KANSAS CITY REGIONAL ASSOCIATION OF REALTORS®

HEARTLAND MLS

SPONSORSHIP PROGRAM

BE SEEN. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

KCRAR SPONSORSHIP OPPORTUNITIES

The Kansas City Regional Association of REALTORS® continues to grow every year in our aim to become the most comprehensive real estate resource possible by providing innovative tools, education and initiatives for our members. We strive to improve the standards of the real estate profession, while serving our members and the real estate community. Our membership is strong and expanding. In 2022, KCRAR events returned fully in-person with record attendance.

We are ready to build upon that success in 2023, and we are here to help you take a advantage of the upcoming sponsorship opportunities.

WHAT SPONSORS CAN EXPECT

- Opportunities to network and build business relationships
- Options for advertising and exposure at KCRAR events and classes

About KCRAR

The Kansas City Regional Association of REALTORS® serves as the leading voice of real estate in our region. KCRAR has reached nearly 13,000 members in 39 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 Metro Region.

KCRAR Industry Partner Membership

Let us help you reach your target audience. As an Industry Partner member, your company information will be featured on our IP directory used by KCRAR's nearly 13,000 members (and consumers too!) when in need of a professional like you! Attend any of our events to network with REALTOR® professionals and immerse yourself in the world of real estate.

KCRAR Sponsorship

KCRAR Industry Partner members have an opportunity to enhance their visibility through our many sponsorship opportunities. KCRAR sponsors gain peak exposure to nearly 13,000 members through marketing, events, classes and volunteer opportunities. Interact with members face-to-face by selecting the sponsorships that best meet your goals. The following pages will outline our current sponsorships available for 2023.

TABLE OF CONTENTS

So How Does it Work?	**1**
2023 Calendar of Events	**2**
Annual Sponsorship Levels	**3**
Recharge Conference & Expo	**4**
RPAC American Dream Party & Auction	**4**
REALTORS® Rock the Block	**5**
Chair & Vice-Chair Appreciation Party	**5**
Holiday Party & Annual Awards Ceremony	**6**
Membership Communication	**6**
Classroom Sponsorship Opportunities	**7**
YPN KC	**8**
KCRAR Chapter Opportunities	**8**
KCRAR Jurisdiction	**8**
Commercial Sponsorship Opportunities	**9**

So How Does It Work?

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 4-8. 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. Please complete the sponsorship form at kcrar.com/sponsorship to secure your sponsorship selections. Once we have received your form, an official sponsorship agreement will follow.

Should any of your selections already be taken, you will receive notification from KCRAR with the opportunity to make alternative selections.

Have an idea for an opportunity not listed? Let's talk! Call April Lemon at (913) 266-5912.

Secure Your 2023 Sponsorship

Each annual sponsorship begins at the bronze level of $750. Any sponsorship opportunities you add beyond the base level will be added to reach your total investment. Once you level up, you will automatically receive additional benefits offered at the new sponsorship level.

BRONZE SPONSORSHIP	$750 - $2,499
SILVER SPONSORSHIP	$2,500 - $4,999
GOLD SPONSORSHIP	$5,000 - $7,499
PLATINUM SPONSORSHIP	$7,500+

Steps to Signing Up

1. **After reviewing the sponsorship opportunities visit kcrar.com/sponsorship to secure your sponsorship through the online form.**
2. **The online form will collect your contact information as well as your desired a la carte sponsorship selections. Once completed, hit submit.**
3. **KCRAR staff will review your selections and will contact you to finalize your sponsorship.**
4. **Enjoy the benefits of your sponsorship throughout 2023.**

Questions?

Do you have questions about sponsorship opportunities or would like to schedule a one-on-one? Contact our Membership Engagement & Events Specialist, April Lemon.

April Lemon
Member Engagement & Events Specialist
AprilL@kcrar.com
(913) 266-5912

** 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.*

CALENDAR OF EVENTS

2023

FEBRUARY

YPN KC Meet the Board Reception

APRIL

Shred Day
Recharge Conference & Expo

MAY

RPAC American Dream Party & Auction

REALTOR® Day at the K

JUNE

YPN KC Habitat for Humanity Fundraiser

SEPTEMBER

REALTORS® Rock the Block

NOVEMBER

Chair & Vice Chair Appreciation Party

DECEMBER

KCRAR Holiday Party & Awards

SCHEDULING NOTE:

This schedule is based on our typical schedule for our annual events. With the ongoing uncertainty coming into 2023, dates and times are subject to change or cancellation. Our first priority is the health and safety of our attendees. All events will be taken into consideration in the event that we need to reevaluate the schedule.

ANNUAL SPONSORSHIP LEVELS

	PLATINUM	GOLD	SILVER	BRONZE
	$7,500+	**$5,000+**	**$2,500+**	**$750+**
MEMBERSHIPS				
	4 MEMBERSHIPS	**2 MEMBERSHIPS**	**2 MEMBERSHIPS**	**1 MEMBERSHIP**
RECOGNITION				
	▪ Logo on website ▪ Printed event materials ▪ Digital event materials ▪ Event signage ▪ KCRAR & YPN events ▪ KCRAR Classes ▪ 2 Podcast commercials ▪ Two dedicated posts on KCRAR Facebook page ▪ Featured listing in Industry Partners directory	▪ Logo on website ▪ Printed event materials ▪ Digital event materials ▪ Event signage ▪ KCRAR & YPN events ▪ KCRAR Classes ▪ 1 Podcast commercial ▪ One dedicated post on KCRAR Facebook page ▪ Featured Listing in Industry Partners directory	▪ Printed event materials ▪ Digital event materials ▪ Event Signage ▪ Featured listing in Industry Partners directory	▪ Event signage ▪ Featured Listing in Industry Partners directory
MEMBER EVENTS				
RECHARGE CONFERENCE & EXPO	2 TICKETS	2 TICKETS	1 TICKET	1 TICKET
	1 EXHIBIT TABLE*	25% DISCOUNT ON 1 EXHIBIT TABLE*	15% DISCOUNT ON 1 EXHIBIT TABLE*	5% DISCOUNT ON 1 EXHIBIT TABLE*
RPAC AMERICAN DREAM PARTY & AUCTION	2 TICKETS	2 TICKETS	1 TICKET	1 TICKET
HOLIDAY PARTY & AWARDS	2 TICKETS	2 TICKETS	1 TICKET	1 TICKET
NETWORKING WITH MEMBERS				
	▪ Meet & Greet students at up to 6 KCRAR CE classes ▪ 50% discount on any additional Meet & Greets	▪ Meet & Greet students at up to 4 KCRAR CE classes ▪ 50% discount on any additional Meet & Greets	▪ Meet & Greet students at up to 2 KCRAR CE classes ▪ 50% discount on any additional Meet & Greets	▪ Meet & Greet students at 1 KCRAR CE classes ▪ 50% discount on any additional Meet & Greets
	▪ Host 2 informational presentations in the classroom ▪ Contribute to Shred Day thank you bags with marketing or promo materials.	▪ Host 1 informational presentation in the classroom ▪ Contribute to Shred Day thank you bags with marketing or promo materials.	▪ Contribute to Shred Day thank you bags with marketing or promo materials.	▪ 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 2023 calendar.	▪ Have first chance to sponsor any new events or classes added to the 2023 calendar.	▪ Have first chance to sponsor any new events or classes added to the 2023 calendar.	▪ Have first chance to sponsor any new events or classes added to the 2023 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.

RECHARGE CONFERENCE & EXPO OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
EVENT SPONSOR	Maximize your exposure at the biggest event of the year! As the event sponsor, you get a complimentary booth space with first preference of booth location. Prominent branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event. You'll also receive a sponsored post on social media with links to company social pages, and the option to give a prize at the end of the event onstage. Opportunity to play a 30 second commercial during the event. *Four complimentary tickets to Recharge.*	**4**	**$3,000**	
CONFERENCE BAG SPONSOR	Be on the arms of all attendees! Attendees will receive your bag with your logo on it at registration to collect all the swag. Opportunity to pass out your bags at registration. Prominent branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event. *Two complimentary tickets to Recharge.*	**1**	**$2,000**	
COFFEE SPONSOR	Help caffeinate all attendees throughout the day at Recharge to keep them energized while learning the latest in the real estate industry. Receive logo recognition in any printed or digital event materials, verbal recognition throughout the event, and on-site signage. Opportunity to play a 15 second commercial during a break. *Two complimentary tickets to Recharge.*	**1**	**$2,000**	
BREAK SPONSOR	Give attendees a little pep in their step with a mid-morning snack break! Receive logo recognition in any printed or digital event materials, verbal recognition throughout the event, and on-site signage. Opportunity to play a 15 second commercial during a break. *Two complimentary tickets to Recharge.*	**2**	**$1,500**	

RPAC 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 as well as through a silent auction throughout the night.

RPAC AMERICAN DREAM PARTY & AUCTION OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
EVENT SPONSOR	The American Dream Auction offers members the opportunity to come together and raise awareness for the REALTOR® Party. There will be fun, games, a live auction, in-person and virtual experiences. Receive recognition on all platforms (online site and during live program) and included in all pre- and post-marketing and promotions. Opportunity to feature a 30 second commercial during the program and kick off the event.	**2**	**$2,000**	
BIDDING SPONSOR	The entire auction (both silent and live) is powered through our online bidding site. You'll get prominent brand recognition within the online site. Receive recognition on all platforms (online site and during live program) and included in all pre- and post-marketing and promotions. You'll get the opportunity to include a video or commercial hosted on the online site, plus a commercial to be shown during the live program and/or have up to one representative assist the introduction of the auctioneer during the live program.	**2**	**$1,500**	
RAFFLE SPONSOR	Be featured in the daily cash raffle during our silent auction. One sponsor will be recognized as that day's sponsor on the online bidding site and all promotions related to that day's drawing. You'll get the opportunity to introduce the daily raffle via a video sent out to the attendees, plus get a commercial slot during the live program. Receive recognition on all platforms (online site and during live program) and included in all pre- and post-marketing and promotions.	**3**	**$750**	

REALTORS® Rock The Block with Habitat for Humanity of Kansas City

Every Fall, KCRAR members come together for this community service event. Although these volunteers come to help restore 10 to 12 homes, it's sure to be a day packed with fun every year! In between painting homes, hanging porch railings, power washing sideboards and planting flowers, our dedicated volunteers enjoy a delicious lunch and a mid-day snow cone snack. KCRAR has partnered with Habitat for Humanity of KC to help local homeowners during REALTORS® Rock the Block. All money raised for this event goes to offset costs to give MORE back to Habitat for Humanity!

REALTORS® ROCK THE BLOCK OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
COMMUNITY SPONSOR	Be part of the Rock the Block each day! You'll get the opportunity to be onsite for all of our volunteer groups to help us pass out shirts and welcome the volunteers. Two volunteers from your company can attend each day. Help our team of house ambassadors each day with management of volunteers and help decide each day's most spirited volunteer group! You'll get premier visibility of company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions.	**1**	**$1,000**	
BEVERAGE SPONSOR	This sponsorship is vital in keeping our volunteers hydrated during this event! The day will start off with offering coffee to all volunteers, and you will be provided the opportunity to bring two volunteers. After the volunteers are caffeinated and start the work, you will be able to pass out water to the volunteers at their build site and for lunch. Company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions. **2 Available, 1 Per Company Per Volunteer Day*	**2**	**$1,000**	
LUNCH SPONSOR	Help feed our 100+ volunteers. They work hard all day revitalizing homes in the KC Metro area and will, no doubt, appreciate your generous lunch sponsorship. You'll also be provided the opportunity to bring four volunteers and help serve/pass out lunch. Company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions. **2 Available, 1 Per company per volunteer day*	**2**	**$1,000**	
SNOW CONE SPONSOR	The volunteer favorite is back! Sponsor the snow cone truck for an after lunch, cool down treat for all the volunteers. You'll be provided the opportunity to bring two volunteers to escort the snow cone truck to the build sites and greet our volunteers as they take a quick break. Company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions.	**2**	**$500**	
SOCIAL MEDIA/ PHOTOGRAPHY SPONSOR	Help our social media and photography needs to showcase all the behind-the-scenes work! Work with KCRAR communications team to post to social pages and capture footage from all the volunteers that day. Share messages about the day to keep our members engaged throughout the event. You'll have the opportunity to bring two volunteers for the day. Company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions.**4 Available, 2 Per company per volunteer day*	**4**	**$250**	
NEIGHBORS OF HABITAT	Show your support for the work that Habitat KC does by helping to contribute to the construction costs that go into revitalizing a neighborhood. Every sponsorship goes directly to offset the costs so we can give more back to Habitat KC and the neighborhood in need. Company logo on Habitat KC Rock the Block website, KCRAR website, onsite recognition, and included in pre- and post-marketing and promotions.	**UNLIMITED**	**$100**	

Chair & Vice-Chair Appreciation Party

Each year we recognize the volunteers who dedicate their time to further the goals and initiatives of KCRAR.

CHAIR & VICE-CHAIR APPRECIATION PARTY				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
CHAIR & VICE-CHAIR APPRECIATION PARTY	This party is where we recognize our Chairs and Vice-Chairs who have worked endlessly on KCRAR's many committees to continue to drive the mission of KCRAR. *Onsite recognition and two representatives may attend.*	**2**	**$500**	

Holiday Party & Annual Awards Ceremony

Each year the Holiday Party and Awards Ceremony brings in over 350 members to network and celebrate the year's accomplishments. During the party, REALTOR® of the Year, Salesperson of the Year and other award recipients are announced for the first time, and the upcoming Association president is installed.

HOLIDAY PARTY & ANNUAL AWARDS OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
DINNER SPONSOR	The Holiday Party is a fun evening spent celebrating KCRAR members! The night wouldn't be complete without a dinner surrounded by colleagues and friends. Prominent branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event. Opportunity to play a 30 second commercial during dinner and to place promo materials at all tables. *Four complimentary tickets to the event.*	**2**	**$2,500**	
DRINK SPONSOR	Cheers! Every attendee at the Holiday Party will receive two drink tickets included in their registration. Sponsor the drink tickets and have a signature cocktail named after your company along with on-site signage. Branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event, and signage at each bar. Opportunity to play 15 second commercial during program. *Two complimentary tickets to the event.*	**2**	**$2,000**	
DESSERT SPONSOR	Who doesn't love dessert? Sponsor a tasty dessert for the attendees at the 2023 Holiday Party, and you're sure to be the most popular person in the room! Receive on-site recognition during dessert, branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event. Opportunity to play 10 second commercial during program. *Two complimentary tickets to the event.*	**2**	**$1,500**	
ENTERTAINMENT SPONSOR	What's a party without some entertainment? Each year, we try to bring some added entertainment to guests to make the event even more enjoyable. From musicians to photo booths, your sponsorship can help make it happen. Branding and visibility on all media channels, logo recognition in any printed or digital event materials, verbal recognition throughout the event, and signage near entertainment. *Two complimentary tickets to the event.*	**2**	**$750**	

Membership Communication

Advertise your business in one of KCRAR's communications channels! By purchasing one of these three options, you will be responsible for submitting a draft of the copy to be used in the ad. Our comms team will then work with you on refining your draft to be the best it can be!

MEMBERSHIP COMMUNICATION OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
PODCAST AD	Expose your business to the listeners of KCRAR's Kansas City RealTalk podcast to advertise your business directly to members in an audio-only ad read by the show's hosts!	**LIMITED**	$100	
SPONSORED FACEBOOK POST	Promote your latest offer or plug your business to KCRAR's 8,000+ Facebook followers in a sponsored post dedicated entirely to your business.	8	$75	

CLASSROOM SPONSORSHIP OPPORTUNITIES

KCRAR REALTOR® Members receive free continuing education classes through our on-site school as part of their member benefits package. Each year, KCRAR conducts more than 100 live classes to meet the educational needs of our members.

**Classes schedule, size and availability will be subject to change based on the current health and safety protocols.*

CLASSROOM OPPORTUNITIES

OPPORTUNITY	DESCRIPTION OF OPPORTUNITY	QTY	PRICE	SELECT
NAR DESIGNATION COURSES	Certification courses are an excellent opportunity to network with highly productive and dedicated real estate professionals who take their career growth seriously. Help KCRAR bring these advanced programs to our classroom with the following sponsorship opportunities.			
	Instructor Sponsor	2	$500	
	Lunch Sponsor	2	$500	
	Training Manual Sponsor	2	$400	
ACHIEVE EXCELLENCE AS A REALTOR® ADMIN LUNCH	KCRAR understands that many brokers don't have training available for administrators specifically pertaining to KCRAR and Heartland MLS memberships. This orientation is specifically for office administrators and personal assistants, broadening their knowledge, as KCRAR and Heartland MLS staff orient them to our processes, technology and resources.	4	$500	
UMKC REALTOR® LEADERSHIP ACADEMY LUNCH	KCRAR partnered with the Henry W. Bloch School of Management at the University of Missouri-Kansas City in 2016 to develop the UMKC REALTOR® Leadership Academy. The Academy is a 7-month leadership development program designed to support REALTORS® who are committed to advancing their careers through professional education and civic engagement and provide a framework for long-term individual leadership development. One representative may attend.	7	$500	
INSTRUCTOR DEVELOPMENT WORKSHOP LUNCH	Instructors are exposed to a blend of training and development applications, as well as professional speaking techniques, making their programs as dynamic and effective as possible. One representative may attend.	1	$500	
KCRAR NEW MEMBER ORIENTATION	All new members are required to complete this 2 ½ hour orientation within 60 days of joining. Members will realize their full benefits of membership from KCRAR, the state associations and the National Association of REALTORS®.	12	$250	
LATTE & LEARN SERIES	Attendees of every Latte & Learn session receive a complimentary made-to-order specialty coffee catered by Espresso A La Cart. These non-CE two-hour sessions cover a wide variety of highly relevant topics for all members. One representative may attend.	11	$250	
CLASSROOM MEET & GREET	Take advantage of the opportunity to promote your brand to REALTOR® students at these classes with a table outside the classroom, where you can meet and greet students through the first break.	100+	$100	

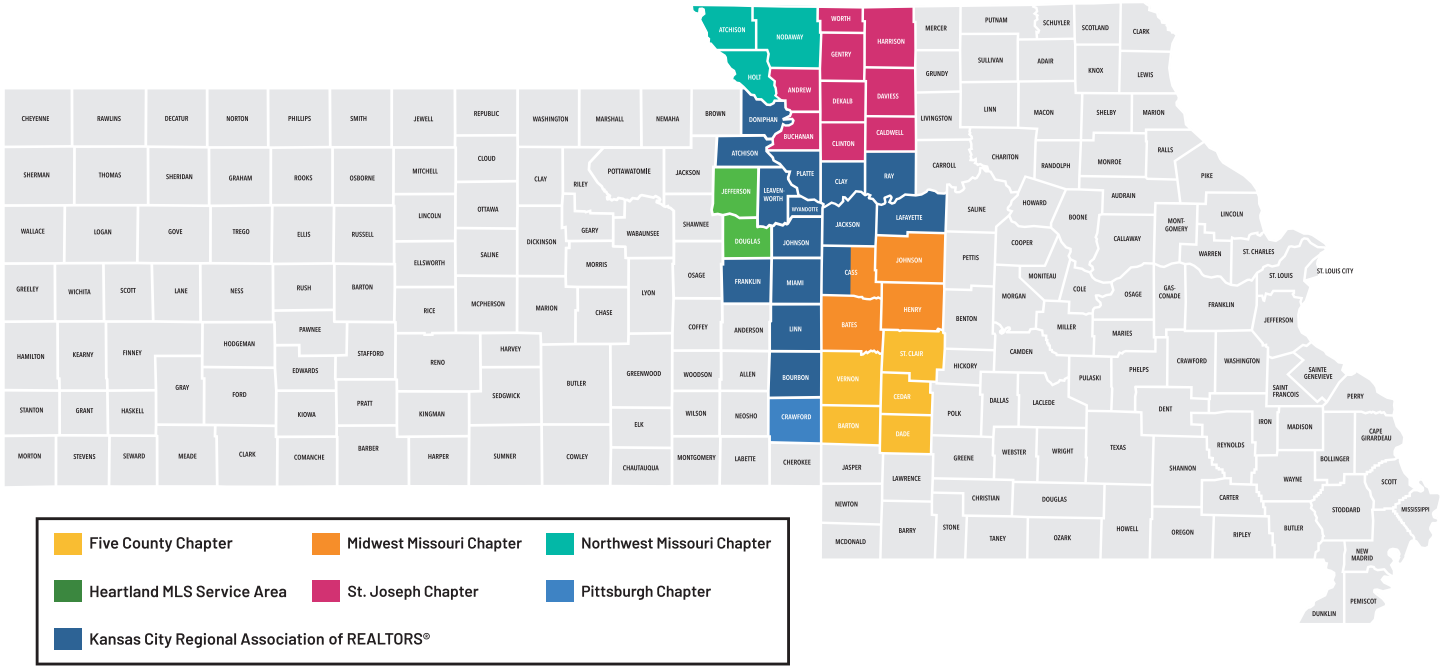
YPN KC

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. Everyone is welcome at YPN KC events – young is an attitude, not an age.

YPN KC OPPORTUNITIES				
OPPORTUNITY	**DESCRIPTION OF OPPORTUNITY**	**QTY**	**PRICE**	**SELECT**
MEET THE BOARD OF DIRECTORS	At the beginning of the year, YPN KC hosts a well-attended Meet the BOD event to introduce the new leaders and provide attendees an avenue for leadership development. Sponsor receives on-site recognition. *Two representatives may attend.*	**2**	**$750**	
YPN KC HABITAT FOR HUMANITY FUNDRAISER	Help support YPN as they help raise funds for our annual Rock the Block event. Sponsor receives on-site recognition and recognition in event promotional materials. *Two representatives may attend.*	**1**	**$500**	
YPN ROUND TABLE	YPN Round table is a quarterly educational panel that brings REALTORS® and Industry Partners together to discuss services, strategies, and industry tools that help REALTORS® grow their business. Sponsor receives on-site recognition, dedicated sponsor post on Facebook event page.	**4**	**$500**	
YPN HOLIDAY PARTY	Bring the Holiday cheer to the YPN Holiday Party. Sponsor receives on-site recognition, dedicated sponsor post on Facebook event page, and sponsor logo on all promotional materials.	**2**	**$1,000**	

KCRAR Chapter Opportunities

KCRAR currently has five regional chaptersand each hosts its own social and networking events. Additional sponsorship opportunities are available at chapter locations.



KCRAR COMMERCIAL

SPONSORSHIP PROGRAM

BE SEEN. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

KCRAR COMMERCIAL

Commercial Industry Partner Sponsorship Levels

Commercial events are made possible by the support of our annual sponsors. Sponsorship packages provide your company with recognition at each of our events, in our commercial communications and event promotions as well as other Industry Partner membership benefits.

	CORPORATE ANNUAL SPONSOR	ANNUAL SPONSOR
MEMBERSHIPS	**$4,000**	**$1,000**
	1 CORPORATE MEMBERSHIP	1 COMMERCIAL MEMBERSHIP
COMPANY RECOGNITION		
	▪ Verbal recognition at all commercial events ▪ Company logo on commercial event flyers and signage ▪ Recognition in all KCRAR commercial newsletters and event promotions ▪ Opportunity to speak at the podium at the Annual Awards and Commercial Forecast **Industry exclusivity assigned on a first come, first serve basis. Other exclusions may apply.*	▪ Verbal recognition at all commercial events ▪ Company logo on commercial event flyers and signage ▪ Recognition in all KCRAR commercial newsletters and event promotions
MEMBERSHIP EVENTS		
COMMERCIAL EVENTS	4 TICKETS TO ALL COMMERCIAL EVENTS	1 TICKET TO ALL COMMERCIAL EVENTS **Excludes Broker Cup Tournament*
COMMERCIAL BROKER CUP TOURNAMENT	1 RESERVED GOLF FOURSOME	—
	1 TOURNAMENT HOLE SPONSORSHIP	—

Additional sponsorship opportunities for the Commercial Broker Cup Tournament are also available. Contact Derek Ramsay at Derekr@kcrar.com for additional details.