

GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®



# 2026 SPONSORSHIP OPPORTUNITIES

Proceeds from sponsorships benefit the REALTOR® Fund of the Greater Albuquerque Association of REALTORS®.

The REALTOR® Fund is an endowment that supports local charities in Bernalillo, Valencia, Sandoval, and Torrance Counties.

# Message from the 2026 GAAR President

## The Value of 2026 Sponsorship



GAAR Sponsors,

On behalf of the Greater Albuquerque Association of REALTORS®, thank you for your steadfast support. For more than a century, your partnership has helped us go beyond real estate—strengthening neighborhoods, supporting families, and investing in the future of our community.

At the heart of this impact is the REALTOR® Fund, established by members in 2011. Thanks to the generosity of our sponsors, this fund enables us to meet urgent needs while also providing lasting support to local organizations that make a real difference.

This past year, we accomplished some incredible things together:

- **REALTOR® Fund Grant:** We received applications from more than 30 local charities, with one organization set to receive \$45,000 at the Annual Meeting on December 3rd.
- **Good Neighbor Awards:** Five REALTORS® were honored for their outstanding service, with each of their charities receiving a \$1,000 grant and recognition across video, print, and social media.
- **Emergency Relief Fund:** As a subset of the REALTOR® Fund, this resource provided \$3,000 to support flood recovery efforts in Ruidoso and \$2,000 for fire relief in Valencia County.

These achievements are only possible because of your sponsorship. Your commitment shows that when REALTORS® and community partners come together, we create lasting change that extends far beyond real estate.

Looking ahead to 2026, we are excited to build on this momentum and continue growing the REALTOR® Fund. With your ongoing support, GAAR will remain not only a leader in real estate, but also a force for good in the communities we serve.

Thank you for being an essential part of our mission and for helping us create a brighter, stronger future for New Mexico.

With gratitude,

Chris Venegas

2026 Board of Directors President  
Greater Albuquerque Association of REALTORS®

### COMPANY VISIBILITY

#### Targeted Exposure:

Reach a highly engaged audience of real estate professionals.

#### Event Presence:

Premium sponsors have their logo on event materials and have their support visible in the GAAR membership lobby.

#### Digital & Print Media:

Get listed on the GAAR website and tagged in social media platforms.

### NETWORKING & RELATIONSHIP BUILDING

#### Direct Access:

Connect with top industry professionals, decision-makers, and thought leaders at events and networking functions.

#### Positive Brand Association:

Partner with us to support charitable initiatives, enabling sponsors to play a meaningful role in community development.

*Sponsorship creates a win-win partnership, enhancing visibility while supporting the community support efforts of GAAR and our members through the REALTOR® Fund.*



# Premium 2026 Sponsorship Packages

## Sponsorship Opportunities 2026

GAAR has many sponsorship opportunities throughout the year, but the Annual Premium Packages are discounted and most coveted. In an effort to make the process fair, please note the following procedures and deadlines:

**October 22, 2025:** Sponsor Packet is e-mailed to GAAR current sponsors and Premium Packages are assigned on a first-come basis.

**October 29, 2025:** Sponsor Packet is e-mailed to GAAR REALTORS® & Affiliates. Commitment forms are open.

E-mail completed commitment form (Pages 9 & 10) to jane@gaar.com.

**January 5, 2026:** Commitments are invoiced, and payment is due January 31, 2026. Payment plans may be available if desired. Contact GAAR for more details.

**Invoices will be issued and payable at time of commitment.**

*Contributions or gifts to any GAAR event are not tax deductible as a charitable contribution but may be deductible as ordinary and necessary business expenses. Please consult your tax advisor for clarification.*

ANNUAL PACKAGES		REGULAR RATE	PACKAGE	
<b>DIAMOND*</b> \$9,000	\$12,750 <i>Value</i>	<del>\$3,500 Diamond Sponsor of the Awards Gala</del>	<del>\$2,000</del>	<b>DIAMOND</b> NEW! Featured in the Weekly Passport (x52) with "Thank you to our 2026 Diamond Sponsor" Quarterly blog article and corresponding social media (x4) Logo and verbal recognition as Premium Sponsor at events Quarterly social media thank you for Diamond & Platinum sponsors (x4)
		<del>\$7,000 Diamond Sponsor of the Golf Tournament</del>	<del>\$6,000</del>	
		<del>\$2,000 Diamond Sponsor of the Bowl-a-Thon</del>	<del>\$1,000</del>	
		<del>\$250 Annual Meeting Table for 10</del>		
<b>PLATINUM*</b> \$7,000	\$8,500 <i>Value</i>	<del>\$2,500 Platinum Sponsor of the Awards Gala</del>	<del>\$1,750</del>	<b>PLATINUM</b> Logo and verbal recognition as premium sponsor at events Quarterly social media thank you for Diamond & Platinum sponsors (x4)
		<del>\$5,000 Platinum Sponsor of the Golf Tournament</del>	<del>\$4,500</del>	
		<del>\$1,000 Platinum Sponsor of the Bowl-a-Thon</del>	<del>\$750</del>	
<b>Gold [2]</b> \$4,000 <i>Post Gala Price</i>	\$6,750 <i>Value</i>	<del>\$2,000 Gold Sponsor of the Awards Gala</del>	<del>\$1,500</del>	
		<del>\$4,000 Gold Sponsor of the Golf Tournament</del>	<del>\$3,500</del>	
<b>Silver</b> \$2,500 <i>Post Gala Price</i>	\$5,000 <i>Value</i>	<del>\$750 Gold Sponsor of the Bowl-a-Thon</del>	<del>\$500</del>	
		<del>\$1,500 Silver Sponsor of the Awards Gala</del>	<del>\$1,000</del>	
<b>Bronze</b> \$1,000 <i>Post Gala Price</i>	\$2,500 <i>Value</i>	<del>\$3,000 Silver Sponsor of the Golf Tournament</del>	<del>\$2,000</del>	
		<del>\$500 Silver Sponsor of the Bowl-a-Thon</del>	<del>\$500</del>	
		\$1,000 Bronze Sponsor of the Awards Gala	\$500	
		\$1,500 Bronze Sponsor of the Golf Tournament	\$1,000	

\*50% of a Premium Sponsorship Package will be credited towards a Corporation Level on the Donor Recognition Wall. See page 8 for details.



# GAAR Awards Gala

Sponsorship Opportunities **2026**

The annual Awards Gala is held to recognize member excellence in the real estate profession. Honorees are selected by their REALTOR® peers and Affiliates, and are awarded based on their performance in the previous year.

## SPONSORSHIP LEVELS

**SPONSORSHIP CLOSES ON: 2/28/26**

<b>Diamond</b>	\$3,500	Pre-event Promotion Event Video (:45) Sponsor Slide Mention during Gala 5 Gala Event Tickets
<b>Platinum</b>	\$2,500	Pre-event Promotion Event Video (:30) Sponsor Slide Mention during Gala 4 Gala Event Tickets
<b>Gold</b>	\$2,000	Pre-event Promotion Event Video (:20) Sponsor Slide Mention during Gala 3 Gala Event Tickets
<b>Silver</b>	\$1,500	Pre-event Promotion Event Video (:10) Sponsor Slide 2 Gala Event Tickets
<b>Bronze</b>	\$1,000	Pre-event Promotion Sponsor Slide

GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®

# AWARDS GALA 2026

Friday, March 6th, 2026

**Marriott Pyramid**  
5151 San Francisco Rd NE  
Albuquerque, NM 87109

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building



# GAAR Golf Tournament

Sponsorship Opportunities **2026**

This event is a member favorite and sells out early with a maximum of 216 golfers.

## SPONSORSHIP LEVELS

**SPONSORSHIP CLOSES ON: 4/30/26**

<b>Diamond</b> Travel Kit Sponsor	\$7,000	Logo on Travel Essentials Kit (2) Teams of 4 (\$1,200 value) Pre-event Promotion Hospitality Tent
<b>Platinum</b> Drawstring Bag Sponsor Cooler Sponsor	\$5,000 Each	Logo on Drawstring Bag or Cooler Team of 4 (\$600 value) Hospitality Tent Pre-event Promotion
<b>Gold [2]</b> <del>Towel Sponsor</del> <del>Cart Sponsor</del> Water Bottle Sponsor <del>Golf Ball &amp; Tees Sponsor</del> Phone/Tablet Holder Sponsor	\$4,000 Each	Logo on 1 item Hospitality Tent Pre-event Promotion
<b>Silver</b> <del>Breakfast &amp; Closest to Pin</del> <del>Breakfast &amp; Long Drive</del> <del>Lunch Sponsor &amp; 9 Flags</del>	\$3,000 Each	Meal & Course Signage Pre-event Promotion
<b>Bronze</b>	\$1,500 Each	Pre-event Promotion
<b>Hospitality Tent [20]</b>	\$400 Each	Tent Signage Pre-event Promotion
<b>Hole Sponsor [27]</b>	\$100 Each	Course Signage Pre-event Promotion



**GAAR Golf Tournament**  
Friday, June 5th, 2026

**Santa Ana Golf Course**  
288 Prairie Star Road  
Bernalillo, New Mexico 87004

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building



# GAAR Bowl-a-Thon

Sponsorship Opportunities **2026**

This is family friendly event for members who compete for bragging rights and prizes.

## SPONSORSHIP LEVELS

**SPONSORSHIP CLOSES ON: 9/26/26**

<b>Diamond</b>	\$2,000	Logo on Pin Shaped Stress Ball Pre-event Promotion (2) Teams of 6 (\$300 value) (10) Drink Tickets (\$50 value)
<b>Platinum</b>	\$1,000 Each	Logo on Key chain or Bottle Opener Pre-event Promotion (1) Team of 6 (\$150 value) (5) Drink Tickets (\$25 value)
<b>Gold</b>	\$750 Each	Pre-event Promotion (1) Team of 6 (\$150 value)
<b>Silver</b> Refreshment Sponsor	\$500 Each	Pre-event Promotion Logo on Refreshment Tickets



**GAAR Bowl-a-Thon**  
Saturday, October 17th, 2026

**Silva Lanes**  
3010 Eubank Blvd NE,  
Albuquerque, NM 87111

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building

# OTHER OPPORTUNITIES

Sponsorship Opportunities **2026**

## Class Sponsorship

Varies

Weekly opportunities to provide breakfast, lunch or a snack for each class attendee. Sponsors place signage at the catering table, distribute flyers and allowed 5 minutes speaking time at the start of the class. This is only open to Affiliate Members and Benefit Partners. **To be included on the sponsor list, contact [education@gaar.com](mailto:education@gaar.com).**

## RPAC Events

Signature Fundraiser  
in September

Varies

RPAC is a non-partisan political action committee that advocates for pro real estate candidates and issues. Throughout the year, there are events requiring sponsors. Monies do not contribute to the REALTOR® Fund. **For more information, contact CEO Ryan Swinney at [ryan@gaar.com](mailto:ryan@gaar.com).**

# OTHER WAYS TO HELP OUR COMMUNITY

## Laundry Love

Donate

**February:** Members donate laundry supplies for homeless families.

## Run for the Zoo

Volunteer

**May:** For more than 30 years, our local REALTORS® have been the volunteer staff along the route for the Annual Run for the Zoo and Walk with Us Too.

## Backpack Drive

Donate

**July:** Members provide backpacks for APS McKinney-Vento Homeless Students.

## Make A Difference Day

Volunteer

**October:** Members join together to volunteer on the largest giving-back day of the year, watch for project updates in the fall.

## Angel Tree

Donate

**November/December:** Members provide holiday gifts to families in the APS McKinney-Vento Homeless Program.

# REALTOR® FUND ENDOWMENT

Sponsorship Opportunities **2026**

The REALTOR® Fund was established by GAAR through the Albuquerque Community Foundation (ACF) to provide a permanently sustainable fund to aid non-profit charities in Bernalillo, Valencia, Sandoval, and Tarrant Counties. By establishing this endowment fund, REALTORS® demonstrate their ongoing pledge to honor their responsibilities to the community and to express gratitude for a successful real estate industry. This sustainable trust allows us to disburse up to \$60,000 each year to local charities.

The REALTOR® Fund awards a \$45,000 grant to one local non-profit, it funds \$5,000 in grants to Good Neighbor charities and has funded the Emergency Relief Fund which can be used in the event of a major disaster in New Mexico.

## Online by Credit Card

- Go to [www.gaar.com/fund](http://www.gaar.com/fund)
- Site will take you directly to the Albuquerque Community Foundation

## Mail a Check

Albuquerque Community Foundation  
624 Tijeras Ave NW  
Albuquerque, NM 87102

*Payable to Albuquerque Community Foundation  
Please note: REALTOR® Fund of GAAR*



## THE REALTOR® FUND DONOR RECOGNITION WALL

In 2019, GAAR installed the first phase of the REALTOR® Fund Donor Recognition Wall, located in the courtyard of the REALTOR® Building. This serves to honor all donors including individuals who have contributed \$1,000+ and Corporate Donors that have contributed \$5,000+. Each year the mosaic artwork is updated with new donor names.

## Donor Levels for the Recognition Wall

<b>Individual Cumulative Donation Levels</b>	Tier One: \$10,000 Tier Two: \$5,000 Tier Three: \$1,000
<b>Corporation Cumulative Donation Levels</b>	Tier One: \$20,000* Tier Two: \$10,000* Tier Three: \$5,000*



\*50% of a Premium Sponsorship Package will be credited towards a Corporation Level.

# 2026 Sponsorship Commitment Form

Sponsorship Opportunities **2026**

## PREMIUM PACKAGE SPONSORSHIP

- ~~\$9,000 Diamond~~ (Gala, Bowl-a-Thon, Golf Travel Kit, Annual Meeting)
- ~~\$7,000 Platinum~~ (Gala, Bowl-a-Thon, Golf Drawstring Bag)
- ~~\$7,000 Platinum~~ (Gala, Bowl-a-Thon, Golf Cooler)

In the event of multiple commitments, a random drawing will be held. Please note your 2nd choice. That preference can be any package, ie., Gold or Silver.  
2nd: \_\_\_\_\_

## SPONSORSHIP PACKAGES

**Open on a first come basis. Payment due net 30.**

**GOLD PACKAGES** ~~\$5,500:~~ \$4,000 Post Gala Price

- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Towel)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Cart Signage)
- Gold (Gala, Bowl-a-Thon, Golf Water Bottle)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Ball & Tee Tube)
- Gold (Gala, Bowl-a-Thon, Golf Phone/Tablet Holder)

**SILVER PACKAGES** ~~\$3,500:~~ \$2,500 Post Gala Price

- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Breakfast/Closest to Pin)
- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Breakfast/Long Drive)
- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Lunch/9 Flags)

**BRONZE PACKAGES** ~~\$1,500:~~ \$1,000 Post Gala Price

- Bronze (Gala, Golf Tournament)

## INDIVIDUAL EVENT SPONSORSHIPS

### Awards Gala

- ~~Gold \$2,000~~  ~~Silver \$1,500~~  ~~Bronze \$1,000~~

### Golf Tournament

#### Gold \$4,000

- ~~Towel~~  ~~Cart~~  Water Bottle  ~~Golf Ball/Tees~~  Phone/Tablet Holder

#### Silver \$3,000

- ~~Breakfast/Closest to Pin~~  ~~Breakfast/Long Drive~~  ~~Lunch/9 Flags~~

### Bowl-a-Thon

- Gold Sponsor \$750  Silver Refreshment Sponsor \$500

### I'm interested in more information on:

- Class/Event Sponsorships
- RPAC Fundraiser Events

## SPONSOR INFORMATION

Company Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I understand payment terms and deadlines.

My logo is attached. Accepted formats: pdf, eps, png, jpeg or tiff.

*TERMS AND CONDITIONS: The undersigned is authorized to contract for the stated sponsor commitment and is otherwise authorized to enter in contractual relations on behalf of the stated organization. Signatory agrees to and is familiar with the full terms and conditions stated on the reverse side of this agreement. Signatory understands that sponsorship costs are net charges and signatory is responsible for any additional production charges. Faxed and emailed copies of this agreement are binding.*

**Email completed form & logo to [jane@gaar.com](mailto:jane@gaar.com)**

**Questions? Contact Jane at 505-724-3465**

GAAR Signature \_\_\_\_\_ Date \_\_\_\_\_

# SPONSORSHIP COMMITMENT FORM

Sponsorship Opportunities **2026**

## 2026 GAAR SPONSOR TERMS AND CONDITIONS

Payment is due as noted for each sponsorship. GAAR will not accept cancellations within 30 days of an event date. To cancel a Premium Annual Package Commitment, sponsor must provide GAAR with a 60-day written notice of cancellation. Cancellation is subject to being charged full event sponsor rate prices, in accordance with percent of package fulfilled.

**Note: Commitments received prior to the closing date will be included on pre-event marketing materials as noted in the sponsor level. Sponsorships may continue to be available after the closed date until sold out, but inclusion in pre-event marketing materials cannot be guaranteed after the close date.**

All sponsor ads are accepted and published by GAAR upon the representation that the sponsor is authorized to publish the entire contents and other subject matter thereof. In consideration of GAAR's acceptance of such ads for publication, the sponsor shall indemnify and hold GAAR harmless from and against any loss of expense resulting from claims or suits based upon the contents or subject matter of such advertisements. All art materials will become the property of GAAR, unless a written request from the sponsor accompanies the design submission.

All orders accepted are subject to GAAR's acceptance. GAAR reserves the right to reject or cancel at any reason, at any time, any sponsorship, including ads which, in the opinion of GAAR, does not conform to the content or graphic standards of GAAR. GAAR shall not be liable for failure to publish, distribute or display any part of an event due to labor disputes, accidents, fire, acts of nature, or any other events beyond GAAR's control.

Sponsor will indemnify, hold harmless and defend for any and all loss, cost expense and damages on accounts of any and all manner of claims, demands, actions and proceedings that may be instituted against

GAAR on grounds alleging that advertisement violates any copyright, or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Sponsor agrees, at sponsor's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against GAAR, provided that GAAR promptly notifies the sponsor of with respect thereto, and provided that GAAR will give to the sponsor such reasonable time as the extent of the situation may permit in which to undertake and continue thereof.

Sponsorship contracted with no logo, artwork or copy delivered by the deadline will not be entitled to a refund. Unless otherwise provided, the rates in effect on the date of the agreement will be honored through the completion of this contract. This agreement will insure to the benefit of, and bind, the parties, their personal representatives, successors and assigns, is specifically enforceable, is construed under the laws of New Mexico, and may be modified only in writing signed by the parties. The parties agree and stipulate that the venue and jurisdiction shall be proper in the court of Albuquerque, Bernalillo County, New Mexico for purposes of enforcement of this agreement.

GAAR disclaims any conditions of sale, expressed or implied, which are not stated in this contract.

The parties agree that facsimile copies of this signed agreement are acceptable and binding.

I have read and understand the Sponsor Terms and Conditions.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_