

2025 SPONSORSHIP PACKAGE



Make the most of your membership.

AACAR strives to offer members all they need to be successful in your real estate careers. AACAR members actively engage in advocacy, community, and educational efforts that shape the real estate industry in Anne Arundel County.

Through networking events, conferences, and online platforms, members have ample opportunity to connect, share ideas, and collaborate, fostering valuable relationships that can lead to referrals and new business prospects.

AACAR's comprehensive benefits and resources help empower members to navigate the ever-changing real estate landscape at a local, state, and national level with confidence, expertise, and an edge over the competition.

To build upon successful partnerships, we are continuing to expand the sponsorship opportunities available to all AACAR Affiliate Members. We have created this sponsorship guide to help our business partners see what opportunities are available to them.

Though market conditions change, one thing that doesn't is that we're most successful when we work together. The 2025 Leadership Team and Board of Directors looks forward to working with you this year.

We invite you to explore the opportunities on the following pages. Please reach out with any questions or suggestions you may have as we are happy to tailor a sponsorship to meet your specific marketing needs.



2025 Sponsorship Package

AFFILIATE MEMBER BENEFITS

- SentiLock service
- Networking opportunities with industry professionals
- Have your name, company's name, and company logo added to our website
- Weekly e-newsletter
- Monthly emails with important information, upcoming events, and sponsorship opportunities
- Legal updates at the local, state, and national levels affecting the real estate industry
- Membership roster available for purchase
- Teach Professional Development & CE Classes
- Advertising opportunities in our quarterly, digital magazine
- Bright MLS discount if needed
- Add your promotional materials to our Affiliate Wall
- Participate on committees (convention committee, etc.)
- Tech Helpline/AACAR App
- AACAR's Digital Quarterly Magazine
- Government Affairs — RPAC — working to protect homeownership and your business
- Friendly staff



2025 Sponsorship Package

IMPORTANT 2025 DATES

February 2025: Lobby Day

March 6, 2025: AACAR's Annual Convention

September 2025: 39th Annual Billy Goodall Charity Golf Tournament

October 20—24, 2025: AACAR's Membership Appreciation Week

November 2025: Harvest for the Hungry

November/December 2025: Installation of Officers & Directors

COMMITTEE EVENTS WITH SPONSORSHIP OPPORTUNITIES

Convention Committee:

Annual Convention & Tradeshow: March 6, 2025

Education Committee:

Membership Appreciation Week: October 2025

REALTOR® Community Service Committee:

39th Annual Billy Goodall Charity Golf Tournament: *September 2025*

Harvest for the Hungry Food & Funds Drive: *November 2025*

Young Professionals Networking (YPN) Committee:

Top Agents Panel

Happy Hours

Networking Events



SPONSORSHIPS LEVELS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
BENEFITS & RECOGNITION				
Membership roster provided at the start of the year	X	X		
Admission to all AACAR Committee Events	X			
Quarterly recognition on AACAR's social media	X	X	X	X
Sponsor spotlight with a link to your website on a monthly basis (as provided by sponsor)	X			
Sponsor link and logo on sponsor web page on AACAR's website	X	X	X	X
Sponsor content of your choosing on the rotating slider at the top of the AACAR app	X	X		
Recognition on first and third floor TVs at AACAR office; promotional materials of your choosing on affiliate wall at AACAR	X			
Recognition on event signage at all AACAR events; includes committee events (does not include classes or RPAC events); does not include entry	X	X	X	
NEW MEMBER ORIENTATION				
Breakfast/lunch sponsor for 1 new member orientation (included: Naval Bagels and Chick-fil-a)	X	X	X	
MEMBERSHIP APPRECIATION WEEK				
Speaking opportunity during lunch hours (does not include the Food Truck day)	X	X		
ANNUAL CONVENTION & TRADESHOW				
Premium table (includes 2 passes) <i>First choice of location</i>	X	X		
Standard table (includes 2 exhibitor passes)			X	X
Additional Happy Hour Tickets	4	2		
Logo featured throughout the event and on the app	X	X	X	X
Verbal recognition	X	X	X	X
AACAR MAGAZINE				
Full page ads in quarterly magazines	4	4	4	2
TOTAL	\$5,000	\$4,000	\$3,000	\$2,000

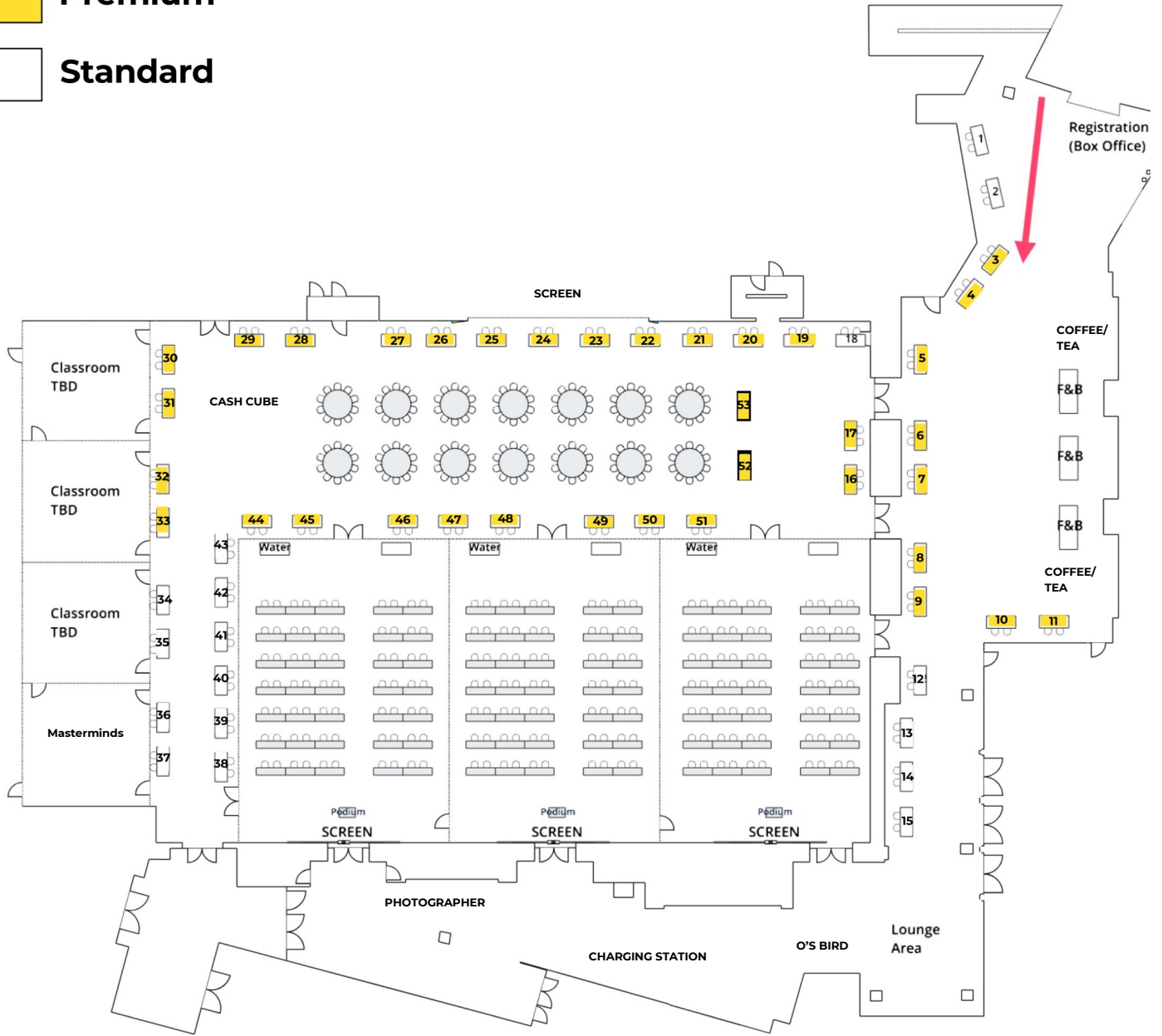
OTHER SPONSORSHIPS

ITEM	BENEFITS	PRICE
AACAR Mobile App <i>4 available</i>	Sponsor spotlight with a link to your website at the top of the app; content can be refreshed on a quarterly basis	\$250
Membership Appreciation Week - Food Truck Sponsor <i>4 available</i>	Make an impression as one of the official Food Truck sponsors during Member Appreciation Week (Oct. 2025). You can bring a banner, stand out by the food truck, talk to members, give them handouts, etc. Your logo will be included in all communications to members including social media posts and our e-newsletter.	\$375 each
Quarterly Digital Magazine - 1/2-Page Ad <i>4 available</i>	Half-page ads should be sent to lisa@aacar.com and sized at 8.5 x 5.5 as a PNG or PDF file.	\$125 *Per quarterly magazine
Quarterly Digital Magazine - Full Page Ad <i>10 available</i>	Half-page ads should be sent to lisa@aacar.com and sized at 8.5 x 11 as a PNG or PDF file.	\$190 *Per quarterly magazine
Training Room Sponsor <i>1 available</i>	Exclusive provider of notebooks and pens in the training room for the calendar year; includes quarterly recognition on AACAR's social media	Sponsor to provide notebooks and pens
Tech Helpline Sponsor <i>1 available</i>	Logo included on the button and website pages connecting members to AACAR's new tech helpline (available beginning Oct. 21, 2024)	\$1,000

2025 CONVENTION SPONSORSHIPS



2025 Tentative Floorplan



20 Feet

Each spot includes a 6-ft table and two chairs.

ANNUAL CONVENTION & TRADESHOW

SPONSORSHIP/ITEM	BENEFITS	PRICE
Exhibitor (Premium) <i>36 available</i>	Premium table (includes 2 passes); first-come, first-served	\$600 (member) \$700 (non-member)
Exhibitor (Standard) <i>17 available</i>	Standard table (includes 2 passes); first-come, first-served	\$550 (member) \$650 (non-member)
Mastermind Sponsor <i>2 available</i>	Logo and signage outside Mastermind Sessions; recognition in event promo, on the website, app, attendee emails, and recaps; intro of session (includes 1 event pass)	\$800 (member) \$1,000 (non-member)
Platinum Partner <i>2 available</i>	Logo prominently featured at the event; Logo and link included on event website & event-related marketing; Pre- and Post- Convention attendee information; 1 featured sponsor content ad of your choice to be directly emailed to registrants a week prior to the event; full page ad in digital program; choice of premium table (includes 2 passes); verbal recognition during the cocktail reception	\$1,650 (member) \$1,850 (non-member)
Diamond Partner <i>3 available</i>	Logo prominently featured at the event; Logo and link on event website & event-related marketing; Post- Convention attendee information; 3 featured sponsor content posts to social media (content must be provided by sponsor by February 24th); ½-page ad in the Convention digital program; Choice of premium table (includes 2 passes); verbal recognition during the cocktail reception	\$1,200 (member) \$1,400 (non-member)
Cash Cube Machine Sponsor <i>1 available</i>	Become the exclusive sponsor of the cash cube! One lucky attendee will have the chance to win up to \$250 cash! To be entered into the drawing to enter the cash cube, attendees will submit their completed exhibitor passport. Logo and link on event website & event-related marketing; includes 1 event pass	\$500 (member) \$700 (non-member)

ANNUAL CONVENTION & TRADESHOW

SPONSORSHIP/ ITEM	BENEFITS	PRICE
Gold Partner	Let AACAR distribute a lanyard with your company name and logo to EVERY attendee. You supply the lanyards, and we'll distribute them at check-in. This sponsorship will be sure to call attention to your company. Includes choice of premium table (includes 2 passes). Company logo included: Event sponsor website, app, and digital event program.	\$800 (member) \$1,000 (non-member)
Silver Partner	Every convention attendee must have a name badge. Your logo will be in the hands of every attendee. Includes choice of standard table (includes 2 passes). Company logo included: Event sponsor website, app, and digital event program.	\$700 (member) \$900 (non-member)
First Aid Cart Sponsor <i>2 available</i>	We'll supply materials such as Advil, Tylenol, band-aids, and other items that attendees may need. Your logo will be featured on the cart. Includes 1 event pass. Company logo included: Event sponsor website, app, and digital program.	\$800 (member) \$1,000 (non-member)
Charging Station Sponsor <i>1 available</i>	You can set up your materials at the charging station. Includes signage and 1 event pass. Company logo included: Event sponsor website, app, and digital event program.	\$800 (member) \$1,000 (non-member)
O's Bird Sponsor	Walk around the Convention with the O's bird! Company logo included: Event sponsor website, app, and digital event program. Includes 1 event pass.	\$1,000 (member) \$1,300 (non-member)
Passport Sponsor	Includes 1 event pass. Logo featured on passport; sponsor to announce winner of the drawing; prominently featured and recognized in promotion/recaps of the event.	\$800 (member) \$1,000 (non-member)

ANNUAL CONVENTION & TRADESHOW

SPONSORSHIP/ITEM	BENEFITS	PRICE
Giveaway bags: Bags	Opportunity to provide attendee bags & receive recognition in the digital event program. (Sponsor to supply 350)	Cost of items (member) \$200 (non-member)
Giveaway bags: Note-pads	Opportunity to provide a notepad for attendees & receive recognition in the digital event program. (Sponsor to supply 350) Want to have your note pads placed in every classroom? (Sponsor to supply 450)	Cost of items (member) \$200 (non-member)
Giveaway bags: Pens	Opportunity to provide pens for attendees & receive recognition in the digital event program. (Sponsor to supply 350)	Cost of items (member) \$200 (non-member)
Giveaway bags: Snacks	Opportunity to provide snacks with your company logo/promotional flyer & receive recognition in the digital event program. (Sponsor to supply 350)	Cost of items (member) \$200 (non-member)
Attendee E-Blast <i>3 available</i>	Reach all potential attendees before the show to drive traffic to your table! This is an excellent marketing opportunity to reach pre-registered attendees (Provided by Feb. 24th)	\$250 (member) \$500 (non-member)
Attendee App Notification <i>3 available</i>	Sponsor highlighted in notification to event attendees via the app; includes link to website.	\$250 (member) \$500 (non-member)
Main Screen <i>2 available</i>	Your logo to be included on the large screen near lunch tables outside of classrooms.	\$250 (member) \$500 (non-member)
Breakfast (Shared sponsorship) <i>3 available</i>	Banner or sign provided by company to be displayed during breakfast (registration through morning classes) & recognition in digital event program. Includes 1 event pass	\$450 (member) \$700 (non-member)

ANNUAL CONVENTION & TRADESHOW

SPONSORSHIP/ ITEM	BENEFITS	PRICE
Coffee/Tea Break <i>2 available</i>	Banner or sign provided by company to be displayed during morning coffee/tea (registration through morning classes) & recognition in digital event program. Includes 1 event pass	\$450 (member) \$700 (non-member)
Lunch Break <i>3 available</i>	Banner or sign provided by company to be displayed during lunch (through afternoon classes) & recognition in digital event program. Includes 2 event passes	\$550 (member) \$800 (non-member)
Cocktail Reception <i>3 available</i>	Banner or sign provided by company to be displayed during cocktail reception (4:00 PM – End of event) & recognition in digital event program. Includes 1 event pass	\$650 (member) \$850 (non-member)
Event app ad <i>2 available</i>	Sponsor spotlight with a link to your website at the top of the Convention page on the app	\$150 (member) \$350 (non-member)
Lounge Area Sponsor	Ideal for a staging company! Make the space your own and showcase all your business has to offer. Includes 4 event passes.	\$1,000 (member) \$1,200 (non-member)
Electric	Purchase electric for your table.	\$80
Additional Happy Hour Passes	Have your team members join us for networking and happy hour after classes end!	\$75 (member) \$95 (non-member)

2025 SPONSORSHIP APPLICATION

COMPANY INFORMATION

Company Name: _____

Product/Service: _____

Contact Person: _____

Email Address: _____

Contact Phone: _____

SPONSORSHIP INFORMATION

Which opportunities would you like to request?

CONVENTION INFORMATION

Table Choice: 1st: _____ 2nd: _____ 3rd: _____

Electric (\$80 extra): Y N

Extra Happy Hour Tickets (\$75 each): _____ - *Must be for company employee*

Day of Contact Name & Email: _____

PAYMENT DETAILS

Payment Method: Amex Disc MC VISA

Check #: _____

Use card on file? Y N

Call for card information? Y N

Email invoice with a link to pay via the web portal? Y N

All requests are taken on a first-come, first-served basis. Full payment **MUST** be sent with the application and contract in order to secure sponsorship or promotional opportunity. Assignments will be made in the order which completed applicants and payments are received.

****Please note that all sponsorships are NON-REFUNDABLE****

Email: lisa@aacar.com

Phone: (410) 544-4554

Fax: (410) 647-5102

Mail to: Anne Arundel County Association of REALTORS®

ATTN: Lisa Hamilton

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