



2022 Business Partner Sponsorship Fund

GOAL

- To ensure the most value for our Business Partners.
- To support our annual programs and Committee work.



CONNECT
WITH OVER
950 REALTORS®

The power of partnership.

Your support throughout the year is essential. We hope our 2022 Sponsorship Program will help you engage with our REALTOR® Members to build relationships and strengthen your business.

We know the past two years have brought many challenges to our industry, as well as your organization. We are providing these opportunities to you again at the same reduced cost for 2022. We are committed to providing our marquee events like the Membership Appreciation Wine Down Expo and Annual Summer Golf Outing. In 2022, due to demand, we are moving to Gull Lake View Golf Course, which can host over 60 teams.

We look forward to 2022 and our partnership with you! Send Commitments via email to Sponsorship@gkar.com.

**** Professional Development Panel/Speakers are not determined by Sponsorship Level and are selected by Committee or Sub-Committee Members.**



Business Partner Sponsorship Fund

2022 Sponsorship Levels At-A-Glance

Platinum

\$1,950

- Recognition on Sponsorship Banner year-round
- Four Member to Member Emails
- Opportunity to instruct one REALTOR® New Member Orientation Finance Session* (*seven available*)
- Installation & State of the Association Program Sponsor

- Membership Appreciation Wine Down Event Expo Booth and Sponsor; First Pick of Expo Location
- 4:01 Member Networking Event Sponsor
- GKAR Golf Outing Lunch Sponsor w/ Golf Team
- Con Ed Sponsor

Diamond

\$1,450

- Recognition on Sponsorship Banner year-round
- Three Member to Member Emails
- Membership Appreciation Wine Down Event Expo Booth and Sponsor; Second-Round Pick of Expo Location

- 4:01 Member Networking Event Sponsor
- Professional Development Committee Series Sponsor and Opportunity to be Welcome Sponsor* (*five available*)
- GKAR Golf Outing Beverage Sponsor
- Installation & State of the Association Program Sponsor

Gold

\$950

- Recognition on Sponsorship Banner year-round
- Two Member to Member Emails
- Professional Development Series Program Sponsor
- 4:01 Member Networking Event Sponsor

- Membership Appreciation Wine Down Event Expo Booth and Sponsor; Third-Round Pick of Expo Location
- GKAR Golf Outing Course Sponsor
- Installation & State of the Association Program Sponsor

Silver

\$450

- Recognition on Sponsorship Banner year-round
- One Member to Member Email
- Professional Development Series Program Sponsor
- 4:01 Member Networking Event Sponsor

- Membership Appreciation Wine Down Event Expo Booth and Sponsor; Fourth-Round Pick of Expo Location
- Installation & State of the Association Program Sponsor

Bronze

\$250

- Recognition on Sponsorship Banner year-round
- One Member to Member Email
- Membership Appreciation Wine Down Event Expo Booth and Sponsor

- 4:01 Member Networking Event Sponsor
- Installation & State of the Association Program Sponsor

Become a Sponsor Today; Enjoy Recognition All Year Long!*

Business Name: _____

Contact Person (*for sponsorship details/updates*): _____

Contact Phone or Email: _____

Sponsor Level:

☐ Platinum \$1,950 ☐ Diamond \$1,450 ☐ Gold \$950 ☐ Silver \$450 ☐ Bronze \$250

Method of Payment: ☐ Credit ☐ Check (payable to GKAR) ☐ Bill GKAR Account

PLEASE NOTE: Billing your GKAR account does not qualify as payment received.

Your spot is reserved once payment is received. *A limited number of sponsorships are available at each level.

Communication:

- ☐ I would like to receive quarterly updates about my remaining sponsorship opportunities.
☐ I do not want to receive quarterly updates about my remaining sponsorship opportunities.

Return this form and your payment to GKAR by January 1st, 2022.

P: (269) 382-1597 | E: Sponsorship@gkar.com

Platinum Level \$1,950

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Opportunity to instruct one REALTOR® New Member Orientation Finance Session**
 - Seven available; based on first-paid, first-served; lenders only
 - New Members who've joined GKAR within six months will be invited to attend all our Finance Sessions of Orientation to get to know more of our Business Partners and increase your exposure to New Members
- **Four Member to Member Emails**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down March 9th at TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have first-round pick of your booth location; order within all Platinum Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Spring 4:01 Member Networking Event Sponsorship April 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Continuing Education Sponsor**
 - Logo/company name on website, promotional material, and signage for all dates
- **Golf Outing Lunch Sponsorship (\$1,500 value) August 22nd at Gull Lake View**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you at the clubhouse on event banner, on tables in clubhouse, and on-course at one hole
 - Company representatives may be on-course at hole; lunch for four included
 - Tent, table, and two chairs provided for you on-course
 - Golf Team for four included: 18 holes, cart, lunch and drinks for each golfer
- **Fall 4:01 Member Networking Event Sponsorship October 20th at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 2nd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 400+ Members participate
 - Six registrations included and additional registrations may be purchased at \$35 per person

Diamond Level \$1,450

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Three Member to Member Emails**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down March 9th at TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have second-round pick of your booth location; order within all Diamond Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Spring 4:01 Member Networking Event Sponsorship April 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Professional Development Committee Presents Series Welcome Sponsorship Feb. 17th, April 14th, June 7th, Sept. 15th, or Nov. 10th; held virtually and in-person**
 - One opportunity to welcome attendees to program and introduce yourself/business; five available; first-paid, first-served
 - Logo/company name on website, promotional material, and program slideshow for all five programs
 - Opportunity to set up tabletop display at the program you are Welcome Sponsor for, with priority table placement
- **Golf Outing Beverage Sponsorship (\$1,000 value) August 22nd at Gull Lake View**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you on-course at one hole
 - Company representatives may be on-course at hole; lunch for two included
 - Tent, table, and two chairs provided for you on-course
 - Two opportunities to host one keg on course; first-paid, first served (four opportunities if both courses sold)
- **Fall 4:01 Member Networking Event Sponsorship October 20th at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 2nd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 400+ Members participate
 - Five registrations included and additional registrations may be purchased at \$35 per person

Gold Level \$950

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **Two Member to Member Emails**
 - Promote your business to Members with an e-flyer
- **Professional Development Committee Series Program Sponsor**
Feb. 17th, April 14th, June 7th, Sept. 15th, or Nov. 10th; held virtually and in-person
 - Logo/company name on website, promotional material, and program slideshow for all five programs
 - Opportunity to set up tabletop display at one program; your choice of which one based on first-paid, first-served
- **Membership Appreciation Wine Down March 9th at TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have third-round pick of your booth location; order within all Gold Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Spring 4:01 Member Networking Event Sponsorship April 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Golf Outing Course Sponsorship (\$600 value) August 22nd at Gull Lake View**
 - Logo/company name on website and promotional material
 - Signage recognition provided for you on-course at a hole
 - Company representatives may be on-course at hole; lunch for two included
 - Tent, table, and two chairs provided for you on-course
- **Fall 4:01 Member Networking Event Sponsorship October 20th at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 2nd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 450 Members participate
 - Four registrations included and additional registrations may be purchased at \$35 per person

Silver Level \$450

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **One Member to Member Email**
 - Promote your business to Members with an e-flyer
- **Professional Development Committee Presents Series Program Sponsor**
Feb. 17th, April 14th, June 7th, Sept. 15th, or Nov. 10th; held virtually and in-person
 - Logo/company name on website, promotional material, and program slideshow for all five programs
 - Opportunity to set up tabletop display at one program; your choice of which one based on first-paid, first-served
- **Membership Appreciation Wine Down March 9th at TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have fourth-round pick of your booth location; order within all Silver Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Spring 4:01 Member Networking Event Sponsorship April 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Fall 4:01 Member Networking Event Sponsorship October 20th at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 2nd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 400+ Members participate
 - Three registrations included and additional registrations may be purchased at \$35 per person

Bronze Level \$250

- **Recognition on Sponsorship Banner year-round at GKAR**
- **First Quarter Facebook Feature**
- **One Member to Member Email**
 - Promote your business to Members with an e-flyer
- **Membership Appreciation Wine Down March 9th at TBD**
 - Business Partner Expo; 150-200 Members participate
 - At this level, you will have fifth-round pick of your booth location; order within all Bronze Sponsors determined by first-paid, first served
 - Opportunity to award a prize during event
 - Logo/company name on website, promotional material, Facebook event, and event signage
- **Spring 4:01 Member Networking Event Sponsorship April 21st at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Fall 4:01 Member Networking Event Sponsorship October 20th at TBD**
 - Logo/company name on website, promotional material, and event signage
 - Unlimited company representatives may attend; 125 Members participate
 - Nametags of recognition indicating event sponsorship
- **Installation & State of the Association Program Sponsorship December 2nd at Radisson**
 - Logo/company name on website and promotional material
 - Recognition during live program
 - 400+ Members participate
 - Three registrations included and additional registrations may be purchased at \$35 per person



Business Partner Membership Benefits

Your Membership Includes:

Opportunity to Join a GKAR Committee

- Become a leader by serving in a leadership role.
- Applications are accepted in November each year.
- Go to GKAR.com/commapp2022 to check out the opportunities.
- 2022 Applications close December 3rd, 2021, at 4:00 pm.

Access to GKAR Events (see 2022 GKAR Schedule)

- Network with REALTOR® Members and other Business Partners throughout the year.

Advertising

- Your company information & logo will be displayed on the Business Partner Slideshow at GKAR.
- Your company information will be displayed in the GKAR Website directory.

Member to Member Email Service

- Send emails to a member list of over 400 who have signed up.
- Your first email after approved Membership is complimentary.

Community Outreach

- Volunteer for GKAR Outreach opportunities.

With GKAR's Business Partner Sponsorship Fund...

- Sponsorships start at just \$250 per year and boast big values for you.
- You'll sponsor, not just attend events - which means even more exposure to potential customers.
- Special benefits are included at each sponsor level.

Ask us about this exciting opportunity today!