Build Your **BRAND.** Build Your **BUSINESS.**
Connect with **REALTORS®.**

Dulles Area Association of REALTORS®

2015 Affiliate Engagement Opportunities

CORPORATE ENGAGEMENT OPPORTUNITIES 2015

Make the Right Move for Your Business

Become a DAAR Affiliate Member!

Affiliate Membership **$249***

Would you like to increase your business by 20%? … 30%? … More? Become an affiliate member of the Dulles Area Association of REALTORS® and you could see results just like this!

Affiliate Membership is a special category of membership reserved for individuals who are not actively engaged in the real estate profession but who have a direct interest in the activities of the Association and its REALTOR® members.

With more than 1300 members, DAAR is the largest trade association in Loudoun County. We are a network of successful professionals supporting businesses like yours for over 50 years. DAAR offers an environment in which you can develop enduring relationships that can have a positive impact on the growth of your company.

Whether you're looking to reach a specific segment of the REALTOR® community, such as broker owners or newly licensed agents, or want to build brand awareness through increased visibility over a multi-month or annual period, DAAR has a variety of media-based and in-person marketing opportunities available to assist you in reaching your business goals.

**$249 is for one full year of membership. Initial dues are prorated based on the month in which you join.*

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Meet Your Marketing Goals!

It's our goal to provide a host of opportunities that continuously advance your business. We work with our Affiliates to pinpoint target audiences, maximize investments, and leverage engagement opportunities.

Benefits of Affiliate Membership

Increased exposure. Attend events, sponsor workshops, discuss opportunities to teach classes on relevant topics.

New partnerships. Participate in member networking events, serve on committees, work alongside agents and brokers on charitable volunteer efforts.

Increased referrals. Get in on give-and-take business opportunities, like sharing ideas and contacts.

Knowledge. Learn from our industry leaders or share your expertise with our members. Get the latest industry news and receive monthly and quarterly market reports.

Marketing. Get suggestions on how to promote your company to our members. Display your brochures in our lobby. List your company in our business directory.

Sponsorships. Get in front of REALTORS® by sponsoring classes and events. Obtain advance notice of all sponsorship and advertising opportunities.

"Deciding to join DAAR as an Affiliate was an easy decision for us. … The exposure has helped us understand industry trends. We know what our clients are looking for. This has helped us narrow our business messaging to be more effective in presenting what we do."

— Martha Looney, Owner
Looney's Tile & Grout Restoration
'13 Platinum Sponsor,
'14 Premier Partner

Partnerships p. 5
Sponsorships p. 11
Events p. 13
- Economic Summit
- Education Day & Expo
- Awards Dinner
- Holiday Party/Installation
- Wine Socials (2)
- Board Appreciation Breakfast
- Public Policy Forums (2
- Lunch Matters Series (3)
- VHDA Seminar
- Marketing Boot Camp
- Broker Breakfasts
- Loudoun Candidate Forum
- YPN Events

Education p. 18
- New Member Orientation
- Broker Pre-licensing Education
- Broker Continuing Education
- Agent Pre-licensing Education
- Agent Continuing Education
- Agent Post-licensing Education
- REALTOR® Designation Courses
  - ABR, BPOR, MRP, E-Pro, GRI

Advertising p. 20
- DAAR Website
- DAAR TV
- Affiliate Directory
- Event programs
- Classroom Wall Posters

OUR AFFILIATES

Current Affiliate business types include the following:

- Advertising Companies
- Auto Dealers
- Banks
- Builders
- Cell Phone Companies
- Decorating/Staging
- Engineers
- Environmental Services
- Gift Stores
- Home Improvement
- Home Inspectors
- Home Cleaning
- Pest Inspectors
- Roofing/Siding
- Network Solutions
- Painters
- Flooring/Carpet
- Home Warranty Companies
- Insurance Companies
- Junk Removers
- Landscapers
- Marketing Firms
- Mortgage Companies
- Moving Companies
- Photography
- Print Services
- Property Management
- Security Installers
- Settlement Companies
- Senior Services
- Sign Installers
- Software Companies
- Storage Services
- Technology Companies

2015 EVENT CALENDAR

JAN	Lunch Matters
FEB	Marketing Boot Camp
MAR	VHDA Seminar
	Broker Breakfast
	Economic Summit
APR	REALTOR® Awards
	Lunch Matters
MAY	Public Policy Forum
JUNE	Spring Wine Event
	Public Policy Forum
JULY	Loudoun County Candidate Forum
SEPT	Education Day/Expo
	Broker Breakfast
OCT	Fall Wine Event
	Lunch Matters
NOV	Charity Auction & Dinner
DEC	Holiday Party/ Board Installation
	BoD Appreciation Day

OUR REALTORS®

REALTORS® are a cut above other real estate professionals. They have pledged to uphold a strict code of ethics as a condition of membership.

OUR REALTORS®...

Have averaged nearly **$1.8 billion** in annual sales over the past 20 years.

Work with **10,000+** homebuyers and sellers each year.

Are the **Top Producers** in Loudoun County!

OUR REACH

Member/Customers
3,000+

Classes/Events
100+

Attendees
2,500+

AFFILIATE PARTNERSHIP PROGRAM

Affiliate Partnership Program

The Ultimate Year-Round Branding Strategy!

- Corporate Prestige
- Enhanced Credibility
- Exclusive Acknowledgment
- Competitive Distinction
- Sponsorship Priority

A robust, comprehensive initiative, this partnership program provides high visibility through consistent recognition throughout the year. With a myriad of options focused directly at qualified professionals, the Affiliate Partnership Program is invaluable to companies that want to be considered as market leaders and visibly demonstrate both commitment to the industry, and value as a market resource.

> **"The relationships are priceless!** … We've thoroughly enjoyed the events and sponsorships we've held. But, more importantly, the people we've met."
>
> **Amy Vander Linden**
> **Director of Marketing**
> **Smart Settlements**

PARTNER LEVELS

- **Presidential Partner**
- **Premier Partner**
- **Preferred Partner**

NEW

Build Your Own Bundle!

Partners can now choose the events and sponsorships in which to participate, using the designated **Sponsorship Bucks** provided at each level. **Past sponsors are given the first right of refusal for the same opportunity the following year. These sponsorships will be held until Nov. 7**, at which time all available sponsorships will be awarded on a **first-come, first-served** basis.

Tiebreakers will be determined by level of sponsorship. DAAR reserves the right to refuse sponsorship should there be a conflict of interest or in the best interest of the Association.

Affiliate Partners receive:

- **Affiliate membership**
- **Recognition on DAAR's homepage**
- **Booth space at Expo**
- **Recognition at events**
- **Publication advertisement**
- **Signage at events**
- **Thousands in Sponsorship Dollars!**

Presidential Partner - $6,000

AVAILABLE **3**

$4,500 in Sponsorship Bucks *(Select Your Own Events!)*

Membership

Three Complimentary Affiliate memberships
50% off additional Affiliate memberships (up to 3)

Marketing & Promotion

Announced as Presidential Partner via all media
Featured on official DAAR Partner banner
Recognition as Presidential Partner at all events
Endorsed as Presidential Partner w/logo & lapel pin
Logo on homepage with link to your website
Listed at top of category in Affiliate Directory
Featured ad and commercial on DAAR TV
Framed, poster-size wall ad in DAAR classroom
Marketing in new member welcome packet
Full-page/color ad, Holiday Party program
Inside Front, Inside Back, or Inside Back Left Color ad, Affiliate Directory
Full-page/color ad, Awards program
Full-page/color ad, Ed/Expo program
Full-page/full-color ad, Econ. Summit program
Full-page feature in *Home Journal* magazine

Exhibition

Premium booth space at Education Day & Expo

Engagement

Access to DAAR's Private Linkedin Discussion Group
May contribute 12 news articles/blogs in e-newsletters
May contribute 12 news articles/blogs on DAAR social media sites
3 tickets, Econ. Summit/Wine Events/Holiday Party

Total Package Cost - $11,470
Your Price - $6,000

Payment Options:
In Full - **$6,000**
3 Monthly Payments of **$2,025**
6 Monthly Payments of **$1,025**

Premier Partner - $5,250

AVAILABLE X 4

$3,935 in Sponsorship Bucks *(Select Your Own Events!)*

Membership

Two Complimentary Affiliate memberships
50% off additional affiliate memberships (Up to Three)

Marketing & Promotion

Announced as Premier Partner via all media
Featured on official DAAR Partner banner
Recognition as Premier Partner at all events
Endorsed as DAAR Partner w/logo and lapel pin
Logo on DAAR homepage with link to your website
Listed at top of category in Affiliate Directory
Featured advertisement and commercial on DAAR TV
Framed, poster-size wall ad in DAAR classroom
Company marketing in new member welcome packet
Full-page, full-color ad, Affiliate Directory
Full-page, full-color ad, REALTOR® Awards program
Full-page, full-color ad, Education Day & Expo program
Full-page, full-color ad, Installation/Holiday Party
Full-page, full-color ad, Economic Summit program
Full-page feature in *Home Journal* magazine

Exhibition

Premium booth space at Education Day & Expo

Engagement

Access to DAAR's Private Linkedin Discussion Group
May contribute 6 news articles/blogs in e-newsletters
May contribute 6 news articles/blogs on DAAR social media
2 tickets, Econ. Summit/Wine Events/Holiday Party
Free admission to Housing and Public Policy forums

Total Package Cost - $10,595
Your Price - $5,250

Payment Options:
In Full - **$5,250**
3 Monthly Payments of **$1,775**
6 Monthly Payments of **$900**

Preferred Partner - $4,500

AVAILABLE 4

$3,375 in Sponsorship Bucks *(Select Your Own Events!)*

Membership

Two Affiliate memberships
50% off additional Affiliate memberships (Up to Three)

Marketing & Promotion

Announced as Preferred Partner via all media channels
Featured on official DAAR Partner banner
Recognition as Preferred Partner at all DAAR events
Endorsed as DAAR Partner - use of logo and lapel pin
Logo on DAAR homepage with link to your website
Listed at top of category in Affiliate Directory
Featured advertisement and commercial on DAAR TV
Framed, poster-size wall ad in DAAR classroom
Company marketing in new member welcome packet
Half-page, full-color ad, Affiliate Directory
Half-page, full-color ad, REALTOR® Awards program
Half-page, full-color ad, Education Day program
Half-page, full-color ad, Installation/Holiday Party
Half-page, full-color ad, Econ. Summit program

Exhibition

Booth space at Education Day & Expo

Engagement

Access to DAAR's Linkedin Discussion Group
May contribute 3 news articles/blogs in e-newsletters
May contribute 3 news articles/blogs on social media
2 tickets, Econ. Summit/Wine Events/Holiday Party
Free admission to Housing and Public Policy forums

Total Package Cost - $9,870
Your Price - $4,500

Payment Options:
In Full - **$4,500**
3 Monthly Payments of **$1,525**
6 Monthly Payments of **$775**

Store Partner - $6,000

AVAILABLE **1**

$1,500 in Sponsorship Bucks *(Select Your Own Events!)*

Sponsorship of the REALTOR® Store

- Large banner over store doorway
- One 6-ft stand-alone banner near merchandise
- Prominent display of company promotional materials
- Company kiosk display

Membership

- Two complimentary Affiliate memberships

Marketing & Promotion

- Announced as Store Partner via all media
- Featured on official DAAR Partner banner
- Recognition as Store Partner at events
- Endorsed as Store Partner w/logo & lapel pin
- Logo on homepage with link to your website
- Listed at top of category in Affiliate Directory
- Featured ad and commercial on DAAR TV
- Framed, poster-size wall ad in DAAR classroom
- Marketing in new member welcome packet
- Full-page, full-color ad, Affiliate Directory
- Full-page, full-color ad, REALTOR® Awards program
- Full-page, full-color ad, Education Day & Expo program
- Full-page, full-color ad, Installation/Holiday Party
- Full-page, full-color ad, Economic Summit program
- Full-page feature in *Home Journal* magazine

Exhibition

- Premium booth space at Education Day & Expo

Engagement

- Access to DAAR's Private Linkedin Discussion Group
- May contribute 6 news articles/blogs in e-newsletters
- May contribute 6 news articles/blogs on DAAR social media
- 2 tickets, Econ. Summit/Wine Events/Holiday Party
- Free admission to Housing and Public Policy forums

Total Package Cost - $14,345

Your Price - $6,000

Payment Options:

In Full - **$6,000**

3 Monthly Payments of **$2,025**

6 Monthly Payments of **$1,025**

SPONSORSHIP PACKAGES

AFFILIATE SPONSORSHIP PACKAGES

GOLD SPONSORSHIP PACKAGE - $3,500

- **$2,625** in DAAR sponsorship bucks **- Select Your Own!**
- **Membership**
  - Two complimentary Affiliate memberships
- **Marketing & Promotion**
  - Logo and link on DAAR website leaderboard
  - Half-page ad, Affiliate Directory
  - Half-page ad, REALTOR® Awards program
  - Half-page ad, Education Day & Expo program
  - Half-page ad, Board Installation/Holiday Party
  - Half-page ad, Economic Summit program
- **Exhibition**
  - 1 exhibit booth, 2 lunch tickets - Education Day/Expo
- **Member Engagement**
  - One Econ. Summit ticket, Two Wine Event tickets, One Holiday Party/BoD Installation ticket, Admission to Lunch Matters/Public Policy seminars

Package Cost: $6,130

Your Cost: $3,500

1 in-full payment of **$3,500**
3 monthly payments of **$1191.67**
6 monthly payments at **$608.34**

SILVER SPONSORSHIP PACKAGE - $2,500

- **$1,875** in DAAR sponsorship bucks **- Select Your Own!**
- **Membership**
  - Two complimentary Affiliate memberships
- **Marketing & Promotion**
  - Logo and link on DAAR website leaderboard
  - 1/4-page ad, Affiliate Directory
  - 1/4-page ad, REALTOR® Awards program
  - 1/4-page ad, Education Day & Expo program
  - 1/4-page ad, Board Installation/Holiday Party
  - 1/4-page ad, Economic Summit program
- **Exhibition**
  - 1 exhibit booth, 2 lunch tickets - Education Day/Expo
- **Member Engagement**
  - One Economic Summit ticket, Two Wine Event tickets, One Holiday Party/BoD Installation ticket, Admission to Lunch Matters/Public Policy seminars

Package Cost: $4,985

Your Cost: $2,500

1 in-full payment of **$2,500**
3 monthly payments of **$858.33**
6 monthly payments at **$441.67**

BRONZE SPONSORSHIP PACKAGE - $1,500

- **$1,125** in DAAR sponsorship bucks **- Select Your Own!**
- **Membership**
  - Two complimentary Affiliate memberships
- **Marketing & Promotion**
  - Logo and link on DAAR website leaderboard
  - Business card ad, Affiliate Directory
  - Business card ad, REALTOR® Awards program
  - Business card ad, Education Day & Expo program
  - Business card ad, Board Installation/Holiday Party
  - Business card ad, Economic Summit program
- **Exhibition**
  - 1 exhibit booth, 1 lunch ticket - Education Day/Expo
- **Member Engagement**
  - One Economic Summit ticket, One Wine Event ticket, One Holiday Party/BoD Installation ticket, Admission to Lunch Matters/ Public Policy seminars

Package Cost: $4,985

Your Cost: $1,500

1 in-full payment of **$1,500**
3 monthly payments of **$525**
6 monthly payments at **$275**

EVENT & EDUCATION SPONSORSHIPS

EVENT SPONSORSHIPS

LUNCH MATTERS (3)

Jan 7, April 22, Oct 15

Our popular lunch & learn style, non-credited classes focus on topics of interests to the real estate profession. Attracts between 30-50 members.

Exclusive Presenting Sponsor

- Logo on RBI Marketing Report to members
- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event

$350 per event

PUBLIC POLICY FORUMS (2)

May 20 and June 11

These forums highlight current topics of legislative and regulatory interest to the real estate profession and attract between 40-60 members.

Exclusive Presenting Sponsor

- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event

$500 per event

BROKER BREAKFASTS (2)

Mar 6 and Sept 25

Broker-only event, featuring guest speakers who highlight current risk management pitfalls and legislative trends. Attracts an average of 30 brokers.

Exclusive Presenting Sponsor

- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event

$500 per event

ECONOMIC SUMMIT

March 20

This showcase event attracts an average of 150 attendees — real estate professionals, attorneys, professors, and county government officials — and features a panel of top economic experts who will highlight housing market and economic trends in Northern Virginia and beyond.

Event Sponsor **$1,650**

- 6 Economic Summit tickets
- One sponsored breakfast table
- Display table for promotional items
- Recognized in event promotions
- Logo and contact info on program cover
- Full-page ad in Summit program
- Opening remarks/speaker intros

Breakfast Sponsor **$850**

- 6 Economic Summit tickets
- One sponsored breakfast table
- Display table for promotional items
- Sponsor logo on event promotions
- Prominent signage at breakfast station
- Full-page ad in Summit program

Table Sponsor **$750 (3 Available)**

- 6 Economic Summit tickets
- One sponsored breakfast table
- Shared display table for promo items
- Sponsor logo on event promotions
- Full-page ad in Summit program

**Promotional material includes DAAR's website, DAAR TV, Weekly Upd@te and Broker Source e-newsletters, Facebook, Linkedin, and all printed flyers and mailings used to market events.*

EDUCATION DAY & EXPO

Sept 23

This annual event attracts between 50 to 100 attendees and features educational, networking, and professional development opportunities specifically designed for REALTORS®. Vendors showcase products and services in the trade show expo.

Event Sponsor $1,500
- Exhibit booth in prime location
- Recognized in all event promotions*
- Logo and contact info on program cover
- Full-page ad in event program
- 1-minute video promoting the event
- Opening remarks/speaker introductions
- May provide bags w/logo & give-aways
- Two event tickets, meal included

Badge Sponsor $800
- Company logo and booth # on badges
- May provide lanyards with company logo
- Recognition in all event promotions*

Breakfast Sponsor $500 (2 available)
- Sponsor logo on event promotions*
- Recognition in event program
- Prominent signage near breakfast station
- Two breakfast and lunch tickets

Lunch Sponsor $500 (2 available)
- Sponsor logo on event promotions*
- Recognition in event program
- Prominent signage near lunch station
- Two breakfast and lunch tickets

Beverage Sponsor $500 (2 available)
- Sponsor logo on event promotions*
- Recognition in event program
- Prominent signage near beverage station
- Two breakfast and lunch tickets

Grand Prize Sponsor $650
- Sponsor logo on event promotions*
- Recognition in event program
- Announces/presents grand prize winner
- Two breakfast and lunch tickets

TRADE SHOW EXHIBIT BOOTHS (25)

From visibility to credibility, exhibiting at this trade show has hundreds of benefits for your business. Establishing a presence, whether big or small, for your company gives you a powerful platform for meeting new customers, reaching out to your existing clientèle, and building a more established and reliable brand.

Single Booth $450 members / $550 nonmembers

Double Booth $750 members / $850 nonmembers

VHDA SEMINAR

March 18

Representatives from the Virginia Housing Development Authority will enlighten our members about various financing options available through their organization.

Exclusive Presenting Sponsor
- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event

$300

MARKETING BOOT CAMP

Feb 19

This event will bring together a panel of experts to help our members better market themselves and their listings. Vendors may purchase exhibit tables to promote their businesses. Expected attendance: 50-75

Exclusive Presenting Sponsor ~~$500~~
- Company recognition at event
- Provide opening remarks/speaker intro
- Company logo on all event promotions*
- Signage at event

Tabletop Exhibitor Members $250 / Nonmembers $350

EVENT SPONSORSHIPS

Grab a partner.
Form a Team.
Share the Cost.

Co-Sponsor an Event!

WINE & NETWORKING (2)

June 4 and Oct 1

Wine-tasting, networking, light fare, and entertainment. Held in the Spring and Fall, these two events are hosted at local wineries and attract between 85 to 100 attendees.

SPRING (June) **FALL** (October)

The sponsorship investments below are based on each individual event.

Sponsors (except Raffle) receive the following:

- Recognition on event promotions
- Company recognition at event
- Two event tickets
- Signage near featured sponsorship

Event Sponsor $1,500

- Prominent signage at entrance
- 1– min video promoting event
- Opening and closing remarks (optional)
- May hold prize drawing

Food Sponsor $750

- Signage near food station
- May supply plates, napkins w/logo
- May hold prize drawing

Beverage Sponsor $750

- Signage in bar area
- May supply wine glasses, gifts w/logo
- May hold prize drawing

Music Sponsor $300

- Signage near musician
- May supply gifts w/logo

Raffle Sponsor (3) $150

- Opportunity to hold drawing
- One event ticket

REALTOR® AWARDS

Apr 16

The REALTOR® Awards has become one of the most prominent events of the year. Categories include Top Producer, Circle of Excellence, and REALTOR of the year! Sponsors benefit from 5 months of editorial and advertising exposure — from the call for entries in November to the culmination of the awards presentation and gala dinner in April. 50 to 100 guests attend.

Event Sponsor $2,000

- Company logo on all event promotions
- Sponsored table with signage
- Logo and contact info on program cover
- Full-page ad in event program
- 1-minute video promoting the event
- Opening remarks/speaker intro
- Two event tickets

Awards Sponsor $800

- Recognition as on event promotions
- Full-page ad in event program
- Assist with awards presentation
- Signage at the awards table
- Two event tickets

Food Sponsor $750 (2 Available)

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage at beverage station
- Two event tickets

Wine & Beverage Sponsor $750 (2 Available)

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near bar area
- Two event tickets

Dessert Sponsor $750 (2 Available)

- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage at beverage station
- Two event tickets

HOLIDAY PARTY & INSTALLATION

Dec 10 - Celebrate the holidays with 150 of our members. New board members sworn in during the annual installation ceremony.

Event Sponsor **$2,000**
- Company logo on all event promotions
- Logo and contact info on program cover
- Full-page ad in event program
- 1-minute video promoting the event
- Opening remarks/speaker introductions
- Four event tickets

Wine/Beverage Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near bar area
- Two event tickets

Dessert Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near beverage station
- Two event tickets

Food Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near beverage station
- Two event tickets

Entertainment Sponsor **$500**
- Sponsor logo on event promotions
- Half-page ad in event program
- Prominent signage near musician
- Two event tickets

Raffle Sponsor **$250 (5 Available)**
- Sponsor logo on event promotions
- business card ad in event program
- Opportunity to hold drawing
- Name and contact information for winners
- One event ticket

Gift Bag Sponsor **$800**
- Sponsor logo on event promotions
- Half-page ad in event program
- Sponsor logo on gift bags
- Two event tickets

Table Sponsor **$800**
- Sponsor logo on event promotions
- Half-page ad in event program
- Signage at sponsored table
- Eight event tickets

CHARITY AUCTION & DINNER

Nov 6

Help DAAR give back to the community by sponsoring the event that has raised more than $250,000 for local charities. Attracts 50 to 100 guests.

Event Sponsor **$2,000**
- Company logo on all event promotions
- Logo and contact info on program cover
- Full-page ad in event program
- 1-minute video promoting the event
- Opening remarks/speaker introductions
- Four event tickets

Wine/Beverage Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near bar area
- Two event tickets

Dessert Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near beverage station
- Two event tickets

Food Sponsor **$1,000**
- Sponsor logo on event promotions
- Full-page ad in event program
- Prominent signage near beverage station
- Two event tickets

Entertainment Sponsor **$500**
- Sponsor logo on event promotions
- Quarter-page ad in event program
- Prominent signage near musician
- Two event tickets

Table Sponsor **$800**
- Sponsor logo on event promotions
- Half-page ad in event program
- Signage at sponsored table
- Eight event tickets

EDUCATION SPONSORSHIPS

Grab a partner. Form a Team. Share the Cost.

Co-Sponsor a Class!

Looking for More Face Time? Full-day education sessions are the perfect time to make an impression. **Bring lunch and get to know our members during their lunch breaks (45 mins to 1 hr).**

Sponsorships include the following benefits:

- Recognition on class promotions
- Prominent signage in the classroom
- Opening remarks/Speaker intro
- Display table for promotional items
- Opportunity to do a prize drawing

AGENT POST-LICENSING EDUCATION

Salesperson Post-licensing
State-required education for new agents.

4 Full-Day Classes Per Series; 3 offered

Series 1 - $1,500

Feb 18: RE Law (8 hrs)
Feb 25: Contracts (6 hrs)
Mar 4: Risk Mgmt (3 hrs) /Escrow (3 hrs)
Mar 25: Fair Hsg (2 hrs)/Bus Plng (2 hrs) / Agency (3 hrs)

Series 2 - $1,500

May 27: RE Law (8 hrs)
June 3: Contracts (6 hrs)
June 17: Risk Mgmt (3 hrs) /Escrow (3 hrs)
July 1: Fair Hsg (2 hrs)/Bus Plng (2 hrs) / Agency (3 hrs)

Series 3 - $1,500

Oct 7: RE Law (8 hrs)
Oct 21: Contracts (6 hrs)
Oct 28: Risk Mgmt (3 hrs) /Escrow (3 hrs)
Nov 18: Fair Hsg (2 hrs)/Bus Plng (2 hrs) / Agency (3 hrs)

AGENT PRE-LICENSING EDUCATION

Salesperson Pre-licensing

16 4-hr Classes per Course; 3 Courses offered
6 to 10 p.m.

Meets twice a week for 8 weeks

Jan 8 • April 7 • Sept 10

$250 per week

BROKER TRAINING

45-Hr Broker Pre-licensing **$1,000/course**

6 Full-Day Classes Per Course

Meets once per week for 6 weeks

Appraisal 45-hr Course	Begins Jan 12
RE Law 45-hr Course:	Begins Mar 16
Broker Mgmt 45-hr Course	Begins Sept 14

Broker Continuing Education **$300/class**

Risk Mgmt (4hrs) & Broker Supv/Escrow (4 hrs)
Full-Day Classes, offered 3 times

Jan 9 • Apr 10 • Oct 16

NEW MEMBER ORIENTATION

New Member Orientation
DAAR-required ethics class for new members.

9 a.m. to 4 p.m., offered 4 times

May 7 • Feb 5 • Aug 6 • Nov 5

4 Sponsors Per Class - $400 each

REALTOR® DESIGNATION COURSES

Graduate REALTOR® Institute
2 Full-Day Classes $250 each

Accredited Buyer's Representative
2 Full-Day Classes $250 each

E-Pro
2 Full-Day Classes $250 each

Broker Price Opinion Resource
1 Full-Day Class $250

Military Relocation Professional
1 Full-Day Class $250

Want to Stand Out from the Crowd?

Solidify Your Brand with these High Visibility Sponsorships!

BROKER SOURCE e-NEWSLETTER

$200 per month
$1,000 — 6 months
$2,000 — 1 year

Company logo on each weekly issue emailed to broker members. Dedicated weekly column for blog posts or industry-related news article.

WEEKLY UPD@TE e-NEWSLETTER

$200 per month
$1,000 — 6 months
$2,000 — 1 year

Company logo on each weekly issue emailed to all members. Dedicated weekly column for blog posts or industry-related news article.

REALTOR STORE BAG SPONSOR

$1,500

Provide bags with corporate logo for store customers. May include light promotional items.

AGENT CONTINUING EDUCATION

Salesperson Continuing Education — **$300 per day / $1,800**

Required education for all agents — **Class held in Purceville*

6 Full-Day Courses

Course 1		**Course 4**	
Jan 14	Legal Updates Fair Housing Ethics Contracts Agency	**July 8**	Legal Updates Fair Housing Ethics Contracts Agency
***Course 2**		***Course 5**	
Mar 11	Legal Updates Fair Housing Ethics Contracts Agency	**Sept 9**	Legal Updates Fair Housing Ethics Contracts Agency
Course 3		**Course 6**	
May 13	Legal Updates Fair Housing Ethics Contracts Agency	**Nov 11**	Legal Updates Fair Housing Ethics Contracts Agency

REALTOR KEY CARD LANYARDS — $1,500

Your company logo on lanyards given to all members upon joining DAAR to wear when showing property to avoid losing their key cards.

DAAR EDUCATION CORNER — $750

Company signage near wall containing marketing flyers for all upcoming DAAR education classes. Dedicated rack for company-related information or promotions.

EDUCATION GOLD CARD — $500

Advertise your company on DAAR's Education Gold Card, the best deal in real estate education. Over one hundred members purchased the Gold Card last year.

EVENT CALENDAR — $1,200

Our event calendar is given to all members and showcases all DAAR education session, networking socials, and events for the year.

Advertise with DAAR

	BACK COVER	INSIDE FRONT	INSIDE BACK	INSIDE BACK LEFT	FULL PAGE	HALF PAGE	QUARTER PAGE	BUSINESS CARD
Affiliate Directory	$500	$400	$400	$350	$300	$150	$100	$75
Education Expo Brochure	$300	$250	$250	$225	$200	$150	$75	$50
REALTOR Awards Program	$300	$250	$250	$225	$200	$150	$75	$50
Economic Summit Program	$300	$250	$250	$225	$200	$150	$75	$50
Holiday Party/ Installation Program	$300	$250	$250	$225	$200	$150	$75	$50

Website & DAAR TV Advertising

Front page color ad (125x125 pixels) on DAAR's high-traffic site dullesarea.com. Four positions available. Logo and contact information displayed on DAAR TV located in lounge area.

	3 Mos.	6 Mos.	1 Yr
DAAR TV	$200	$350	$600
Website Banner Ad	$750	$1,375	$2,850
Website Leaderboard Ad	$400	$725	$1,495

Classroom Wall Poster
$500 for one year

Attracting hundreds of students each month, DAAR's real estate classroom is the premier venue for top-notch education and events throughout the year. As a classroom sponsor, your company may display a movie-sized poster for framing. Sponsorships are limited to two in any one category. Frame supplied by DAAR.

Sign Me Up! I would like to become ...

A DAAR Sponsor or Partner. All sponsorship, partnerships and advertising opportunities may be purchased by completing the 2015 Sponsorship Opportunities Selection Form that accompanies this brochure.

A DAAR Affiliate Member. Download and complete the Affiliate Membership Application from dullesarea.com.

All Selection forms, membership applications, and respective fees should be submitted to:

Barbra Sanders
Business Development Director
bsanders@dullesarea.com
(703) 771-9787 fax
Questions? Contact Barbra Sanders at (703) 777-2468.

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