



# SPONSORSHIP GUIDE

2024 EDITION



# FROM OUR 2024 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. To continue the momentum created by last year's introduction of the Sponsorship Guide, we have updated the attached menu of options for all of 2024.

Selecting your sponsorship in advance allows FCAR 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.

Please review this guide and contact Joe Weyman ([joe@fcar.org](mailto:joe@fcar.org)), FCAR Communications Director, if you are interested in sponsorship. Event-specific questions can be directed to Natalie McLister ([natalie@fcar.org](mailto: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,

**KRIS ALCORN**  
2024 FCAR PRESIDENT

# NEWSLETTER ADVERTISING

The FCAR Newsletter is e-mailed to more than 1,300 members several times per month.

## PRICING:

**\$75 PER MONTH**

**\$200 QUARTERLY**

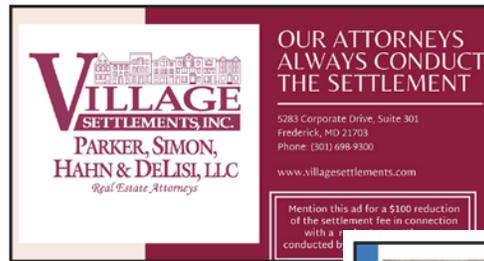
**\$800 YEARLY**

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 e-mail version of the Newsletter also has one “featured” sponsor position that rotates weekly. The ads are also listed on our website ([www.fcar.org/newsletter](http://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**

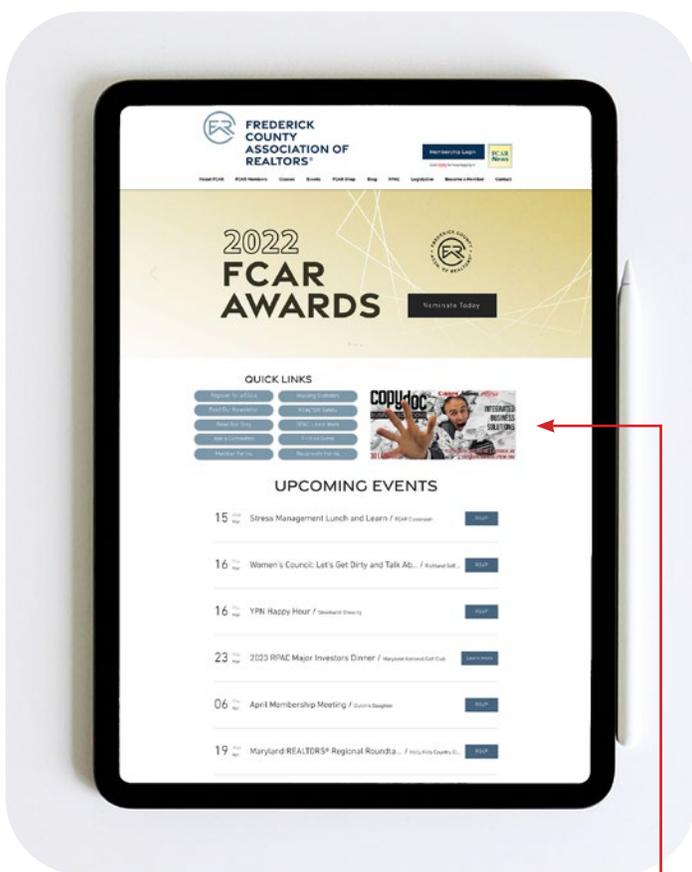
## BOTTOM BANNER AD:

**\$100 MONTHLY**

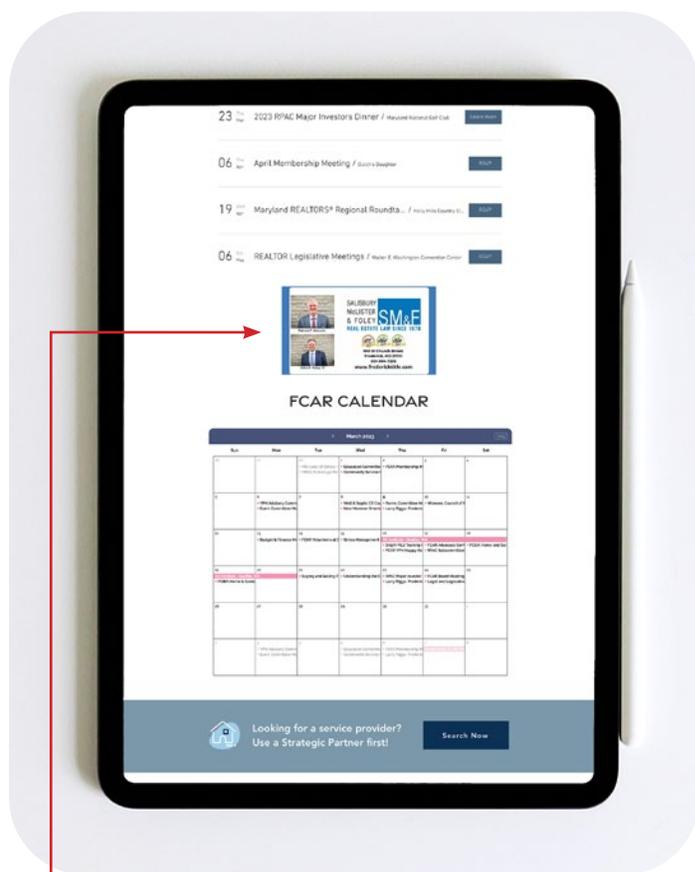
**\$1,100 YEARLY**

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**

# THE COMMUNITY TABLE

FORMERLY KNOWN AS  
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](mailto:soldbysusanhouck@gmail.com). Not sure what's involved? View the details in this [online PDF](#).



## FCAR BROKER MEETINGS

Get your business front and center when our brokerages gather for quarterly meetings.

**THURSDAY, FEB. 15  
THURSDAY, MAY 16  
THURSDAY, AUG. 15  
THURSDAY, NOV. 21  
COST: PROVIDING FOOD**

**NEW THIS YEAR:** We have created this opportunity as a way for Strategic Partners to gain visibility with our involved brokerages.

**Sponsorship includes:**

- Covering cost of food/drinks (with small tabletop sign)
- Brief time to address the class before the session begins
- Ability to display materials/signage



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 to network and participate in giveaways. 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<sup>FUND</sup>e

# Charity Auction

## YEARLY (SEPTEMBER)

### 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 over \$23,000 for the association's FCARe Fund.

Event attendees are invited to enjoy drinks, hors d'oeuvres, and a combination of live and silent auctions to raise money for a good cause. The money raised goes toward the FCARe Fund—an endowment created to build member giving momentum—and are then donated to the charity selected by the FCAR Community Service Committee.

**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®

*\*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.*

# 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.

**YEARLY (SEPTEMBER)**  
**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.

**WEDNESDAY, FEBRUARY 28**

**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.

**YEARLY (NOV./DEC.)**

**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:**

- 2024 top level recognition at all major FCAR events (Trade Show, FCARe Charity Auction, Holiday Party)
- Year-long newsletter & website advertising