KANSAS CITY REGIONAL ASSOCIATION OF REALTORS®

SPONSORSHIP PROGRAM

BE SEEN. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

2027

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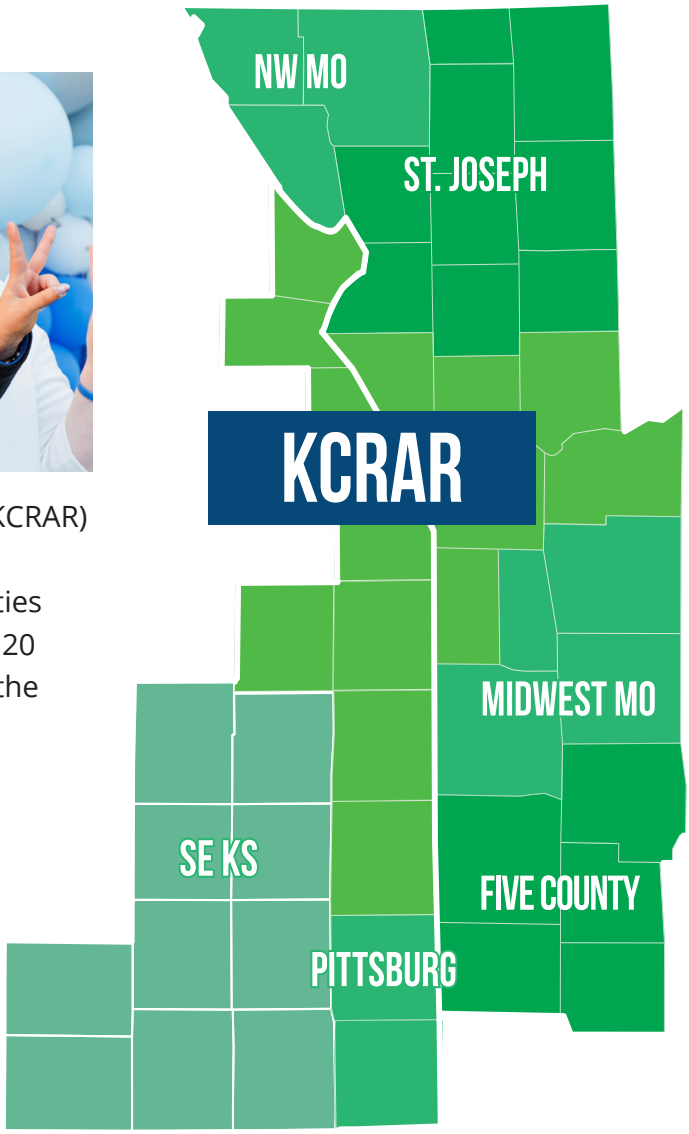
HOW DOES IT WORK?

ABOUT KCRAR





The Kansas City Regional Association of REALTORS® (KCRAR) serves as the leading voice of real estate in our region. KCRAR has reached nearly 13,000 members in 46 counties across Kansas and Missouri, making KCRAR among the 20 largest local REALTOR® Associations in the nation and the largest trade association in the Kansas City region.

WHY BECOME A SPONSOR?

- **As a KCRAR Industry Partner**, becoming a sponsor offers the unique opportunity to enhance your brand exposure to KCRAR's 13,000+ members.
- With a wide variety of opportunities available, you can select sponsorships that meet your business and marketing goals while fitting within your budget.
- Interact with members face-to-face to network and build business relationships.
- Build your brand recognition by putting your name and logo in front of REALTORS® across the region.

USING THE SPONSORSHIP GUIDE

This guide is broken down into two main categories:

- **KCRAR Sponsorship Program:** This is where you can become a "KCRAR Annual Sponsor" and sponsor events like Recharge and Rock the Block.

- **KCRAR Advertising and Promotional Opportunities:** These are opportunities to show off your brand, separate from sponsorships.

GETTING STARTED

1 *Flip through this guide to see what's available and fits your business needs.*

2 *When you're ready to get started becoming a sponsor and/or advertiser, complete a sponsorship form at **kcrar.com/sponsorship**.*

3 *KCRAR staff will review your selection and contact you to finalize your sponsorship and/or ads. Should any of your selections already be taken, you will receive notification from KCRAR with the opportunity to make alternative selections.*

QUESTIONS?

Do you have questions about sponsorship opportunities?
Contact sponsorships@kcrar.com

**KCRAR reserves all rights to add, remove or change any sponsorship at its discretion. KCRAR reserves the right to solicit sponsors outside of KCRAR. Co-Sponsorship is permitted. Additional sponsorships may be permitted at the discretion of KCRAR. Sponsorship benefits subject to change.*

KCRAR ANNUAL SPONSORSHIP

To build your sponsorship package, start with the Bronze Level. Then, select your additional sponsorship opportunities from the list for each event and education class on pages 8 - 21. The total investment of your Bronze level sponsorship plus your a la carte selections will determine your total investment and annual level. Reach another sponsorship level and you unlock additional benefits. A la carte opportunities are offered on a first come, first served basis.

Annual Sponsorship Levels:	Platinum	Gold	Silver	Bronze
	$7,000+	$4,500+	$2,000+	$550+
Recognition	LOGO ON KCRAR.COM HOMEPAGE RECOGNIZED ON EVENT SIGNAGE LOGO ON SCROLLING LOBBY SCREENS 2 PODCAST AD PLACEMENTS 2 SPONSORED POSTS ON KCRAR FACEBOOK PAGE INDUSTRY PARTNER DIRECTORY FEATURED LISTING	LOGO ON KCRAR.COM RECOGNIZED ON EVENT SIGNAGE LOGO ON SCROLLING LOBBY SCREENS 1 PODCAST AD PLACEMENTS 1 SPONSORED POSTS ON KCRAR FACEBOOK PAGE INDUSTRY PARTNER DIRECTORY FEATURED LISTING	LOGO ON KCRAR.COM RECOGNIZED ON EVENT SIGNAGE LOGO ON SCROLLING LOBBY SCREENS INDUSTRY PARTNER DIRECTORY FEATURED LISTING	RECOGNITION ON KCRAR.COM RECOGNIZED ON EVENT SIGNAGE RECOGNIZED ON SCROLLING LOBBY SCREENS INDUSTRY PARTNER DIRECTORY FEATURED LISTING
Member Events				
Recharge Conference & Expo	2 TICKETS 1 EXHIBIT TABLE*	2 TICKETS 25% OFF 1 EXHIBIT TABLE*	1 TICKET 15% OFF 1 EXHIBIT TABLE*	1 TICKET 5% OFF 1 EXHIBIT TABLE*
American Dream Party & Auction	2 TICKETS	2 TICKETS	2 TICKETS	1 TICKET
Holiday Party & Awards Event	2 TICKETS	2 TICKETS	1 TICKET	1 TICKET
Networking	UP TO 6 COMPLIMENTARY CE CLASS MEET & GREETS 50% OFF ON ANY ADDITIONAL MEET & GREETS UP TO 2 COMPLIMENTARY NEW MEMBER ORIENTATION SPONSORSHIPS OPPORTUNITY TO CONTRIBUTE TO SHRED DAY THANK YOU BAGS WITH MARKETING OR PROMO MATERIALS	UP TO 4 COMPLIMENTARY CE CLASS MEET & GREETS 50% OFF ON ANY ADDITIONAL MEET & GREETS UP TO 1 COMPLIMENTARY NEW MEMBER ORIENTATION SPONSORSHIP OPPORTUNITY TO CONTRIBUTE TO SHRED DAY THANK YOU BAGS WITH MARKETING OR PROMO MATERIALS	UP TO 2 COMPLIMENTARY CE CLASS MEET & GREETS 25% OFF ON ANY ADDITIONAL MEET & GREETS OPPORTUNITY TO CONTRIBUTE TO SHRED DAY THANK YOU BAGS WITH MARKETING OR PROMO MATERIALS	UP TO 1 COMPLIMENTARY CE CLASS MEET & GREET OPPORTUNITY TO CONTRIBUTE TO SHRED DAY THANK YOU BAGS WITH MARKETING OR PROMO MATERIALS
New Opportunities	HAVE FIRST CHANCE TO SPONSOR ANY NEW EVENTS OR CLASSES ADDED TO THE CALENDAR.	HAVE FIRST CHANCE TO SPONSOR ANY NEW EVENTS OR CLASSES ADDED TO THE CALENDAR.	HAVE FIRST CHANCE TO SPONSOR ANY NEW EVENTS OR CLASSES ADDED TO THE CALENDAR.	HAVE FIRST CHANCE TO SPONSOR ANY NEW EVENTS OR CLASSES ADDED TO THE CALENDAR.

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RECHARGE CONFERENCE & EXPO

One of our biggest events of the year, Recharge is a conference specifically tailored to real estate professionals. Expert speakers discuss the newest trends and ideas in real estate, bringing in upwards of 500 members eager to learn and network.



EVENT SPONSOR — $2,000 (FOUR AVAILABLE)

What you'll receive:

- 75% discount on one booth in the expo hall
- Opportunity to play a 30-second commercial on event screen
- Opportunity to feature a promotional video or ad on the Recharge "event card" present on all registered attendees' campus dashboard
- Top billing among sponsors on all event promotions
- Verbal recognition at the event
- Two complimentary tickets to Recharge

CONFERENCE BAG SPONSOR — $1,750 (ONE AVAILABLE)

What you'll receive:

- Logo recognition on conference bag each attendee will receive
- Opportunity to personally distribute bags to attendees
- Logo and/or brand recognition on all event promotions
- Verbal recognition at the event
- Two complimentary tickets to Recharge

BREAK SPONSOR — $1,500 (FOUR AVAILABLE)

What you'll receive:

- Logo and/or brand signage at all food and beverage stations
- Opportunity to play 15-second commercial during a break
- Logo and/or brand recognition on all event promotions
- Verbal recognition at the event
- Two complimentary tickets to Recharge

MAJOR INVESTOR LOUNGE SPONSOR — $1,000 (ONE AVAILABLE)

What you'll receive:

- Opportunity to give away small promotional items in major investor lounge
- Logo and/or brand recognition on major investor lounge signage
- Exclusive access to major investor lounge
- Logo and/or brand recognition on all event promotions
- Verbal recognition at the event
- Two complimentary tickets to Recharge

BROKER FORUM SPONSOR — $1,000 (ONE AVAILABLE)

What you'll receive:

- Logo and/or brand signage in Broker Forum room
- Logo and/or brand recognition on all Broker Forum promotions
- Verbal recognition at Broker Forum
- Two complimentary tickets to Recharge, including Broker Forum





AMERICAN DREAM PARTY & AUCTION

REALTORS® come together each year to raise funds for the REALTOR® Political Action Committee, which is an organization very dear to many REALTORS'® hearts. Donated items are sold in a fast-paced live auction, typically attended by around 100 members.

AMERICAN DREAM SPONSOR — $1,750 (ONE AVAILABLE)

What you'll receive:

- Opportunity to place small promo items at table
- Opportunity to feature a 30-second commercial during the program
- Top billing among sponsors on all event promotions
- Recognition on-site at event
- Four complimentary tickets to the live event

PROGRAM SPONSOR — $1,000 (THREE AVAILABLE)

What you'll receive:

- Opportunity to feature a 15-second commercial on screen during live event
- Logo and/or brand recognition on all event promotion
- Recognition on-site at event
- Two complimentary tickets to the live event

ENTERTAINMENT SPONSOR — $500 (FIVE AVAILABLE)

What you'll receive:

- Special recognition in coordination with event's game or entertainment
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- One complimentary ticket to the live event




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REALTORS® ROCK THE BLOCK

WITH HABITAT FOR HUMANITY OF KANSAS CITY

Every Fall, KCRAR members come together for this community service event. Dozens of volunteers come together to help Habitat KC build attainable housing for our community! All money raised for the event goes to offset costs to give MORE back to Habitat for Humanity!

COMMUNITY SPONSOR — $1,000 (TWO AVAILABLE)

What you'll receive:

- Opportunity to greet the volunteers at check-in and distribute their T-shirts
- Opportunity to assist and interact with volunteers
- Select the "Spirit Award" winning team and opportunity to present them their award
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two representatives from your company may attend
- Supporting Habitat for Humanity of Kansas City



LUNCH SPONSOR — $1,000

(ONE AVAILABLE)

What you'll receive:

- Opportunity to personally serve lunch to volunteers
- Four representatives from your company may attend
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Supporting Habitat for Humanity of Kansas City

BEVERAGE SPONSOR — $500
(ONE AVAILABLE)

What you'll receive:

- Opportunity to help distribute beverages throughout the day
- Logo and/or recognition on all event promotions
- Recognition on-site at event
- Two representatives from your company may attend
- Supporting Habitat for Humanity of Kansas City



ICE CREAM SPONSOR — $500
(ONE AVAILABLE)

What you'll receive:

- Opportunity to accompany ice cream truck to greet volunteers as they take a break
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two representatives from your company may attend
- Supporting Habitat for Humanity of Kansas City



PHOTOGRAPHY SPONSOR — $250 (TWO AVAILABLE)

What you'll receive:

- Work with KCRAR communications team to capture photos of the volunteers
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two representatives from your company may attend
- Supporting Habitat for Humanity of Kansas City

NEIGHBORS OF HABITAT — $100 (UNLIMITED)

What you'll receive:

- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Supporting Habitat for Humanity of Kansas City

HOLIDAY PARTY & AWARDS EVENT

Each year the Holiday Party and Awards Event brings in over 350 members to network and celebrate the year's accomplishments. During the party, KCRAR annual award winners are announced, and the incoming leadership is installed.



DINNER SPONSOR — $2,500

(TWO AVAILABLE)

What you'll receive:

- Opportunity to play a 30-second commercial during dinner
- Opportunity to place small promo items at all tables
- Four complimentary tickets to the event
- Logo and/or brand recognition on all event promotions
- Verbal recognition on-site at event

DRINK SPONSOR — $2,000

(TWO AVAILABLE)

What you'll receive:

- A signature cocktail named after your company with signage at each bar
- Opportunity to play a 15-second commercial during the program
- Logo and/or brand recognition on all event promotions
- Two complimentary tickets to the event

DESSERT SPONSOR — $1,500 (TWO AVAILABLE)

What you'll receive:

- Opportunity to play a 10-second commercial during the program
- Two complimentary tickets to the event
- Logo and/or brand recognition on all event promotions
- Verbal recognition on-site at event

ENTERTAINMENT SPONSOR — $750 (TWO AVAILABLE)

What you'll receive:

- Signage on-site near entertainment
- Two complimentary tickets to the event
- Logo and/or brand recognition on all event promotions
- Verbal recognition on-site at event



CHAIR & VICE CHAIR APPRECIATION PARTY

Each year we recognize the volunteer leaders who dedicate their time to further the goals and initiatives of KCRAR at this event.

EVENT SPONSOR — $500
(TWO AVAILABLE)

What you'll receive:

- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two representatives from your company may attend



YPN/KC EVENTS

The KCRAR Young Professionals Network (YPN/KC) is a network of career-minded real estate professionals, who strive to be ambassadors in the industry through leadership development, networking opportunities and community volunteerism. YPN events typically bring 75 - 150 members together to network and make connections. Everyone is welcome at YPN/KC events – young is an attitude, not an age.

MEET THE BOARD OF DIRECTORS SPONSOR — $750

(THREE AVAILABLE)

What you'll receive:

- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Dedicated post on the Facebook event page

HABITAT KC FUNDRAISER SPONSOR — $750 (THREE AVAILABLE)

What you'll receive:

- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two complimentary tickets to the event
- Dedicated post on the Facebook event page

YPN HOLIDAY PARTY SPONSOR— $750 (THREE AVAILABLE)

What you'll receive:

- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Dedicated post on the Facebook event page






YPN



REAL ESTATE MARKET FORECAST

This event brings in expert speakers to present their predictions for the upcoming year's residential and commercial real estate market to **an audience of 150-200 real estate professionals.**



EVENT SPONSOR — $3,000 (ONE AVAILABLE)

What you'll receive:

- Branded signage at check-in
- Verbal recognition on-site at event
- Logo included on all event promotions
- Complimentary registration for four attendees
- Opportunity to provide small promotional items for attendees

RECEPTION SPONSOR — $1,500
(TWO AVAILABLE)

What you'll receive:

- Branded signage in reception area
- Verbal recognition on-site at event
- Logo included on all event promotions
- Complimentary registration for two attendees



COMMERCIAL BREW

Commercial Brew welcomes 25-40 commercial brokers once a month to network and share upcoming business opportunities.

BREW SPONSOR — $1,800 (TWO AVAILABLE)

What you'll receive:

- Brand recognition on promotional emails
- Verbal recognition on-site at each monthly event
- Logo presented on-site at each monthly event







CLASS SPONSORSHIPS

KCRAR REALTOR® Members receive free continuing education (CE) classes as well as many non-CE classes. Each year, KCRAR conducts more than 100 classes. Our Leawood classroom seats 100 students, our Northland classroom seats 50, and our online classes allow for even more students in a session.

CE MEET & GREET — $100

These 3-hour classes offer CE credit hours, which are required for license renewal, making them often well attended. CE classes must abide by strict regulations set by the Association, including that sponsors may not enter the classroom.

What you'll receive:

- Opportunity to set up a table in the lobby outside the classroom to greet students as they arrive and during breaks
- Opportunity to distribute promotional materials outside the classroom
- Opportunity to conduct a giveaway for attendees outside the classroom (independent of KCRAR)
- Company logo included on course card



NON-CE CLASS SPONSORSHIP — $250

Potential class options include:

- Latte & Learn — 12 available in Leawood
- KCRAR New Member Orientation — 28+ available
- Instructor Development Workshop — 1 available

What you'll receive:

- Opportunity to deliver a 2-3 minute message to the class
- Opportunity to leave small promotional materials at the desks for students (items must receive approval from KCRAR)
- Opportunity to set up a table in the lobby outside the classroom to greet students as they arrive and during breaks
- Opportunity to conduct a prize giveaway for attendees (independent of KCRAR)



SPECIALTY CE CLASS SPONSORSHIP — $250/DAY

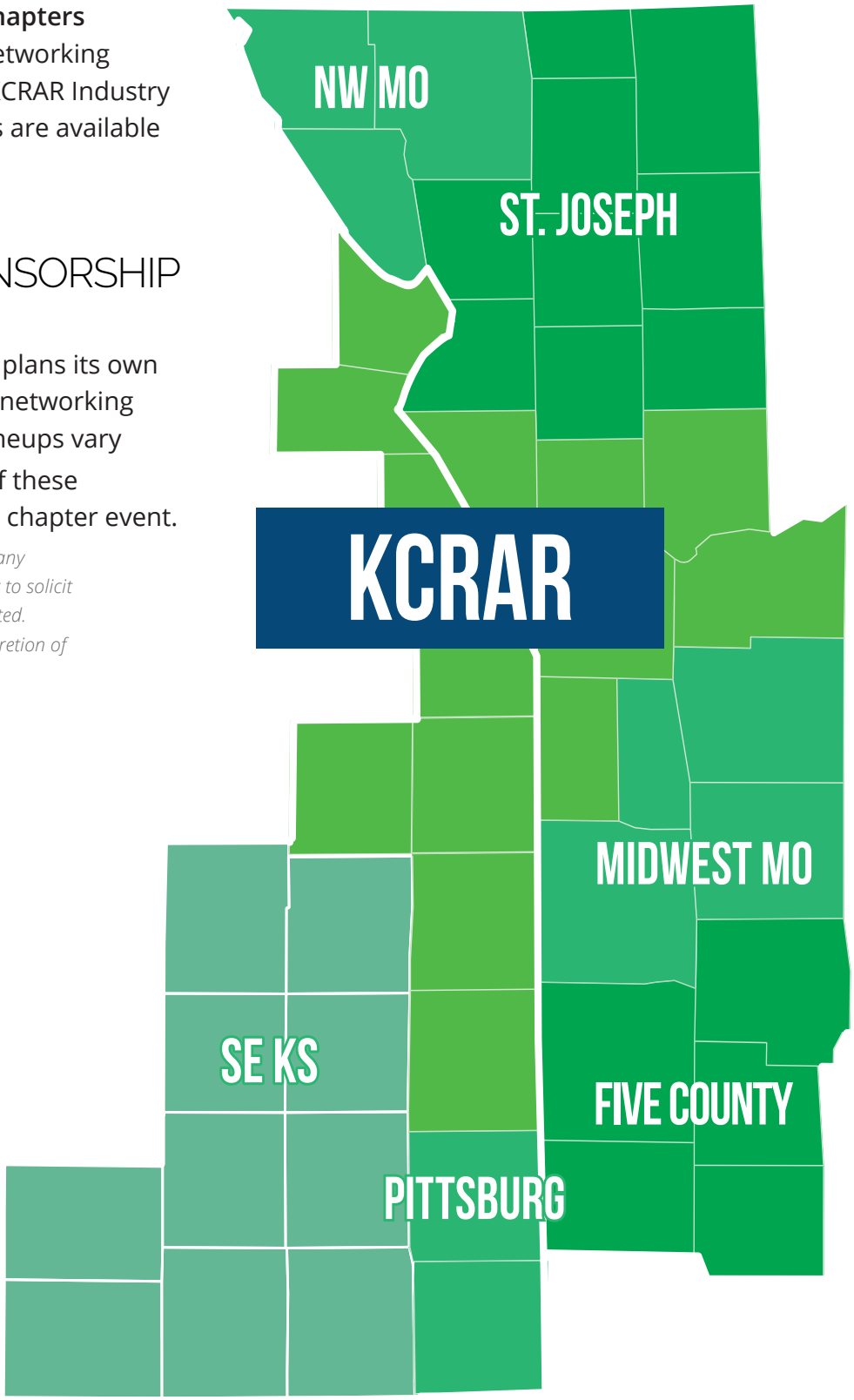
Specialty courses are often full-day or even multi-day courses drawing highly productive and dedicated real estate professionals. Because these courses, including certification and designation classes offer CE credit, sponsors may not enter the classroom. Calendar of specific designation/certification courses TBA.

What you'll receive:

- Opportunity to set up a table in the lobby outside the classroom to greet students as they arrive and during breaks
- Opportunity to distribute promotional materials outside the classroom
- Opportunity to conduct a prize giveaway for attendees outside the classroom (independent of KCRAR)
- Opportunity to record a short video for course card
- Company logo included on course card

KCRAR CHAPTER SPONSORSHIP

KCRAR currently has six regional chapters and each hosts its own social and networking events. Chapter sponsors must be KCRAR Industry Partners. Sponsorship opportunities are available for each of the chapters.



CHAPTER EVENT SPONSORSHIP

Throughout the year, each chapter plans its own events, including, but not limited to networking mixers and a Holiday Party. Event lineups vary from chapter to chapter, but each of these sponsorships are available for each chapter event.

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DIAMOND EVENT SPONSOR — $1,500

What you'll receive:

- Opportunity to meet and greet guests at event
- Opportunity to distribute promotional materials at event
- Four complimentary tickets to the event
- A dedicated sponsor post on the chapter Facebook group
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event

RUBY EVENT SPONSOR — $1,000

What you'll receive:

- Two complimentary tickets to the event
- A dedicated sponsor post on the chapter Facebook group
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event

SAPPHIRE EVENT SPONSOR — $500

What you'll receive:

- One complimentary ticket to the event
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event



ADVERTISING & PROMOTIONS

Advertising opportunities with KCRAR operate separately from the sponsorship program, meaning you do not have to be a sponsor to take advantage of these opportunities to promote your business. By purchasing an ad with KCRAR, you will be responsible for submitting a draft for your ad. Our comms team will them work with you on refining your draft to be the best it can be!

KANSAS CITY REALTALK PODCAST AD — $100

LIMITED QUANTITY AVAILABLE (UP TO 3 PER COMPANY)

What you'll receive:

- A 30-second audio-only ad played in the middle of an episode of Kansas City RealTalk, read by the hosts or producer



SPONSORED KCRAR FACEBOOK POST — $75

LIMITED QUANTITY AVAILABLE (UP TO 2 PER COMPANY)

What you'll receive:

- One Facebook post to promote your business to KCRAR's 9,000+ Facebook followers, including up to one graphic or image

SPONSORED YPN/KC FACEBOOK POST — $50

LIMITED QUANTITY AVAILABLE (UP TO 2 PER COMPANY)

What you'll receive:

- One Facebook post to promote your business to YPN/KC's 1,700+ Facebook followers, including up to one graphic or image

RECHARGE EXHIBITION BOOTH — $500 LIMITED QUANTITY AVAILABLE

What you'll receive:

- A table to set up and network with attendees at Recharge, one of the most well attended KCRAR events of the year
- Two complimentary tickets to Recharge
- Opportunity to distribute promotional materials
- Opportunity to conduct a prize giveaway for attendees (independent of KCRAR)
- For $250, get 10 min. speaking time on expo hall stage



CLAREITY DASHBOARD BILLBOARD AD — $1,400/MONTH + $500 SETUP FEE

12 AVAILABLE (UP TO 2 PER COMPANY)

What you'll receive:

- Your graphic business advertisement placed in rotation across the length of the Clareity Dashboard (many agents' landing page before accessing the MLS)
- Your choice of a 6-month or 12-month contract
- $100/month discount applies to 12-month contract



CLAREITY DASHBOARD SPOTLIGHT AD — $350/MONTH + $350 SETUP FEE

20 AVAILABLE (UP TO 3 PER COMPANY)

What you'll receive:

- Your graphic business advertisement placed in rotation in the side column of the Clareity Dashboard (many agents' landing page before accessing the MLS)
- Your choice of a 6-month or 12-month contract
- $50/month discount applies to 12-month contract


KANSAS CITY
ROYALS
BASEBALL
KC


REALTOR

