\$250 per event.**

## YOUNG PROFESSIONALS NETWORK (YPN)

YPN is a group of young, career-minded real-estate professionals who want to stay updated on the latest tools resources and networking opportunities.

- **YPN networking events take place at off-site locations throughout the Charlotte area.**
- **\$250 per event.**



In a tight economy, your advertising dollars must work harder than ever before.

We offer a wide range of options to fit any budget.



**MELISSA UHINK**  
Account Executive  
Charlotte Regional Realtor® Association

[melissa.uhink@carolinahome.com](mailto:melissa.uhink@carolinahome.com)  
704.940.3156 direct/fax  
704.301.6063 cell

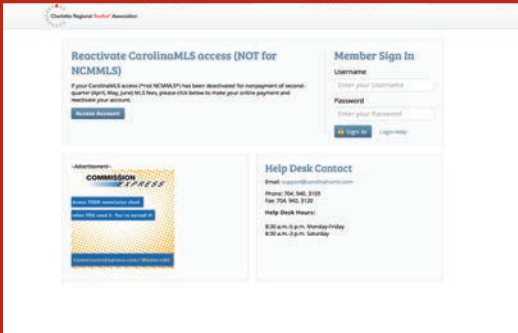




## CAROLINAHOME.COM

The public-facing website of the Charlotte Regional Realtor® Association. Provides property and Realtor® search tools.

- Average of 122,000 visits per month.
- Average visitor spends four minutes per visit.
- Ads range \$550-\$1,000.
- \$450/month bottom rotating skyscraper ad for 30-day period.



## CAROLINAREALTORS.COM

Target members of the Charlotte Regional Realtor® Association as they access information from the members-only site.

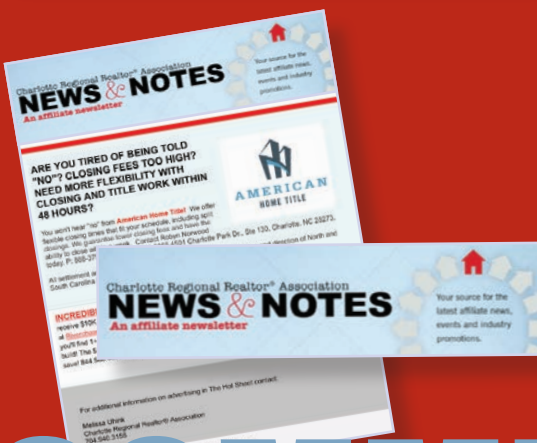
- Average of 20,000 visits per day.
- \$950/month login page ad.
- \$750/month rotating skyscraper ad for a 30-day period.
- \$450/month bottom rotating skyscraper ad for 30-day period.
- All ads 250px x 250px.



## NEW HOME CONNECTION SITE

Information is broken down by price, subdivision and builder, and is easily accessible for Realtors® only.

- Featured Builder/Community logos link to current builder inventory in CarolinaMLS.
- \$1,200 per quarter for Feature Builder/Community spot, \$900 for second tier spot.
- Easy access for Realtors®.
- Info available to public.

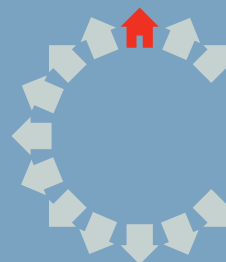


## NEWS & NOTES

Connect to our Realtor® members via email to showcase your latest communities, news and offerings.

- eBlast delivered directly to more than 10,000 Realtors®.
- 31% open rate.
- Includes graphic and hyperlinks.
- \$350 for exclusive feature spot with 550 characters/per message.
- \$250 for all other messages with 350 characters/per message.
- Sent twice a month.

# COMMUNICATIONS



MELISSA UHINK  
Account Executive  
Charlotte Regional Realtor® Association  
melissa.uhink@carolinahome.com  
704.940.3156 direct/fax  
704.301.6063 cell