

# 2013 Affiliate Sponsorship



*Serving up value to our members*

*since 1962!*

# *Appetizers*



## **THE DULLES EXPRESS**

*Thank you, Dan Aminoff, Everbank Mortgage  
Thank you, Lawrie Vick, Everbank Mortgage  
Thank you, Tony Garcia, Everbank Mortgage*

A weekly compilation of industry news items, upcoming educational and event opportunities, and other information of interest. DAAR's electronic newsletter is published once a week and is distributed to all our REALTOR® and Affiliate members. Your logo and web link will be included on front page of the newsletter. **Investment: \$ 100 per month (1 month = 4 issues) or \$400 for 6 months. (1 servings available)**

\*\*\*\*\*

## **WEBSITE AND DAAR TV ADVERTISING**

Front page color ad (125x125 pixels) on DAAR's high-traffic site [www.dullesarea.com](http://www.dullesarea.com). Four (4) positions available. Logo and contact information displayed on DAAR TV located in the lounge area. **Investment: \$50 per month for DAAR Affiliate Members or \$300 for full year; non-affiliate members \$200 per month. (2 servings available)**

\*\*\*\*\*

## **DAAR EDUCATION GOLD CARD SOLD!**

*Thank you, Lawrie Vick, Everbank Mortgage*

Advertise your company on DAAR's Education Gold Card, the best deal in real estate education. Over a hundred members purchased the Gold Card last year. Your name and company logo will be printed on the back of the card which is distributed to those purchasing the card.

\*\*\*\*\*

## **DAAR's BROKER SOURCE**

Sent to all broker members, DAAR's Broker Source is a weekly compilation of industry news items, upcoming DAAR educational opportunities, event handouts and other information of interest to brokers. Your logo and web link will be included.

**Investment: \$500 (3 servings available)**

# Food for Thought

## Sponsor Educational Events, Course Series

### EDUCATION COURSES

DAAR offers continuing education courses to hundreds of REALTOR® members each month. As course sponsor, you will be identified as exclusive sponsor on our website, pre-course advertising, registration reminders and power point during the course. Sponsors may bring promotional items, greet and network with the students before, during breaks and after class, provide brief remarks and refreshments. Name & logo included on course packet. See Course schedule as some classes are held in Haymarket & Purcellville.

### MAIN COURSES

**Mandatory CE – Investment: \$200 per course day**

**Mandatory PL– Investment: \$200 per course day**

**Broker CE – Investment: \$200 per course day**

**Principals of Real Estate – Investment: \$200 per course**

**Broker Pre-license – Investment: \$200 per course**



### NEW MEMBER ORIENTATION—SOLD!

This full day class is a requirement for all new REALTOR® members. Held quarterly, attendance ranges between 30-40 new agents. Lunch is provided. As sponsor, you will receive recognition in all the pre-event marketing; recognition in the class during the event; an opportunity to speak to the class for a few minutes about your business and collect business cards for a drawing, etc.

Thank You Jennifer Du Plessis, George Mason Mortgage  
Thank You Andrea Turner, Old Towne Title  
Thank You Anne Lang, First American Home Buyers Protection

# Side Dishes

## DAAR RBI Housing Market Report

This is a monthly and quarterly publication distributed to over a 1000 members, media and elected officials. This is a effective way to advertise through this popular publication. Your logo and contact information will be displayed. **Investment: Save by sponsoring for the year! \$1,500 (1 annual serving) or \$450 (4 quarterly servings)**

\*\*\*\*\*

## EDUCATION CLASSROOM POSTER

Attracting hundreds of students each month, DAAR's Real Estate School Main Classroom is the premier venue for top-notch education and events throughout the year. As a classroom sponsor, your company has the opportunity to display a movie-sized poster (22 X 28) for framing which hangs in the classroom for one year. Sponsorships are limited to two in any one service category. Frame supplied by DAAR. **Investment: \$500 for the year (3 servings)**



# *Plate Specials*



## **Spring Mix & Mingle June 5, 2013 Parallel Wine Bistro**

**Event Sponsor: SOLD!**

Thank You Michael McFarlane, Highland Title & Escrow

Conducted in the late spring at Parallel Wine Bistro, this event is always fun and attracts between 30—50 members. As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

**Food & Beverage Sponsor:**

Thank You Paul Johnson, Access National Mortgage

Thank You Stephanie Daniel, Access National Mortgage

Thank You Tom Ciolkosz, Access National Mortgage/Bank

Opportunity to meet and greet REALTORS® at the Food & Beverage areas, recognition in all print and website marketing materials. Sponsor may supply plates, cups, napkins with logo.

**Investment: \$500(1 servings available)**

**Attending Sponsors:**

Thank You Justin O'Donnell, First Heritage Mortgage, LLC

As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

**Investment: \$125 (9 servings available)**



# *Plate Specials*

## **FALL WINERY Networking Party September 18, 2013 Dry Mill Vineyards**

Event Sponsor: **SOLD!**

Thank you Charlene Jones, George Mason Mortgage  
Thank you Jennifer DuPlessis, George Mason Mortgage  
Thank you Monty Nelson, George Mason Mortgage  
Thank you Scott Shelton, George Mason Mortgage  
Thank you Christian Searle, George Mason Mortgage

Conducted in the fall at a local vineyard, this event is always fun and attracts between 60-80 members. As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

Food & Beverage Sponsor:

Thank You Teresa Hagaman, Tah-Da! Staging  
Thank You Judy Anderson, Tah-Da! Staging  
Thank You Heather Murawski, Tah-Da! Staging  
Thank You Charles Fincher, The Fincher Law Firm

Opportunity to meet and greet REALTORS® at the Food & Beverage areas, recognition in all print and website marketing materials. Sponsor may supply plates, cups, napkins with logo.

Attending Sponsors:

As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

**Investment: \$125 (10 servings available)**



# Plate Specials

## ECONOMIC SUMMIT October 18, 2013



Held in the fall, this showcase event features a panel of top economic experts who highlight housing market and economic trends in Northern Virginia and beyond. Attracting between 130-160 members each year, DAAR offers the following sponsorship opportunities:

*Event Sponsor: SOLD!*

Thank you, Keith Barrett, Vesta Settlement  
Thank you, Melissa Fones, Vesta Settlement

Recognized on promotional materials and website, recognized at event as the event sponsor, provide opening remarks at the Summit, network with REALTORS® at the event, five complimentary registrations and breakfast, included on event signage, distribution of materials on each seat .

### *Breakfast Sponsor:*



Opportunity to meet and greet guests as they arrive, recognition in all print and website marketing materials, press releases, event signage and five tickets. **Investment: \$750 (1 exclusive serving available)**

### *Table Sponsors:*

Thank you, Helen Krause, New World Title  
Thank you, Stephanie Lee, Brambleton Group

Reserved space for up to five guests, recognition in all marketing materials, opportunity to display materials on shared table, event signage. **Investment: \$750 (3 servings available)**



# Plate Specials

## REALTOR BOWLING TOURNAMENT November 14, 2013



Conducted in the spring this evening event, to benefit local charities and RPAC, will attract between 50-100 members. Attendance is limited to DAAR affiliates who sponsor the event. The following opportunities are offered:

**Event Sponsor: SOLD!**

Thank You Amy Vander Linden, Smart Settlement, LLC

Recognized on promotional materials, website, recognized at event as the event sponsor, network with REALTORS® at the event, included on event signage, distribution of materials at the event. Ability to collect business cards and conduct a door prize drawing. **Investment: \$1500 (1 Serving Available)**

**Beverage Sponsor: SOLD!**

Thank You Mary Krueger, SunTrust Mortgage  
Thank You Holly Hoopes, SunTrust Mortgage  
Thank You Lisa Anderson, SunTrust Mortgage

Opportunity to meet and greet guests at beverage station, recognition in all print and website marketing materials and event signage. May supply cups and napkins with logo. **(1 Serving Available)**



**Lane Sponsors: SOLD!**

Thank You Laurie Carriger, Continental Mortgage  
Thank You Stephanie Stockman, Stockman Title  
Thank You Shawn Milletary, C21 Redwood

Recognition in print and website marketing materials and event signage. Opportunity to network with REALTOR® teams. **Investment: \$150**

**50/50 RAFFLE SPONSOR:**



Recognition in print and website marketing and event signage. Opportunity to sell 50/50 raffle tickets. Proceeds to benefit local charities. **Investment: \$150 (1 serving available)**



# *Plate Specials*

## **HOLIDAY PARTY & INSTALLATION December 12, 2013**

Held in December, this event attracts between 100-125 members. Attendance is limited to DAAR affiliates who sponsor the event. The following opportunities are offered:

### **Event Sponsor:**

Recognized on promotional materials, website, recognized at event as the event sponsor, provide opening remarks at the event, network with REALTORS® at the event, included on event signage, distribution of materials at the event. **Investment: \$1500 (1 serving available)**

### **Food & Beverage Sponsor: SOLD!**

Thank you Mary Krueger, SunTrust Mortgage  
Thank you Holly Hoopes, SunTrust Mortgage  
Thank you Lisa Anderson, SunTrust Mortgage

Opportunity to meet and greet REALTORS® at the lunch and snack area, recognition in all print and website marketing materials. Sponsor may supply plates, cups, napkins with logo. **Investment: \$500 (1 servings available)**

### **Attending Sponsors:**

As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event. **Investment: \$125 (10 servings available)**



# Food for Thought

## EDUCATION DAY & MINI EXPO February 13, 2013

DAAR offers businesses interested in marketing their services before our members the opportunity to sponsor a ten-hour Education Day conducted on Wednesday, February 13, 2013 8:30AM-5PM. Attendance is limited to DAAR affiliates who sponsor the event. Attracting between 50-100 members, the following sponsorship opportunities are offered for this event:

### **Event Sponsor: SOLD!**

Thank you Gina Parello, RGS Title

Opportunity to meet and greet REALTORS® at the breakfast, lunch and snack area, recognition in all print and website marketing materials, display materials on 5x2 table, event signage. Sponsor may supply plates, cups, napkins with logo.

### **Food & Beverage Sponsor: SOLD!**

Thank you, Dan Goldsby, Prospect Mortgage

Thank you, Cassie Clancy, MRIS

Listed in all marketing materials, opportunity to display materials on a 5 x 2 table, network with attendees, recognition for door prize contribution.



### **Mini Expo Sponsors:**

Thank you Gina Parello, RGS Title

Thank you Dan Goldsby, Prospect Mortgage

Thank you Cassie Clancy, MRIS

Thank you Melissa Fones, Vesta Settlement

Thank you Paul Johnson, Access National Mortgage

Thank you Leigh Newport, Staged by Design

Thank you Faith Poe, ATG Title

Thank you John Wood, Resolve Title

Thank you NOVA Chapter of Appraisers

Thank you Fran Zvonar, e Title Agency

Thank you Ray Mitchell, Barrier Home Services

Thank you Tony Arko, United Real Estate

# *Main Dishes*

## **LUNCH MATTERS SERIES SOLD!**

Our popular lunch and learn style, non-credited classes focus on topics of interest to the real estate professional and attract between 30-50 members per event. As sponsor, you will receive recognition in all the pre-event marketing; recognition in the class during the event; an opportunity to speak to the class for a few minutes about your business and collect business cards for a drawing, etc.

Thank You Dan Goldsby, Prospect Mortgage



\*\*\*\*\*

## **PUBLIC POLICY FORUM SOLD!**

These forums highlight current topics of legislative and regulatory interest to the real estate profession and attract between 40-60 members. As sponsor, you will receive recognition in all the pre-event marketing; recognition during the event; an opportunity to speak for a few minutes about your business and collect business cards for a drawing, etc. **Investment: \$500**

Thank You Paul Johnson, Access National Mortgage  
Thank You Stephanie Daniel, Access National Mortgage  
Thank You Tom Ciolkosz, Access National Mortgage/Bank

\*\*\*\*\*

## **HOUSING TRENDS FORUM SOLD!**

These forums highlight the latest developments in the area of mortgage finance, appraisals and changing demographics. As sponsors, you will receive recognition in all the pre-event marketing; recognition during the event; and opportunity to speak for a few minutes about your business and collect business cards for a drawing, etc. **Investment: \$750**

Thank You Paul Johnson, Access National Mortgage  
Thank You Stephanie Daniel, Access National Mortgage  
Thank You Tom Ciolkosz, Access National Mortgage/Bank

*Recipes for Success!!*

# *Plate Specials*

## **CIRCLE OF EXCELLENCE April 17, 2013**

Conducted in the spring, this event attracts between 30-50 members. As exclusive sponsor, you will receive recognition in all the pre-event marketing (emails to members, DAAR TV and website); receive recognition at the event and collect business cards for a drawing, etc. Attendance is limited to DAAR affiliates who sponsor the event.

### **Event Sponsor: SOLD!**

Thank you Dan Aminoff, Everbank Mortgage  
Thank you Lawrie Vick, Everbank Mortgage  
Thank you Tony Garcia, Everbank Mortgage



Recognized on promotional materials, website, recognized at event as the event sponsor, provide opening remarks at the event, network with REALTORS® at the event, included on event signage, distribution of materials at the event.

### **Food & Beverage Sponsors: SOLD!**

Thank you Stacey Kauffman, Willowsford

Opportunity to meet and greet REALTORS® at the Food & Beverage areas, recognition in all print and website marketing materials. Sponsor may supply plates, cups, napkins with logo.

### **Attending Sponsors: SOLD!**

Thank You Carlos Reyes, Smart Settlement  
Thank You Amy Vander Linden, Smart Settlement  
Thank You Teresa Hagaman, Tah-Da!  
Thank You Judy Anderson, Tah-Da!  
Thank You Marilyn Jarvis, Farm Credit Country Mortgages  
Thank You Jessica Danner, Farm Credit Country Mortgages  
Thank You Kim Mingo, MRIS  
Thank You Michael Bradford, Champion Title & Escrow  
Thank You Anita Hill, Prime Lending  
Thank You Mark Miskiel, Embrace Home Loans  
Thank You Stacey Kauffman, Willowford  
Thank You Lawrie Vick, EverBank Mortgage  
Thank You Tony Garcia, EverBank Mortgage  
Thank You Frank Polley, NOVA Virtual Tours, Inc.



As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.



## *Plate Specials*

### **Spring WINERY Networking Party May 16, 2013 Fabboli Cellars**

#### **Event Sponsor: SOLD!**

Thank you Charlene Jones, George Mason Mortgage  
Thank you Jennifer Du Plessis, George Mason Mortgage  
Thank you Monty Nelson, George Mason Mortgage  
Thank you Scott Shelton, George Mason Mortgage  
Thank you Christian Searle, George Mason Mortgage

Conducted in the spring at a local vineyard, this event is always fun and attracts between 60-80 members. As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

#### **Food & Beverage Sponsor:: SOLD!**

Thank You Teresa Hagaman, Tah-Da! Staging  
Thank You Judy Anderson, Tah-Da! Staging  
Thank You Heather Murawski, Tah-Da! Staging  
Thank You Amy Vander Linden, Smart Settlement

Opportunity to meet and greet REALTORS® at the Food & Beverage areas, recognition in all print and website marketing materials. Sponsor may supply plates, cups, napkins with logo.

#### **Attending Sponsors: SOLD!**

As an attending sponsor, you will have the opportunity to network with DAAR's REALTOR® members at the event. Attendance is limited to DAAR affiliates who sponsor the event.

Thank You Ashley Sawyer, MBH Settlement  
Thank You Charles Fincher, Monarch Title  
Thank You Jessica Danner, Farm Credit Country Mortgages  
Thank You Paul Johnson, Access National Mortgage  
Thank You Stephanie Daniel, Access National Mortgage  
Thank You Burx Norrod, Access National Mortgage  
Thank You Lawrie Vick, EverBank Mortgage  
Thank You Michael Bradford, Champion Title & Escrow  
Thank You Laurie MacNaughton, Middleburg Mortgage  
Thank You Mary Krueger, SunTrust Mortgage



# Nutritional Benefits

## NETWORKING

- *Attend Free Lunch Matters and Public Policy Forums:* Learn about important issues with REALTORS® and Affiliates.
- *Sponsor DAAR Events and Classes:* Get out in front and network with the REALTOR® community.
- *Volunteer:* Join one of the many committees that are the backbone of the Association and build long-term relationships.

## EXPOSURE

- *Company Name on Association Website ([www.dullesarea.com](http://www.dullesarea.com)):* Your company name, website and phone number will be listed on the Affiliate page.
- *Sponsorship Opportunities:* Sponsor and participate in several prominent events during the year including the Economic Summit and Annual Meeting, Education Day and Officer Installation/Holiday Party.
- *Speaking Opportunities:* Sponsor a REALTOR® education class, lunch and learn or public policy forum and have the chance to speak briefly about your company.
- *Affiliate of the Month:* Each month an affiliate who has participated in the sponsorship program will be highlighted on the DAAR website, monthly newsletter and Facebook page.
- *Advertising:* The Association produces a monthly electronic newsletter (DAAR Matters) that is emailed to 1,200 members and weekly newsletter (DAAR Broker Source) emailed to over 150 brokers and key office contacts. Other opportunities include purchasing an ad on the DAAR website, poster in our main classroom or board room plaque.
- *Affiliate Corner and DAAR Column in Loudoun Times Mirror:* Offered on a first – come first serve basis, affiliates can write an article for DAAR Monthly Matters on an issue of interest to the real estate industry and based on their area of expertise. The article will also be published on the DAAR website and column in the Loudoun Times Mirror.
- *REALTOR® Business Benefits Program:* Provide DAAR members with benefits including discounts for products and services.

## PLUS

- *Affiliate Sponsorship Opportunity Program:* Various levels of sponsorship providing an elevated level of exposure via association events and advertising. Sponsors are spotlighted as a featured affiliate on DAAR's Facebook Page and website throughout the year.
- *Association Representation:* Affiliate member elected to serve on DAAR Board of Directors for a two year term
- *Lockbox Access:* Certain Affiliate members have an opportunity to purchase a CBS access SentiCard for proven demonstrated needs





21720 Red Rum Drive, #177  
Ashburn, Virginia 20147  
PH: 703.777.2468 FAX: 703.771.9787  
[tkirkhart@dullesarea.com](mailto:tkirkhart@dullesarea.com)

## Sponsor Agreement

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_ Web Address \_\_\_\_\_

Company Name \_\_\_\_\_ Fax \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ **Total Investment:** \_\_\_\_\_

Sponsorship(s) Requested: \_\_\_\_\_  
\_\_\_\_\_

### Terms and Conditions:

Affiliate members will have an opportunity to purchase sponsorship prior to all events. Payment must be received at time of agreement to reserve sponsorship. If making quarterly installments, the first installment must be paid at signing.

I hereby agree to accept sponsorship for the above event. I agree to abide by the terms and conditions as set forth.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method: Make checks payable to DAAR

Please charge my Credit Card in the amount of \$ \_\_\_\_\_ to my VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_

CC #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CK #: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Payment Credit Card Signature: \_\_\_\_\_

**For questions, please contact Teresa Kirkhart, Business Development Director: 571-291-9802**

*First Come, First Served!*

*2013 Sponsorship*



*To reserve your selection,*

*Contact Teresa Kirkhart*

*at 571-291-9802 or [tkirkhart@dullesarea.com](mailto:tkirkhart@dullesarea.com)*