



SPONSORSHIP GUIDE

2023 EDITION



FROM OUR PRESIDENT

As the local Frederick County chapter of the National Association of REALTORS®—the largest trade organization in the world by membership—our association includes REALTORS® and Strategic Partners (formerly known as Affiliates) who are working and serving customers in the Frederick County real estate market.



There is no other association in Frederick County that captures a membership directly serving local consumers the way FCAR does.

As a sponsor, you can directly impact this group of professionals and, therefore, the consumer market. To continually build upon prior successful partnerships at FCAR, we are expanding the program of sponsorship opportunities available to our all of our members. This year, rather than ask for sponsorships throughout the year, we have developed the attached menu of options for all of 2023.

FCAR will be able to recognize its event sponsors earlier in the planning process. Members who choose to sponsor will be able to plan for marketing opportunities with FCAR in advance, and members who sponsor sooner will be able to reap the benefits of earlier exposure. For these reasons, we hope that you feel that this change is positive.

Please review this guide and contact Joe Weyman (joe@fcar.org), FCAR Communications Director, if you are interested in sponsorship. Event-specific questions can be directed to Natalie McLister (natalie@fcar.org), FCAR Director of Operations. I am also available for feedback regarding the Sponsorship Opportunities at Frederick County Association of REALTORS® and welcome your response.

I appreciate your membership, your involvement and your consideration of the sponsorship opportunities with FCAR.

Sincerely,

AMOS MARTIN
2023 FCAR PRESIDENT

NEWSLETTER ADVERTISING

The FCAR Newsletter is e-mailed to more than 1,300 of our members on a regular basis.

PRICING:

\$75 PER MONTH

\$200 QUARTERLY

\$800 YEARLY

We promote the newsletter on social media and send it out to our entire membership with important news, updates, classes, and other important information.

Newsletter sponsors are featured at the bottom of each issue and rotate each week. The ads are also featured on the Newsletter page of our website (www.fcar.org/newsletter).

- Ad size: 1920x1080 pixels (similar to business card dimensions)
- Advertisers provide their own ad with logo and contact info
- Includes rotating ad on our newsletter page of our website

EXAMPLES OF ONLINE NEWSLETTER ADS



FCAR.ORG WEBSITE ADVERTISING

Every day, members and potential members use the FCAR website for information about our benefits, current classes, upcoming events, and new member information.

FRONT PAGE AD:

\$125 MONTHLY

\$1,400 YEARLY

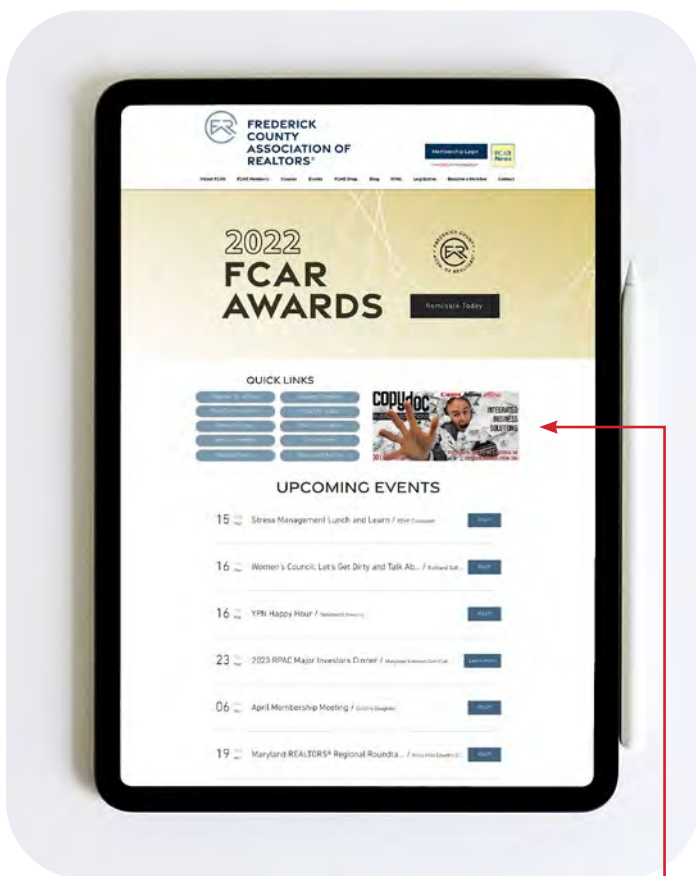
BOTTOM BANNER AD:

\$100 MONTHLY

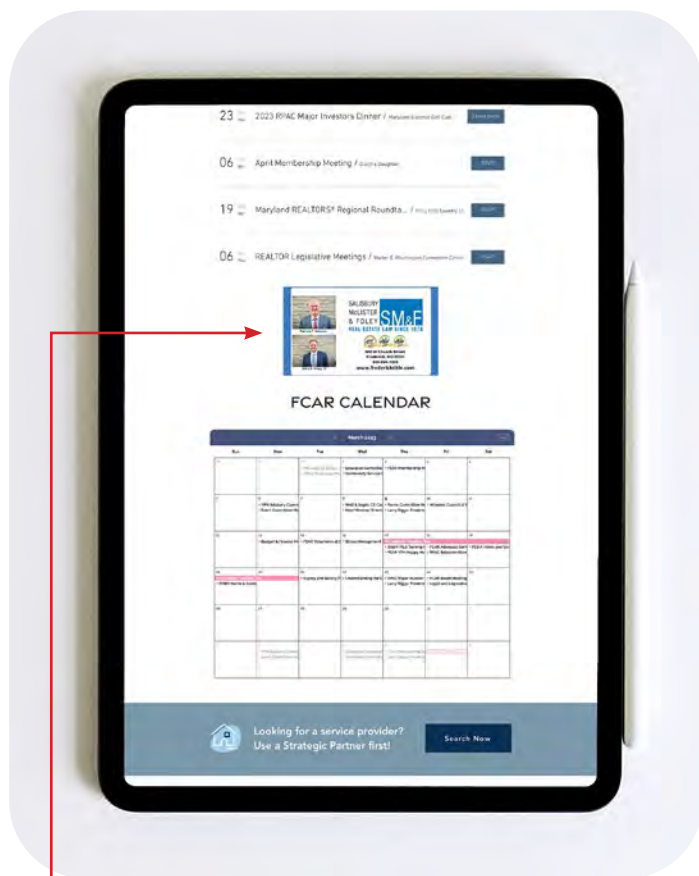
\$1,100 YEARLY

All website advertising includes a link to your website. Sponsors will be featured on the FCAR.org home page. Each ad space is limited to four (4) sponsors. Ads will rotate in 3-5 second intervals.

- Ad size: 1920x1080 pixels (similar to business card dimensions)
- Advertisers provide their own ad with logo and contact info
- Includes rotating ad on our newsletter page of our website



**EXAMPLE OF
FRONT PAGE AD**



**EXAMPLE OF
BOTTOM BANNER AD**

FCAR^{FUND}e Summerfest

Each Summer, the Community Service Committee holds a fundraiser event for the FCARe Fund. The money raised then goes to a local nonprofit chosen by the committee.

YEARLY EVENT (SUMMER)

GOLD SPONSOR: \$1,000

SILVER: \$750

BRONZE: \$500

**Please check with your financial advisor to determine if your donation to FCAR is tax deductible under charitable giving law. FCAR, a 501(c)(6), uses net proceeds from events to fund their FCARe Fund, a pass-through donor-advised fund with the Community Foundation, a 501(c)(3) nonprofit organization.*

The annual Community Service FCARe Summerfest is just one of the many ways we raise money for the association's fund to benefit local nonprofits.

The FCARe Fund* is an endowment fund supported by FCAR members and their fundraising efforts that gives to local nonprofit organizations to improve the lives of those in the communities where we serve.

Sponsorship includes:

- Social media tags, promotion, inclusion on event/graphics
- Logo (gold) or name (silver/bronze) on event signage
- Ability to display materials/signage at event (gold)

THE SOUP KITCHEN

Make a difference while feeding Frederick County residents in need.

EVERY SECOND TUESDAY

OF THE MONTH

SPONSOR A MEAL: \$250

FCAR purchases and delivers the food and your team serves it.

This is not only a great team-building exercise that directly benefits a local nonprofit, but the resulting social media exposure highlights your team and creates additional visibility for the Soup Kitchen.

To learn more about serving or sponsoring these outings, contact Community Service Committee member Susan Houck at soldbysusanhouck@gmail.com. Not sure what's involved? View the details in this [online PDF](#).



TRADE SHOW 2024



Our cornerstone networking event showcases our Strategic Partner (Affiliate) member services for the benefit of our REALTORS®.

WEDNESDAY, APRIL 10, 2024

EVENT SPONSOR: \$300

PROGRAM SPONSOR: \$50

TABLE & BOOTH PRICING:

MEMBER TABLE: \$170
((\$195 WITH ELECTRICAL OUTLET))

NON-MEMBER TABLE: \$220
((\$245 WITH ELECTRICAL OUTLET))

MEMBER 10 X 10' BOOTH: \$270
(ELECTRICITY INCLUDED)

NON-MEMBER 10 X 10' BOOTH: \$320
(ELECTRICITY INCLUDED)

The FCAR Trade Show is held annually and is free to all FCAR REALTOR® members. This event is held at the Frederick Fairgrounds and brings together REALTOR® and Strategic Partner (Affiliate) members to network, meet vendors, find services who may benefit their businesses, and all while socializing and having fun.

Each year features a different theme, and hundreds of FCAR members attend. Exhibitors are encouraged to decorate their booths and tables in the theme, and prizes are given away for the best displays.

CONTACT: NATALIE@FCAR.ORG



FCAR^{FUND}e

Charity Auction

THURSDAY, NOVEMBER 9

BAR SPONSOR: \$1,500

- LOGO PLACEMENT AT BAR
- FOUR (4) EVENT TICKETS

GOLD SPONSOR: \$1,000

- LOGO ON EVENT BANNER
- MENTION IN SOCIAL MEDIA & PRESS
- FOUR (4) EVENT TICKETS

SILVER SPONSOR: \$750

- NAME ON EVENT BANNER
- MENTION IN SOCIAL MEDIA & PRESS
- TWO (2) EVENT TICKETS

BRONZE SPONSOR: \$500

- NAME ON EVENT BANNER
- MENTION IN SOCIAL MEDIA & PRESS
- TWO (2) EVENT TICKETS

This annual event brings FCAR members together to win great prizes while supporting a great cause. Last year's auction raised \$17,000 for Habitat for Humanity of Frederick County through the FCARe Fund.

Event attendees are invited to enjoy drinks, hors d'oeuvres, and a silent auction as the auction begins. Guests will be allowed time to inspect each station and place their bids before dinner. Once silent bidding ends, a delicious Dutch's Daughter meal will be served and the evening's main event will begin—the live auction.

TWO WAYS TO GET INVOLVED: Sponsoring the auction gets your business in front of our 1,300+ membership and included in event press and social media. (listed on the left) Join dozens of Frederick businesses in donating high quality items for participants to bid on at the auction. Examples of high quality bidding items include vacation stays, sports tickets, spa packages, gift bundles.



BECOME A SPONSOR TODAY

Natalie McLister | 301-663-0757 (ext. 1003) | natalie@fcar.org



FREDERICK COUNTY ASSOCIATION OF REALTORS®

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CLASSROOM SPONSORSHIPS

Make your business a presence for every educational event in the FCAR Classroom.



NEW MEMBER ORIENTATION

An opportunity to make contact with new FCAR members as they're learning the ropes.

MONTHLY COURSE

COST: PROVIDING FOOD

Sponsorship includes:

- Covering cost of food/drinks (with small tabletop sign)
- Social media tags, promotion, inclusion on event/graphics
- Brief time to address the class before the session begins
- Ability to display materials/signage at event

INFORMED PROFESSIONALS SEMINARS

Monthly non-CE educational events open to members and the Frederick business community.

MONTHLY EVENT

COST: PROVIDING LUNCH

Sponsorship includes:

- Covering cost of food/drinks (with small tabletop sign)
- Social media tags, promotion, inclusion on event/graphics

CLASSROOM SPONSOR

Become the face (or branding) people see as they enter the FCAR Classroom!

RECOGNITION ALL YEAR

COST: \$400

Sponsorship includes your branding presence on:

- Outside of the FCAR Classroom
- On the TV in the FCAR lobby
- On the education page on our website



YPN

FCAR YOUNG
PROFESSIONALS
NETWORK



[FCARYOUNGPROFESSIONALNETWORK](https://www.facebook.com/FCARYOUNGPROFESSIONALNETWORK)



[FCAR_YPN](https://www.instagram.com/FCAR_YPN)

YPN HAPPY HOUR SPONSORSHIP

A monthly casual networking event for our Young Professionals Network (YPN).

MONTHLY EVENT
(3RD THURSDAYS)

COST: \$150

Sponsorship includes:

- Covering cost of appetizers at event (FCAR will order and arrange appetizers for you)
- Small tabletop sign with your logo
- Social media tags, promotion, inclusion on event/graphics
- Ability to display materials/signage at event

YPN CORNHOLE TOURNAMENT

Our Young Professionals Network's largest event full of food, friends, and outdoor fun.

FRIDAY, SEPTEMBER 8
FOOD SPONSOR: \$250
DRINK SPONSOR: \$150
PRIZE SPONSOR: \$100

Sponsorship includes:

- Social media tags, promotion, inclusion on event/graphics
- Ability to display materials/signage at event



CONTACT: NATALIE@FCAR.ORG

MEMBERSHIP EVENTS SPONSORSHIPS

These annual events receive great community visibility and are a prime advertising opportunity.



FCAR AWARDS CEREMONY

Annual awards honoring the best and brightest FCAR members as nominated by their peers.

THURSDAY, APRIL 27

GOLD SPONSOR: \$1,000

NAME IN PROGRAM: \$100

Gold sponsorship includes:

- Social media tags, promotion, inclusion on event/graphics
- Logo on event signage
- Ability to display materials/signage at event

INSTALLATION & HOLIDAY PARTY

Be a part of an evening where FCAR honors past leadership and swears in the new board.

THURSDAY, NOVEMBER 30

GOLD SPONSOR: \$1,000

NAME IN PROGRAM: \$100

Gold sponsorship includes:

- Social media tags, promotion, inclusion on event/graphics
- Logo on event signage
- Ability to display materials/signage at event

FCAR ASSOCIATION DONOR

For individuals and corporate sponsors to show their commitment to the association's success.

RECOGNITION ALL YEAR

COST: \$3,000

Sponsorship includes:

- 2023 top level recognition at all major FCAR events (Trade Show, FCARe Charity Auction, Holiday Party)
- Year-long newsletter & website advertising