

2019/2020

Sponsorship Guide



Frederick County Association of REALTORS®

478 PROSPECT BLVD.
FREDERICK, MD 21701
301-663-0757
WWW.FCAR.ORG

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 who are working and serving consumers in the Frederick County real estate market. There is no other Association in Frederick County that captures a membership that directly serves the local consumer as 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 continuing to expand the program of sponsorship opportunities available to our Members. This year, rather than ask throughout the year for sponsorships, we have developed the attached menu of Sponsorship Opportunities for the year in its entirety. We hope that the benefits are several and mutual.

FCAR will be able to recognize its event sponsors earlier in the planning process. Our Members who choose to Sponsor will be able to plan for marketing opportunities with FCAR in advance, Members will all be given an equal opportunity to participate (this mailing is being distributed to all of our Members) and Members who Sponsor sooner will be able to reap the benefit of the Sponsorship at the earliest point of the event marketing. For these reasons, we hope that you feel that this change is positive.

Please review the attached document and let Brenda Fisher, Communications Manager, know if you have any questions or if you are interested in Sponsorship. 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.

Sincerlely,

Amanda Addington
2020 FCAR President

Newsletter Advertising

\$25 per week
\$75 per month
\$800 annually

Each week on Wednesday morning, the FCAR Newsletter is emailed to more than 1,300 FCAR members. We promote the newsletter on social media and provide a link to the current newsletter on BrightMLS and the Membership Director Portal.

Newsletter sponsors are featured at the bottom of each newsletter and rotate each week. The ads are also featured on the Newsletter Page on the FCAR Website (www.fcar.org/newsletter).

- Ad size: 1080 px by 1920 px
- Includes a custom designed ad with logo and contact information
- Includes rotating newsletter page ad measuring 700 px by 400 px

Weekly Newsletter



Our Sponsors



GEORGE MASON MORTGAGE, LLC
A Subsidiary of United Bank

Closing your deals on time, every time.

5235 Westview Dr, Suite 102
 Frederick, MD 21703
 Office: 301-420-0650 | Cell: 301-748-2155
tmclister@gmmllc.com



Tom McLister

Voted 2019 Best Title Company in Frederick, MD



SALISBURY McLISTER & FOLEY SM&F
REAL ESTATE LAW SINCE 1978

100 West Church Street, Frederick, Maryland 21701
 301-694-7235 www.FrederickTitle.com



Best 2019 Award

Attorney Conducted Real Estate Settlements
Professionally Facilitated Short Sales
Beautiful Historic Downtown Frederick Location



VILLAGE SETTLEMENTS, INC.
PARKER, SIMON, HAHN & DELISI, LLC
Real Estate Attorneys

OUR ATTORNEYS ALWAYS CONDUCT THE SETTLEMENT

5283 Corporate Drive, Suite 301
 Frederick, MD 21703
 Phone: (301) 698-9300
www.villagesettlements.com

Mention this ad for a \$100 reduction of the settlement fee in connection with a real estate settlement conducted by Village Settlements, Inc.

478 Prospect | Share Via: [f](https://www.facebook.com/fcar.org) [i](https://www.instagram.com/fcar.org) [in](https://www.linkedin.com/company/fcar.org) [FCAR.org](https://www.fcar.org)

Newsletter page at www.fcar.org

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Name

Email

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FCAR NEWSLETTER SPONSORS



VILLAGE SETTLEMENTS, INC.
PARKER, SIMON, HAHN & DELISI, LLC
Real Estate Attorneys

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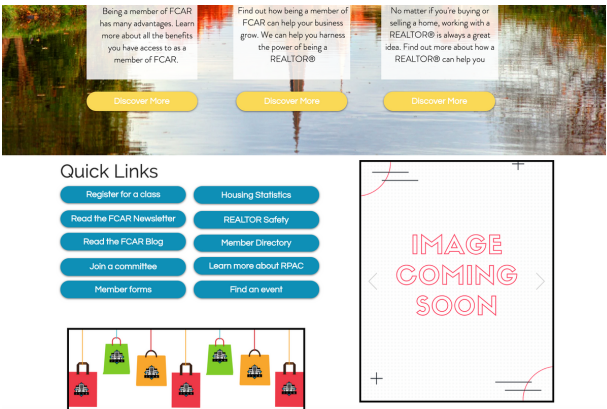
FCAR.org Website Advertising

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

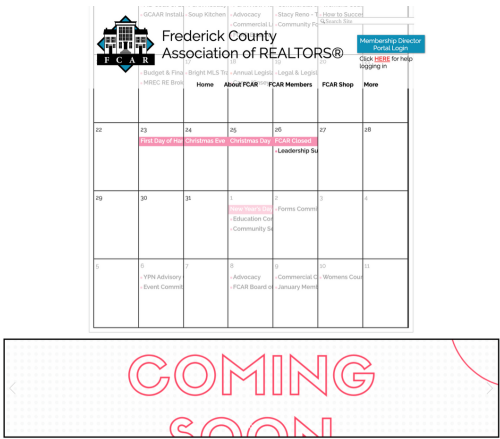
All website advertising includes a custom designed ad with logo, contact information and a direct link to their website. Website sponsors will be featured on the FCAR.org sponsor page. Each ad space is limited to four (4) sponsors. Ads will rotate in 10 second intervals.

- Front page top ad (400 px by 500 px) **\$125 month, \$1,400 annually**
- Front page banner (bottom) (1500 px by 300 px) **\$100 month, \$1,100 annually**

Top Ad



Bottom Banner



Frederickhome ownership.org Website Advertising

Frederickhomeownership.org is the public facing website for FCAR. It helps consumers see the value in working with a REALTOR® and local affiliate members. It features the Affordable Housing Video Series (in English and Spanish) which helps consumers learn more about the home buying process.

All website advertising includes a custom designed ad with logo, contact information and a direct link to their website. Website sponsors will also be featured on the FCAR.org Sponsor page. Each ad space is limited to four (4) sponsors. Ads will rotate in 10 second intervals.

- Front page top ad (400 px by 500 px) **\$125 month, \$1,400 annually**
- Front page middle ad (275 px by 500 px) **\$50 month, \$500 annually**
- Front page banner (bottom) (1500 px by 300 px) **\$100 month, \$1,100 annually**

Top Ad



Bottom Banner and Middle Ad



Community Service FUNdraiser Event

Each summer, the Community Service Committee holds a FUNdraiser event to raise money for local charities in Frederick County. These charities don't receive federal funding, which makes donations from groups like FCAR vital to its success.

In 2019, the event raised more than \$10,000 that was given to local charities and more than 125 people attended the event.

\$750 Gold

- 2 tickets to event
- Large Logo at the top of the sponsor banner (FCAR provides)
- Large logo on the photo booth
- Banner displayed at the event (provided by the sponsor)
- Name/logo on marketing materials
- Name and/or Logo on social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$500 Silver

- 1 ticket to event
- Medium logo in the middle of the sponsor banner (FCAR provides)
- Medium logo on the photo booth
- Banner displayed at the event (provided by the sponsor)
- Name/logo on marketing materials
- Name and/or Logo on social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$250 Bronze

- Small logo at the top of the sponsor banner (FCAR provides)
- Small logo on the photo booth
- Banner displayed at the event (provided by the sponsor)
- Name/logo on marketing materials
- Name and/or Logo on social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$50 Patron

Name will appear on the centerpieces and on the sponsor page on the website



Community Service Committee Charity Auction

The Community Service Committee coordinates the annual Charity Auction. These funds are distributed to local Frederick County charities. In the past, funds have been donated to Second Chances Garage, Community Living, Soup Kitchen, Blessings in a Backpack, Interfaith Housing Alliance, Frederick Rescue Mission, and the WFMD Christmas Cash for Kids program.

In 2019, more than 140 people attended the event, which raised more than \$10,000 that was distributed to three local charities.

\$400 Gold

- 2 tickets to event
- Large Logo at the top of the auction sponsor page in the auction booklet
- Name/logo on all marketing materials
- Name/Logo on all social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$300 Silver

- 1 ticket to the event
- Logo towards the top of the auction sponsor page in the auction booklet
- Name/logo on all marketing materials
- Name/Logo on all social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$200 Bronze

- Logo on the auction sponsor page in the auction booklet
- Name/logo on all marketing materials
- Name/Logo on all social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$300 Centerpiece Sponsor

- Cards/name/logo on 17+ tables at the event
- Logo on the auction sponsor page in the auction booklet
- Name/logo on all marketing materials
- Name/Logo on all social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$200 Auction Paddle Sponsor

- Name/Logo on 150+ auction paddles that will be used at the event
- Logo on the auction sponsor page in the auction booklet
- Name/logo on all marketing materials
- Name/Logo on all social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page



FCAR Trade Show

The FCAR Trade Show is held annually and is free to all FCAR members. This event is held at the Frederick Fairgrounds and brings together REALTORS® and Affiliate members to network, meet vendors and service who may benefit their business, socialize, and have some fun. More than 200 people attended the Trade Show each year.

Each year features a different theme. Exhibitors are encouraged to decorate their booths/tables in the theme and prizes are given away for the best displays.

Exhibitor Information

- Booth (10 x 10, includes electricity) \$270 - FCAR Member | \$320 - Non-Member
- Table (includes electricity - **only three available**) \$195 - FCAR Member | \$245 - Non-Member
- Table (no electricity) \$170 - FCAR Member | \$220 - Non-Member

\$500 Platinum

- Discounted booth rental at Trade Show \$150 (Regular price \$270)
- Placement of your banner near check-in table (sponsor provides the banner)
- Large Logo at the top of the table centerpiece on 10 tables
- Name/Logo on the top of the sponsor page in the Trade Show booklet
- Name and/or logo on marketing materials
- Name and/or Logo on social media marketing posts for the event (Facebook and Instagram) and on the Facebook Event page

\$400 Gold

- Placement of banner near check-in table (sponsor provides the banner)
- Logo on table centerpiece on 10 tables
- Name/Logo in Trade Show booklet
- Name and/or logo on marketing materials
- Name and/or Logo on social media marketing posts for the event (Facebook and Instagram) and on the Facebook Event page

\$300 Silver

- Logo on table centerpiece on 10 tables
- Name/Logo in Trade Show booklet
- Name and/or Logo on marketing materials
- Name and/or Logo on social media marketing posts for the events (Facebook and Instagram) and on the Facebook Event page

\$50 Patron

- Name on table centerpiece on 10 tables
- Name in Trade Show booklet



FCBIA Home Show

\$100

Includes:

- Two-hour time slot at the FCAR booth
- Promo materials will be available at the booth during the entire show
- Social media post about your company/business before the show

Fair Housing Conference

\$250

Includes:

- Recognized at the event as a sponsor
- Name/logo on marketing materials
- Name and/or logo on social media marketing posts for the event (Facebook and Instagram) and on the FCAR Facebook Event page

Classroom Sponsor

\$500 annually

Includes:

- 11 in by 17 in ad printed on metallic paper, displayed on the classroom sponsor display in the hall outside of the classroom
- Custom designed ad with logo and contact information
- Placement on the Education Page at FCAR.org
- One-time newsletter, Facebook and Instagram shout out announcing the partnership



Lunch and Learn Seminars

\$150

These will be coordinated with the individual committees. Please contact the Committee Chair for more information.

YPN Happy Hour

The YPN Happy Hours are a great way to get involved with the FCAR Young Professionals Network. They are held several times a year at various venues throughout Frederick.

\$150

- Recognition as a sponsor at the event
- Table space for promo materials
- Name/logo on marketing materials
- Name and/or Logo on social media marketing posts for the event (Facebook and Instagram) and on the YPN Facebook Event page

Installation Program Sponsor

Be a part of FCAR history by running an ad in the Installation Program. The 2020/2021 Installation will be the first time we've offered this to members. It's your opportunity to promote your business and thank the 2020 Board of Directors and President and congratulate the 2021 Board of Directors and President.

- Full page ad - **\$500**
- Half page ad - **\$375**
- Quarter page ad - **\$250**
- Installation Patron - **\$50**

FCAR Association Donor

New for 2020 is the FCAR Association Donor sponsorship. This is for individuals and corporate sponsors and shows your commitment to the success to the association.

\$3,000

Includes:

- Size - 11 in. by 17 in. ad printed on metallic paper, displayed on the sponsor display on the wall in the member lounge
- Custom designed ad with logo and contact information
- Top billing on the FCAR Sponsors page at www.fcar.org
- Two (2) tickets to two events during the 2019/2020 year
- Quarterly newsletter, Facebook and Instagram post the partnership
- Recognized on the FCAR Sponsor page in the 2021 Installation Program