



KANSAS CITY REGIONAL  
ASSOCIATION OF REALTORS®

HEARTLAND MLS

# SPONSORSHIP PROGRAM

BE SEEN. BUILD RELATIONSHIPS. GROW YOUR BUSINESS.

2024





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# HOW DOES IT WORK?

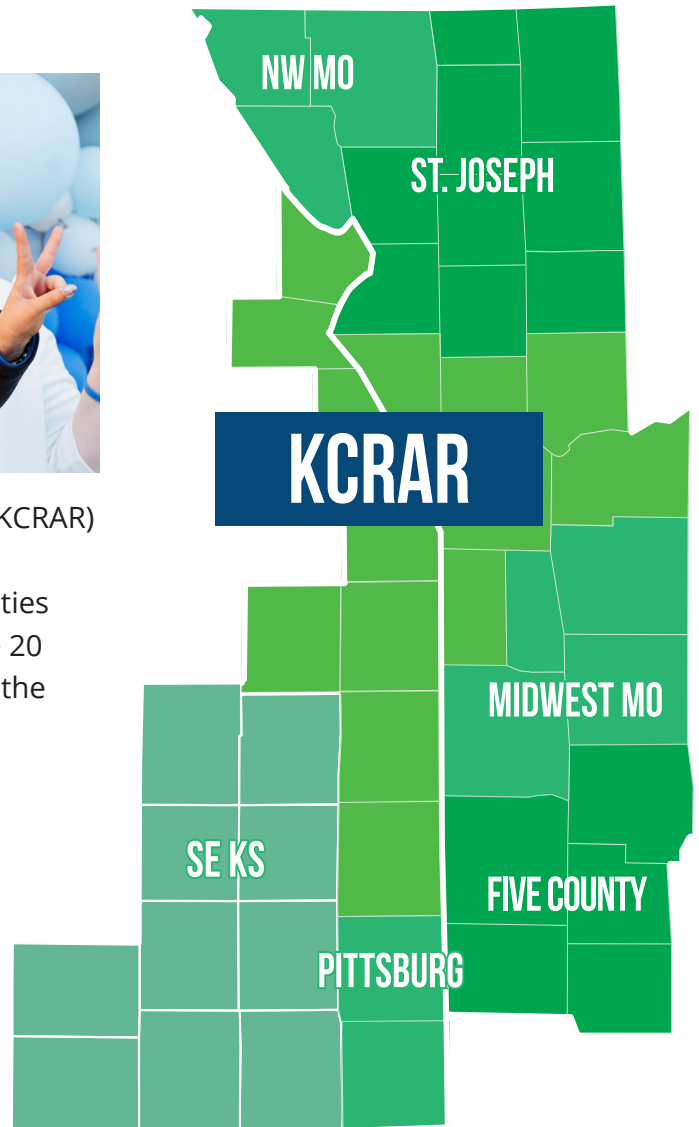
## ABOUT KCRAR



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 four 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 Chapter Sponsorship Opportunities:** Interested in reaching the members in our remote Chapters? Sponsor an event for one of KCRAR’s five Chapters.
- **KCRAR Advertising and Promotional Opportunities:** These are opportunities to show off your brand, separate from sponsorships.
- **KCRAR Commercial Sponsorship Program:** Interested in reaching commercial real estate practitioners in the area? KCRAR Commercial has its own sponsorship program that operates outside of the general KCRAR Sponsorship Program.

## 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](http://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](mailto:sponsorships@kcrar.com)**

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# 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+
<b>Recognition</b>	LOGO ON KCRAR.COM HOME-PAGE  RECOGNIZED ON EVENT SIGNAGE  LOGO ON CLASSROOM SIGNAGE  2 PODCAST COMMERCIALS  2 SPONSORED POSTS ON KCRAR FACEBOOK PAGE  INDUSTRY PARTNER DIRECTORY FEATURED LISTING	LOGO ON KCRAR.COM  RECOGNIZED ON EVENT SIGNAGE  LOGO ON CLASSROOM SIGNAGE  1 PODCAST COMMERCIAL  1 SPONSORED POSTS ON KCRAR FACEBOOK PAGE  INDUSTRY PARTNER DIRECTORY FEATURED LISTING	LOGO ON KCRAR.COM  RECOGNIZED ON EVENT SIGNAGE  LOGO ON CLASSROOM SIGNAGE  INDUSTRY PARTNER DIRECTORY FEATURED LISTING	RECOGNITION ON KCRAR.COM  RECOGNIZED ON EVENT SIGNAGE  RECOGNIZED ON CLASSROOM SIGNAGE  INDUSTRY PARTNER DIRECTORY FEATURED LISTING
<b>Member Events</b>				
<b>Recharge Conference &amp; Expo</b>	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*
<b>American Dream Party &amp; Auction</b>	2 TICKETS	2 TICKETS	2 TICKETS	1 TICKET
<b>Holiday Party &amp; Awards Event</b>	2 TICKETS	2 TICKETS	1 TICKET	1 TICKET
<b>Networking</b>	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
<b>New Opportunities</b>	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

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 — \$3,000 (FOUR AVAILABLE)

### What you'll receive:

- Complimentary booth spot in expo hall & first choice of booth location
- Opportunity to play a 30-second commercial on event screen
- One sponsored post on the KCRAR Facebook page
- Opportunity to give a prize on stage at the end of the event
- Top billing among sponsors on all event promotions
- Verbal recognition at the event
- Four complimentary tickets to Recharge

## CONFERENCE BAG SPONSOR — \$2,000 (ONE AVAILABLE)

### What you'll receive:

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

## COFFEE SPONSOR — \$1,750 (ONE 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 throughout the event
- Two complimentary tickets to Recharge





**BREAK SPONSOR — \$1,500**  
(TWO AVAILABLE)

**What you'll receive:**

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



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

**What you'll receive:**

- Opportunity to place branded swag 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 throughout the event
- Two complimentary tickets to Recharge

# 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 200 members, as well as through an online silent auction throughout the night.



## EVENT SPONSOR — \$2,000 (TWO AVAILABLE)

### What you'll receive:

- Opportunity to feature a 30-second commercial during the program
- Opportunity to have a representative assist in the introduction of the auctioneer during the event
- Top billing among sponsors on all event promotions
- Recognition on-site at event
- Four complimentary tickets to the live event

## BIDDING APP SPONSOR — \$1,500 (TWO AVAILABLE)

### What you'll receive:

- Prominent brand recognition on our online bidding platform
- Opportunity to feature a 15-second commercial on online bidding platform
- Opportunity to feature a 15-second commercial on screen during live event
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two complimentary tickets to the live event

## RAFFLE SPONSOR — \$750 (THREE AVAILABLE)

### What you'll receive:

- Logo and/or brand recognition as one day's "daily cash raffle" sponsor on online bidding platform and all raffle promotions
- Opportunity to introduce the daily cash raffle via video in sent out to attendees
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- One complimentary ticket to the live event

## HEADS OR TAILS SPONSOR — \$500 (ONE AVAILABLE)

### What you'll receive:

- Opportunity to personally distribute "heads or tails" game beads at a provided table at the live event, encouraging attendees to purchase beads via their bidding app
- Logo and/or brand recognition on all event promotions
- Recognition on-site at event
- Two complimentary tickets to the live event



# 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 8 to 12 homes, it's sure to be a day packed with fun every year! 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:

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



LUNCH SPONSOR — \$1,000  
(ONE AVAILABLE)

## What you'll receive:

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

## BEVERAGE SPONSOR — \$750

(ONE AVAILABLE)

### What you'll receive:

- Opportunity to serve coffee to volunteers at check-in
- Opportunity to personally distribute water to volunteers at their build sites and at lunch
- Logo and/or recognition on Habitat KC Rock the Block website and all event promotions
- Recognition on-site at event
- Two volunteers from your company may attend
- Supporting Habitat for Humanity of Kansas City



## ICE CREAM SPONSOR — \$500

(ONE AVAILABLE)

### What you'll receive:

- Opportunity to go with ice cream truck to greet volunteers as they take a break
- Logo and/or brand recognition on Habitat KC Rock the Block website and all event promotions
- Recognition on-site at event
- Two volunteers 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 Habitat KC Rock the Block website and all event promotions
- Recognition on-site at event
- Two volunteers 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 Habitat KC Rock the Block website and 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 Association president is installed.



## DINNER SPONSOR — \$2,500

(TWO AVAILABLE)

### What you'll receive:

- Opportunity to play a 30-second commercial during dinner
- Opportunity to place promo materials 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
- 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 volunteers 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 50-100 members together to network and make connections. Everyone is welcome at YPN/KC events – young is an attitude, not an age.

## MEET THE BOD SPONSOR — \$750 (TWO 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 (TWO 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 (TWO 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







# 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 event 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 from the real estate commission, meaning 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)



## NON-CE CLASS SPONSORSHIP — \$250

### Potential class options include:

- Latte & Learn — 12 available in Leawood, 5 in Northland
- KCRAR New Member Orientation — 28 available
- The Commercial Experience — 2 available
- Instructor Development Workshop — 1 available
- Achieve Excellence as a REALTOR® Administrator (Virtual Class) — 4 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)



## DESIGNATION/CERTIFICATION SPONSORSHIP — \$200/DAY

Certification and designation courses are often full-day or even multi-day courses drawing highly productive and dedicated real estate professionals. Because many of these courses 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)

## UMKC REALTOR® LEADERSHIP ACADEMY SPONSORSHIP — \$200

(SEVEN AVAILABLE)

This 7-month academy partners with the UMKC Henry W. Bloch School of Management and draws agents who are committed to advancing their careers. Many apply each year, and only 25-30 students are selected.

### What you'll receive:

- Opportunity to deliver a 15-20 minute presentation as a subject matter expert during lunch (not a pitch or plug, presentation topic must be approved by KCRAR)
- Opportunity to leave small promotional materials at the desks for students (items must receive approval from KCRAR)
- Opportunity to set up a table outside the classroom to greet students as they arrive and during breaks
- Opportunity to conduct a prize giveaway for attendees (independent of KCRAR or UMKC)

# 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

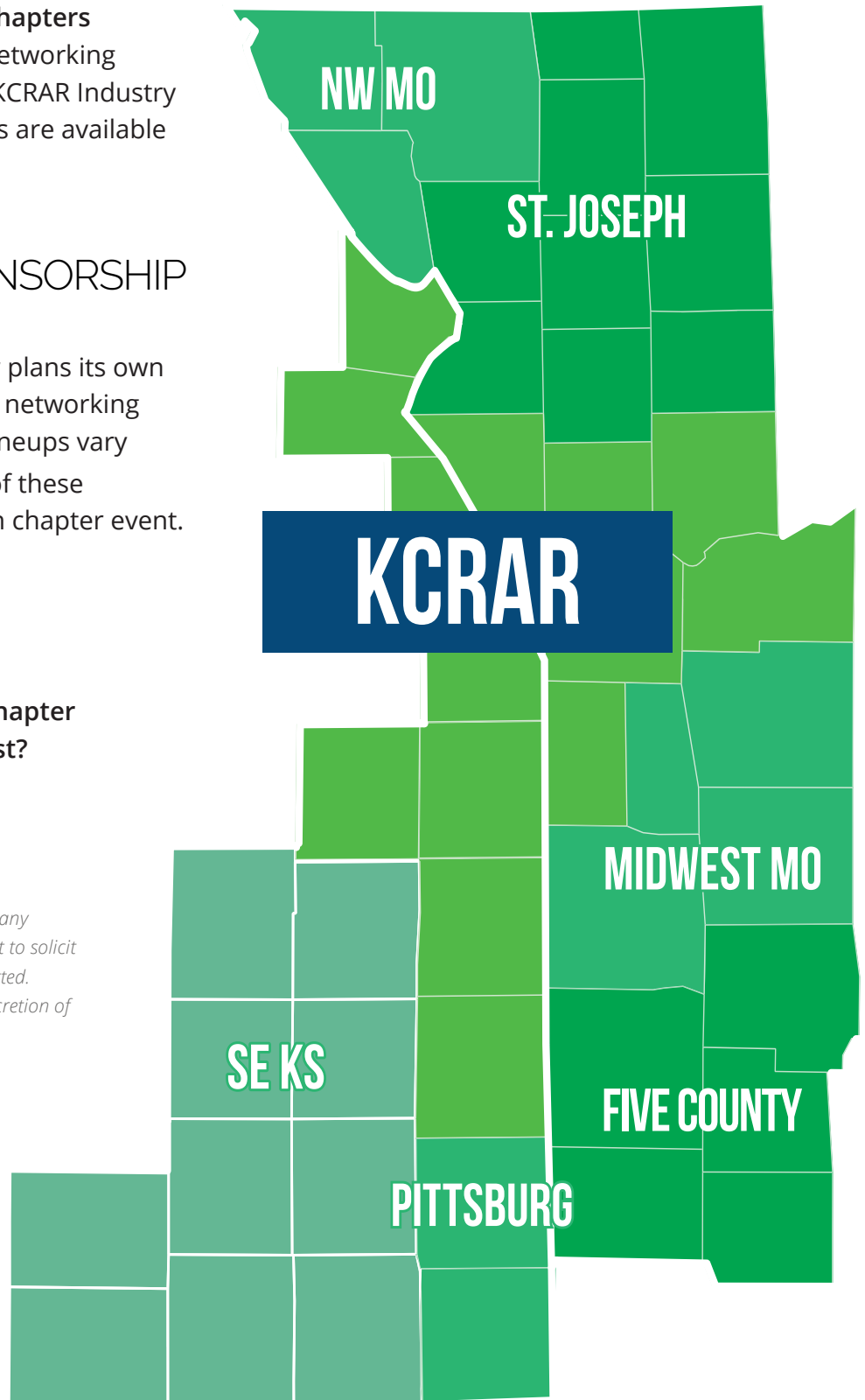
Throughout the year, each chapter plans its own events, including, but not limited to networking mixers and a Holiday Party. Event lineups vary from chapter to chapter, but each of these sponsorships are available for each chapter event.

## NEXT STEPS

Ready to get started as a KCRAR Chapter Sponsor? Have some questions first?

Contact our Chapter Liaison, Crystal Sullins.

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## GOLD EVENT SPONSOR — \$1,000

### 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

## SILVER EVENT SPONSOR — \$500

### 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

## BRONZE EVENT SPONSOR — \$250

### What you'll receive:

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

## CHAPTER CE MEET & GREET — \$100

Each year KCRAR brings in 12 hours of in-person continuing education (CE) to our chapter locations. Chapter CE classes must abide by strict regulations from the real estate commission, meaning 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)



# 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 then 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:**

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- One Facebook post to promote your business to YPN/KC's 1,400+ Facebook followers, including up to one graphic or image

## RECHARGE EXHIBITION BOOTH — \$500

LIMITED QUANTITY AVAILABLE

### **What you'll receive:**

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- 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)

# COMMERCIAL SPONSORSHIP



KCRAR Commercial reaches commercial real estate practitioners across the region, beyond just the KCRAR membership. Commercial events are made possible by the support of our annual sponsors. Sponsorship packages provide your company with recognition at each of our events and in our commercial communications and event promotions.

To get started as a KCRAR Commercial Sponsor, visit [kcrar.com/commercialsponsorship](http://kcrar.com/commercialsponsorship).

Annual Sponsorship Levels:	Corporate Annual Sponsor	Annual Sponsor
<b>Memberships</b>	<b>\$4,000+</b>	<b>\$2,000+</b>
	1 COMMERCIAL INDUSTRY PARTNER MEMBERSHIP	1 COMMERCIAL INDUSTRY PARTNER MEMBERSHIP
<b>Recognition</b>		
	VERBAL RECOGNITION AT ALL COMMERCIAL EVENTS	VERBAL RECOGNITION AT ALL COMMERCIAL EVENTS
	COMPANY LOGO ON COMMERCIAL EVENT FLYERS & SIGNAGE	COMPANY LOGO ON COMMERCIAL EVENT FLYERS
	RECOGNITION IN ALL KCRAR COMMERCIAL NEWSLETTERS & EVENT PROMOTIONS	RECOGNITION IN ALL KCRAR COMMERCIAL PROMOTIONS
	OPPORTUNITY TO SPEAK AT THE PODIUM AT THE ANNUAL AWARDS & COMMERCIAL FORECAST	
<b>Events</b>		
<b>Commercial Events</b>	4 TICKETS TO ALL COMMERCIAL EVENTS	2 TICKETS TO ALL COMMERCIAL EVENTS <i>*Excludes Broker Cup Tournament</i>
<b>Commercial Broker Cup Tournament</b>	1 RESERVED GOLF FOURSOME 1 TOURNAMENT HOLE SPONSORSHIP	- 1 TOURNAMENT HOLE SPONSORSHIP

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