



Sponsorship Opportunities

2016

Proceeds from sponsorship opportunities are donated to the REALTOR® Fund
of the Greater Albuquerque Association of REALTORS®.

Letter from the President



Dear Sponsor,

Thank you for your consideration and your generosity as a GAAR Sponsor!

Because of your ongoing support, we are able to impact more charities in our community than ever before.

Each year, our charitable events grow and our sponsorship program evolves to grow with it. We have more events, more sponsors and more promotions. This translates to more opportunities for exposure – while raising much needed funds for local charities.

As a valued sponsor, we would like to give you even more time to plan your event calendar and budget. Therefore, GAAR has developed this complete 2016 Sponsorship Program and Calendar.

Through this new program, you can easily commit to a package of events, reserving your space at a discounted rate. Or you can pledge to sponsor a specific event to ensure you don't miss an opportunity. When you pledge to sponsor an event now, you will be personally contacted on the day the sponsorship opens.

With the help of our all our generous sponsors, we have raised over \$670,000 for The REALTOR® Fund of the Greater Albuquerque Association of REALTORS®. That means the REALTOR® Fund is already more than half way to our goal of \$1 million. Once we reach that goal, the sustainable trust fund will allow us to donate an additional \$60,000+ to local charities on top of contributing the funds raised each year.

Due to your undying passion for charitable giving, our events will be the most successful and impactful to date.

So plan ahead and save the date!

And thank you once again for your ongoing sponsorship!

Jon Schnoor
2016 GAAR President

Sponsorship Opportunities **2016**

ABOUT GAAR

The Greater Albuquerque Association of REALTORS® (GAAR) is the largest local professional trade association in Central New Mexico with over 3,000 members pledged to a strict Code of Ethics and Standards of Practice. Established in 1921, GAAR is the Voice of Real Estate for the Greater Albuquerque Area and the trusted source for accurate real estate market data and trends.

REALTOR® is a registered collective membership mark that may be used only by real estate professionals who are members of the NATIONAL ASSOCIATION OF REALTORS® and subscribe to its strict Code of Ethics.

Vision

GAAR envisions a community where REALTORS® are a vital part of every home's story, where home represents joy, hope, comfort and security.

Mission

To provide our members with value-added products and services, employ leading-edge technology, uphold high ethical and professional standards, and advocate for private property rights.

Purpose

GAAR is passionate about providing our members with requisite tools for success by constantly looking for ways to assist them in the ever-changing real estate market.

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The REALTOR® Fund provides a permanently sustainable fund to aid in creating adequate housing, building functioning cities, developing productive industries and preserving a healthful environment in Bernalillo, Valencia, Sandoval, and Tarrant Counties.

The REALTOR® Fund of the Greater Albuquerque Association of REALTORS® was created to support these lofty core values.

How it works: REALTORS® have had an integral role in the development of the Greater Albuquerque area for over 90 years. Through their dedicated efforts and involvement, REALTORS® have positively influenced the shaping of our neighborhoods and communities. 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.

Our goal: Our goal is to create an \$1 million endowment fund by 2021. By the overwhelming support of our generous members and sponsors, we've already contributed over \$650,000 to the fund in less than half the time.

Once we reach \$1 million, the sustainable fund will generate approximately \$60,000 a year to disburse to local charities – this will be in addition to the fund raising we do each year!



REALTOR® Fund - Impact

GAAR Sponsorship Packet **2016**

By the end of July 2015, The REALTOR® Fund, an endowment established by GAAR through the Albuquerque Community Foundation, has raised \$670,000 towards it's goal of \$1 million by 2021 to commemorate GAAR's 100th birthday, while improving the lives of its community.

Now, then and forever

Your support makes a difference

The fund has been seeded with a \$90,000 contribution from the Greater Albuquerque Association of REALTORS®. The amount was chosen as a symbolic way to honor the 90 presidents who have served the Association through their commitment and leadership since the Association's charter in 1921. The Association leadership hopes you will consider supporting the fund in the future –your contributions will benefit the real estate industry and the community it serves for years to come.

GAAR Great Grant Giveaway

At the Annual Meeting, local charities are presented with a check from the REALTOR® Fund during the GAAR Grant Giveaway. The REALTOR® Fund gifted \$46,700 in 2015 to worthy local charities.



At the 2014 GAAR/SWMLS Annual Meeting

In 2016, the REALTOR® Fund will be contributing to the \$5,000 each to APS Title 1 Homeless Project, Boys and Girls Club of New Mexico, New Mexico Kids Matter and Senior Citizens Law Office plus \$500 to each of the five Good Neighbor Award Recipient's charities.

2011-2014 Gifts to the Community



APS TITLE 1 HOMELESS PROJECT

The APS Title I Homeless Project offers many services to homeless children and their families, including: enrollment assistance, school supplies, school uniforms, and after-school tutoring programs. GAAR, SWMLS and The REALTOR® Fund has contributed \$130,600 to this program between 2011 and 2015.

ALBUQUERQUE HEADING HOME \$2,500	ALL FAITHS RECEIVING HOME \$1,500	BOYS & GIRLS CLUB OF NEW MEXICO \$2,500	CUIDANDO LOS NIÑOS \$1,500	CHILDREN'S GRIEF CENTER \$6,500	EAST MOUNTAIN HIGH SCHOOL \$1,000
EL RANCHITO DE LOS NIÑOS \$9,075	MANZANO MOUNTAIN EARLY LEARNING CENTER \$3,900	NEW DAY YOUTH & FAMILY SERVICES \$10,825	NEW MEXICO KIDS MATTER \$2,500	VALENCIA COUNTY LITERACY COUNCIL \$1,000	

REALTOR® Fund - Make a Donation

GAAR Sponsorship Packet **2016**

WAYS TO DONATE

There are three easy options to donate to the REALTOR® Fund – and you can opt for a one-time contribution or recurring monthly donation.



Option 1: Online

Head to www.gaar.com/fund. Click on the Donate button located at the top of the page to make an online contribution through the Albuquerque Community Foundation.



Option 2: Giving Card

Complete and mail the Giving Card (PDF) to the address listed below.

Albuquerque Community Foundation
624 Tijeras Avenue NW
Albuquerque, NM 87102



Option 3: By Check

Make it to: *Albuquerque Community Foundation*. Include a memo that the donation is going to "REALTOR® Fund of the Greater Albuquerque Association of REALTORS®"

Contribution Levels

	Platinum	\$10,000
	Gold	\$5,000
	Silver	\$2,500
	Bronze	\$1,000

Donor \$999
and less

Forever Platinum Donors and Planned Giving

To become a member of the REALTOR® Fund Platinum Club, an individual must have donated 10,000. Corporate Platinum Club members must have donated \$15,000.

As a Forever Platinum will receive an engraved silver tile on our REALTOR® Fund donor wall in the REALTOR® Building Courtyard once their donations reach the platinum contribution levels. Gold and silver sponsors will receive etched glass tiles in shades of blue. Planned Giving donors will receive an engraved "In memory of..." tile in their name.

While we greatly value our event and program sponsors, only direct contributions count towards Forever Platinum Donors.

A word from one of our charities...



The mission of the APS Title 1 Homeless Project is to provide the means, motivation, and encouragement needed for homeless students to reach their potential as productive members of society in an educational environment that treats all students with dignity and respect.

Thanks to donations from the REALTOR® Fund, the Homeless Project was able to purchase meals for tutoring and lunch programs- the charity currently:

- Runs 10 weekly lunch programs at middle and high schools and 6 after-school tutoring programs
- Purchases bus passes for middle and high schools students to attend their school of origin.
- Funds small scholarships (\$500-1000) for 4-8 high school seniors to pursue higher learning (college and/or vocational training).
- Provides caps and gowns to high school seniors in homeless situations.

REALTOR® Fund - Our Events

GAAR Sponsorship Packet 2016



Annual GAAR Awards Gala

The Greater Albuquerque Association of REALTORS® holds their Annual Awards Gala to recognize excellence in the real estate profession. The honorees are selected by their REALTOR® peers and are awarded based on their performance in the previous year.

See page 10 for more information



GAAR Good Neighbor Awards

In 2015, we introduced the Greater Albuquerque Association of REALTORS® Good Neighbor Awards – a program that NAR encourages local Associations to develop in coordination with the REALTOR® Magazine Good Neighbor Awards.

See page 12 for more information



REinvent Speaker Series

REinvent presents our high-quality, national speakers to our members and the local business community, VIPs, and the public –at-large as a community service while increasing awareness of the REALTOR® brand.

See page 14 for more information



Annual Golf Tournament

Our golf tournament gets better each year. We have more players, more sponsors and more promotions than ever before. GAAR's upcoming 7th Annual Charity Golf Tournament will attract over 50 foursomes and be heavily promoted to our members.

See page 17 for more information



GAAR Charity Bowl-a-Thon

The GAAR Charity Bowl-A-Thon has grown to be one of our major fundraising events for The REALTOR® Fund - an endowment established by GAAR in 2011 through the Albuquerque Community Foundation.

See page 20 for more information

A word from one of our charities...



An alternative to the foster care system, El Ranchito de los Niños provides a loving home where children grow in a supportive, family farm setting. Our mission is to keep brothers and sisters together, and to give all siblings a stable home in which they can grow into adulthood together.

“ Each year, the money that GAAR has graciously granted us has sustained all of El Ranchito's needs for an entire month. This means that for each of the past two years, GAAR has given us 90 meals, one month's worth of utility bills, vehicle maintenance, a uniform for each child, a month's worth of cleaning and household supplies, birthday gifts for each child with a birthday in that month and countless other needs from toothpaste to sneakers!

Abby Eden

Special Events Coordinator



Sponsorship Opportunities

GAAR Sponsorship Packet **2016**

We have many sponsorship opportunities through out the year. For 2016 opportunities, we are giving our sponsors more time to plan their year by presenting all of our opportunities in Fall 2015.

In November, we will begin accepting commitments for the Annual Awards Gala and for any of our new premium annual sponsorship packages.

Our premium annual sponsorship packages ensure that you won't miss out on the top sponsorship spots of our most popular events.

Contributions or gifts to this event are not tax deductible as charitable contributions, but may be deductible as ordinary and necessary business expenses. Please consult your tax advisor for clarification.

PREMIUM ANNUAL PACKAGES

Platinum Plus [1] Over \$12,500 value	\$10,000 20% savings	Platinum Sponsor of the Annual Award Gala	\$2,500+	\$2,000
		Diamond Sponsor of the Golf Tournament	\$5,000	\$4,000
		Platinum Sponsor of one REinvent Speaker Series Event of your choice	\$2,500	\$2,000
		Kingpin Sponsor of the Bowl-a-Thon	\$2,000	\$1,600
		1 month of Good Neighbor Sponsorship	\$500	\$500
<i>*Bonus: One Month Content Sponsorship on GAAR's new Consumer Home-Search Site.</i>				
Platinum [1] Over \$10,500 value	\$8,400 20% savings	Platinum Sponsor of the Annual Award Gala	\$2,500	\$2,000
		Platinum Sponsor of the Golf Tournament	\$3,000	\$2,400
		Platinum Sponsor of one REinvent Speaker Series Event of your choice	\$2,500	\$2,000
		Kingpin Sponsor of the Bowl-a-Thon	\$2,000	\$1,600
		1 month of Good Neighbor Sponsorship	\$500	\$400
<i>*Bonus: One Month Content Sponsorship on GAAR's new Consumer Home-Search Site.</i>				
Gold [3] Over \$6,000 value	\$5,100 15% savings	Gold Sponsor of the Annual Award Gala	\$1,500	\$1,275
		Choice of one of the Gold Sponsorships of the Golf Tournament	\$1,500	\$1,275
		Gold Sponsor of one REinvent Speaker Series Event of your choice	\$1,500	\$1,275
		Double Eagle Sponsor of the Bowl-a-Thon	\$1,000	\$850
		1 month of Good Neighbor Sponsorship	\$500	\$425
<i>*Bonus: One Month Content Sponsorship on GAAR's new Consumer Home-Search Site.</i>				



Awards Gala 2016

Early each March, The Greater Albuquerque Association of REALTORS® holds their Annual Awards Gala to recognize excellence in the real estate profession. The honorees are selected by their REALTOR® peers and are awarded based on their performance in the previous year.

Award categories include the REALTOR® of the Year, Sales Manager of the Year, Salesperson of the Year and Rookie of the Year. The C.O. Nelson Award is also presented to recognize a long and distinguished career in real estate. The Security Escrow Scholarship is awarded to encourage real estate as a profession.

The Gala is held each year at the Albuquerque Museum attracts over 250 REALTORS®. Last year, our Annual Awards Gala raised approximately \$25,000 for the REALTOR® FUND of the Greater Albuquerque Association of REALTORS®.

EVENT INFORMATION

Friday, March 4, 2016
6:00 pm - 10:00 pm
Albuquerque Museum
(2000 Mountain Rd.)



SPONSORSHIP LEVELS

Platinum	\$2,500+	Pre-event promotion Video (30 seconds) Event signage Recognition at the event 4 tickets to the Gala
Gold	\$1,500	Pre-event promotion Video (20 seconds) Event signage Recognition at the event 3 tickets to the Gala
Silver	\$1,000	Pre-event promotion Video (15 seconds) Event signage Recognition at the event 2 tickets to the Gala
Bronze	\$750	Pre-event promotion Event signage Recognition at event 1 ticket to the Gala
Copper	\$500	Event signage Recognition at event 1 ticket to the Gala
Supporting	\$250	Recognition at the event



GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®

Good Neighbor

In 2015, we introduced the Greater Albuquerque Association of REALTORS® Good Neighbor Awards – a program that NAR encourages local Associations to develop in coordination with the REALTOR® Magazine Good Neighbor Awards.

Our Good Neighbor Award is open to all GAAR members, both REALTOR® and Affiliate, who dedicate themselves to volunteer service. There will be four REALTOR® recipients and one Affiliate recipient of our award.

Our chosen REALTOR® Good Neighbors and their charity of choice will receive recognition through our website, through our e-newsletter (the Weekly Passport), on GAAR TV (the TV system in the REALTOR® Building) and to the greater Albuquerque community at large through radio, print and TV advertising. They will also be invited, along with their charity, to appear on a New Mexico morning show.

EVENT INFORMATION

2016 Good Neighbor Awards
deadline is October 21, 2016.





SPONSORSHIP LEVELS

Monthly

\$500

Sponsored by tag during our segment on one segment on 2 KASA Style morning show

Company logo on each Good Neighbor story webpage
(on both GAAR.com and the new consumer home-search website)

Note: Sponsorship of the Good Neighbor Award helps create awareness to the award recipient's charity rather than contributing to the REALTOR® Fund.



Rosemary is a Good Neighbor. Are you?
Tell us your story for a chance to win local media exposure to raise awareness for your charity.

Nonprofit yourself or another REALTOR® for a chance to gain exposure for the local charity in local media and within our REALTOR® community. We will be awarding 4 REALTOR® and 1 Affiliate member with the GAAR Good Neighbor Award. REALTOR® applications will be forwarded on to NAR by mid-May 2016 for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in REALTOR® Magazine.



Jane is a Good Neighbor. Are you?
Tell us your story for a chance to win local media exposure to raise awareness for your charity.

Nonprofit yourself or another REALTOR® for a chance to gain exposure for the local charity in local media and within our REALTOR® community. We will be awarding 4 REALTOR® and 1 Affiliate member with the GAAR Good Neighbor Award. REALTOR® applications will be forwarded on to NAR by mid-May 2016 for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in REALTOR® Magazine.



Edward is a Good Neighbor. Are you?
Tell us your story for a chance to win local media exposure to raise awareness for your charity.

Nonprofit yourself or another REALTOR® for a chance to gain exposure for the local charity in local media and within our REALTOR® community. We will be awarding 4 REALTOR® and 1 Affiliate member with the GAAR Good Neighbor Award. REALTOR® applications will be forwarded on to NAR by mid-May 2016 for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in REALTOR® Magazine.



Tricia is a Good Neighbor. Are you?
Tell us your story for a chance to win local media exposure to raise awareness for your charity.

Nonprofit yourself or another REALTOR® for a chance to gain exposure for the local charity in local media and within our REALTOR® community. We will be awarding 4 REALTOR® and 1 Affiliate member with the GAAR Good Neighbor Award. REALTOR® applications will be forwarded on to NAR by mid-May 2016 for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in REALTOR® Magazine.





REinvent presents our high-quality, national speakers to our members and the local business community, VIPs, and the public—at-large as a community service while increasing awareness of the REALTOR® brand and of our member's charitable giving through the REALTOR® Fund of the Greater Albuquerque Association of REALTORS®.

The REinvent Speaker Series takes place the last Wednesday in March, June and September. As the first full year for this event that is marketed both internally to GAAR members and to the public through advertising in *Albuquerque Business First*, *The Alibi* and *Albuquerque the Magazine*, we expect to attract between 300 and 400 attendees to each event. In addition to the focused exposure at the event, sponsors will also have exposure online, through email blasts, on promotional material & in *Albuquerque Business First* ads.

EVENT INFORMATION

See next page for upcoming REinvent Speaker Series information and dates/times.



2016 SPEAKER SERIES SCHEDULE



MAR 30, 2016

Discover New Mexico Tourism

Expo & presentation: how it impacts business

NM Tourism Cabinet Secretary Rebecca Latham for New Mexico True and Tania Armenta, Chief Operating and Marketing Officer of the Albuquerque Convention and Visitors Bureau will give an exciting presentation on the impact of tourism to New Mexico, how it effects our economy and the continued importance of attracting visitors and encouraging transplants – to our state and region. They will also give specific ideas on how our community leaders and citizens can get involved in further creating this vital means of support.

The Expo will feature the New Mexico True bus outside and NM destinations will be featured in the Crowne Plaza Promenade. The Expo is free and open to the public.

SPONSORSHIP OPEN: 1/20/16 - 2/25/16



JUNE 29, 2016

Become the Change

with Arun Gandhi

The featured speaker, Arun Gandhi, grandson of Mahatma Gandhi, continues his grandfather's work on helping people "become the change they wish to see." Albuquerque's leadership and citizens are invited to join Arun Gandhi as he teaches us to develop the inner resources and practical skill needed to achieve a mindful, sustainable and just approach to community building.

Representatives from local charitable foundations will also discuss how you can "become the change" within our community.

SPONSORSHIP OPEN: 3/30/16 - 5/13/16



SEP 28, 2016

Improbable to Unstoppable

with Fredi Lajvardi

Fredi Lajvardi shares his story that inspired the critically acclaimed documentary Underwater Dreams, as well as the major motion picture, Spare Parts. Lajvardi reveals the simple secrets to his national champion robotics team's unprecedented success, and imparts to audiences the same wisdom, spirit of inventiveness, and determination that transformed an improbable group of disadvantaged Hispanic teenagers into an unstoppable national powerhouse.

To help spur innovation within our own local schools, businesses can sponsor the attendance of teachers and high school students from central New Mexico public and private schools. Local educators will also discuss how you, as a business and as citizens, can participate in enhancing our school's S.T.E.M. program and help students succeed.

SPONSORSHIP OPEN: 6/29/16 - 8/12/16



SPONSORSHIP LEVELS

Platinum [2] Per Event	\$2,500+	<p>Your logo prominently placed in (4) ads in <i>Albuquerque Business First</i> for one of our 3 REinvent Speaker Series.</p> <p>Plus:</p> <p>Your logo will be on its own slide featured during the networking hour on (2) large screens Logo on program/handout Logo featured on our website with the event registration Premium, center table for 8</p>
Gold [3] Per Event	\$1,500	<p>Your logo in (4) ads in <i>Albuquerque Business First</i> for one of our 3 REinvent Speaker Series.</p> <p>Plus:</p> <p>Your logo will be featured on the special 'Gold Sponsor slide' during the networking hour Logo on program/handout Logo featured on our website with event registration Premium table for 8</p>
Silver [5] Per Event	\$1,000	<p>Your company name on all (4) ads in <i>Albuquerque Business First</i> for one of our 3 REinvent Speaker Series.</p> <p>Plus:</p> <p>Company name listed on the 'Silver Sponsor slide' during networking hour. Company name on program /handout Company name on our website with the event registration Tickets for 2</p>



Our golf tournament gets better with time. We have more players, more sponsors and more promotions than ever before. As a valued sponsor of our tournament, we would like to give you plenty of time to plan for the event and for sponsorship opportunities.

As in 2015, the GAAR's upcoming 7th Annual Charity Golf Tournament will attract over 50 foursomes and be heavily promoted to our members – meaning more exposure for your company – while raising money for charity.

With our sponsors' help in 2015, we raised \$26,700 for the REALTOR® Fund of the Greater Albuquerque Association of REALTORS® and the APS Title 1 Homeless Project – a charity that helps provide basic necessities and education to approximately 3,900 homeless or displaced Albuquerque students each year.

EVENT INFORMATION

Friday, June 3, 2016
7:30 am (or TBD)
Santa Ana Golf Course
(288 Prairie Star Rd.)





GAAR Charity Golf Tournament

GAAR Sponsorship Packet **2016**

SPONSORSHIP LEVELS

SPONSORSHIP OPEN: 3/4/16 - 5/13/16

Diamond Shirt Sponsorship [1]

\$5,000

Company logo displayed on golf shirt
One team of four
Hospitality Tent
Company logo displayed on GAAR website & all printed material
Company will provide banner for display

Platinum Cooler Sponsorship [1]

\$3,000

Company logo displayed on cooler
One team of four
Hospitality Tent
Company logo displayed on GAAR website & all printed material
Company will provide banner for display

Gold Towel Sponsorship [1]

\$1,500

Company logo displayed on golf towel
Company logo displayed on GAAR website & all printed material

Gold Cart Sponsorship [1]

\$1,500

Company logo displayed on golf carts
Company logo displayed on GAAR website & all printed material

Gold Bag Sponsorship [1]

\$1,500

Company logo displayed on bags
Company logo displayed on GAAR website & all printed material

Flag Sponsorship [3]

\$1,500

Company logo displayed on pin flags
Company logo displayed on GAAR website & all printed material



SPONSORSHIP LEVELS (continued)

Silver Lunch Sponsorship [2]	\$1,000	Company provides their banner for display at lunch banquet Company logo displayed on GAAR website & all printed material
Bronze Breakfast Sponsorship [2]	\$750	Company provides their banner for display at breakfast Company logo displayed on GAAR website & all printed material
GPS Sponsorship [2]	\$750	Company logo displayed on readout on golf carts Company logo displayed on GAAR website & all printed material
Closest to the Pin	\$250	Hole signage Company logo displayed on GAAR website & all printed material
Longest Drive	\$250	Hole signage Company logo displayed on GAAR website & all printed material
Hospitality	\$300	Hole signage Sponsor to provide own tent & supplied needed during the event Sponsor (or sponsor's volunteers) should be present at tent throughout the day Company logo displayed on GAAR website & all printed material Company should bring banner to tournament for display at tent (<i>sponsor required to attend planning meeting and briefing prior to event</i>)
Hole [27]	\$100	Hole signage Company logo displayed on GAAR website & all printed material



The GAAR Charity Bowl-A-Thon has grown to be one of our major fundraising events for The REALTOR® Fund - an endowment established by GAAR in 2011 through the Albuquerque Community Foundation to provide a permanently sustainable fund to aid Bernalillo, Valencia, Sandoval, and Torrance Counties.

In 2014, through the generous support of sponsors, participants and donations, GAAR's Charity Bowl-A-Thon raised a total of \$8,747 for The REALTOR® Fund. This year, for the 4th Annual GAAR Charity Bowl-A-Thon, we set a goal to raise \$10,000 to benefit The REALTOR® Fund and the multiple local charities it supports.

Your involvement would greatly help us in our efforts to improve the lives of our community.

EVENT INFORMATION

Friday, August 27

2:30 pm

Location: TBD

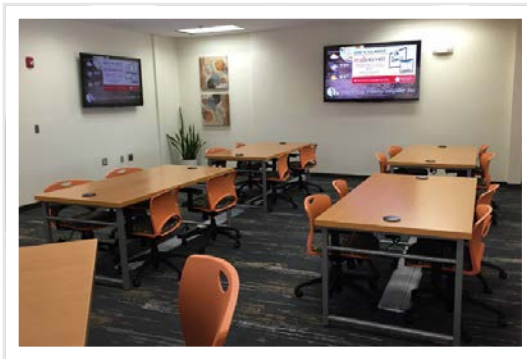


SPONSORSHIP LEVELS

SPONSORSHIP OPEN: 6/6/16 - 8/12/16

Kingpin Sponsor (2) (Platinum)	\$2,000	Your logo on the Kingpin in each lane Prominent promotion on pre-event ads Prominent promotion on the GAAR website Prominent promotion on GAAR social media Company logo on event sponsor banner Marketing/swag table at all three sessions Prominent promotion on post-event ads 4 tickets for your team to bowl at the session of your choice
Turkey League (4) (Gold)	\$1,000	Prominent promotion on pre-event ads Prominent promotion on the GAAR website Prominent promotion on GAAR social media Company logo on event sponsor banner Marketing/swag table at all three sessions Prominent promotion on post-event ads 4 tickets for your team to bowl at the session of your choice
Double League (6) (Silver)	\$1,000	Promotion on pre-event ads Promotions on the GAAR website Promotion on GAAR social media accounts Company logo on event sponsor banner 4 tickets for your team to bowl at the session of your choice
Lane Sponsor (10) (Bronze)	\$750	Company logo at lane for all three sessions Marketing/swag table at lane for all three sessions
Strike League	\$100	Company logo on event sponsor sign

AFFILIATE-ONLY OPPORTUNITIES



GAAR TV

Each week, approximately 600 people visit the REALTOR® Building to join the association, attend CE classes, forums and open labs, to use our meeting space and member lounge, and to access technical and member support services.

To help better communicate important events, GAAR has strategically placed five large digital screens around the building – one in the lobby, three in the internet café and one in the member lounge.

GAAR TV [5]

\$100
(per week)

10 seconds each
Guaranteed rotation of 500 times per week
Video production excluded



Class Sponsorship

Each month, there are between 4 and 8 opportunities to sponsor a Continuing Education (CE) class, forum or Affiliate Q&A and Learn. Sponsors provide breakfast, lunch and/or a snack for each class attendee. In return, they receive signage at the catering table, the ability to hand out flyers to each attendee and 5 minutes speaking time at the start of the class.

Sponsorship within the REALTOR® Building is a benefit only open to Affiliate members. Pricing may vary from each class. If you are interested in sponsoring an upcoming class, please contact the GAAR Affiliate liaisons at sponsor@gaar.com.

Lending a Hand

GAAR Sponsorship Packet **2016**

In addition to contributing financially to local charities, the members, staff, friends and families of the Greater Albuquerque Association of REALTORS® also volunteer time to many charities as well. As a group, here are a few of the worthy causes we help each year.



Run for the Zoo

For the past 26 years, our local REALTORS® have been the volunteer staff along the route for the annual Run for the Zoo 5k.



Habitat for Humanity / REstore

With this partnership our goal is to help Habitat for Humanity build our community – one home, one family at a time – by making it possible for low-income families to own simple, decent, affordable homes.



Boys & Girls Club of New Mexico

GAAR is working with the Boys and Girls Club to increase local volunteers for mentoring, tutoring and assistance with special events.



APS Title 1 Angel Tree

Through donations by REALTORS® we not only provide gifts to over 700 students in the Title 1 program, but also sponsor special holiday meals for the children at their schools. The Angel Tree is part of our Annual Meeting. The tree has angel tags with the name, gender, age and gift ideas.



Make a Difference Day

Make a Difference Day is the largest national day of community service. For more than 20 years, millions of volunteers across the nation have united on this special day with a common mission to do good and make a difference. Join GAAR members and friends as they help make a difference in our local community



Project Heart Start

Each September, for REALTOR® Safety Month, GAAR offers several free Project Heart Start Percussion only CPR to their members and affiliates and their clients.

Sponsorship - Mark your Calendars

GAAR Sponsorship Packet 2016

2015

November 2015

- 23 • Launch of the Sponsorship Program
- Sponsorship for Good Neighbor Program
- Sponsorship open for Annual Awards Gala

December 2015

- 31 • Platinum & Gold Sponsor Annual packages open

2016

January 2016

- 15 • Platinum & Gold Sponsor Annual Packages commitment
- 20 • Sponsorship of REinvent #1 open

February 2016

- 15 • Commitment/Payment for Good Neighbor Show #1
- 17 • Commitment/Payment for REinvent #1
- 24 • Commitment/Payment for Awards Gala

March 2016

- 4 • Awards Gala
- Golf Tournament Sponsorship open
- 18 • Commitment/Payment for Good Neighbor Show #2
- 25 • Good Neighbor Morning Show #1 (tentative)
- 28 • REALTOR® Week (March 28 - April 3)
- 30 • REinvent #1 – Tourism
- Sponsorship of REinvent #2 open

April 2016

- All • Home Ownership & Fair Housing Month
- 1 • Good Neighbor Morning Show #2 (tentative)
- 2 • Boys & Girls Club or Restore Volunteer Day
- Run for the Zoo volunteer recruitment & sponsorship open
- 4-8 • REALTOR® REcharge Week
- 11 • Brochures/Promo items for Open House Weekend
- 16-17 • GAAR's Grande Open House Weekend
- 20 • Commitment/Payment for Good Neighbor Show #3

May 2016

- 1 • Run for the Zoo
- 6 • Good Neighbor Morning Show #3
- 13 • Payment/Artwork for REinvent #2
- Payment/Artwork for Golf Tournament

June 2016

- 3 • Golf Tournament
- 6 • Sponsorship for Bowl-a-Thon open
- 29 • REinvent #2 – Ghandi
- Sponsorship for REinvent #3 open

August 2016

- 12 • Commitment/Payment for Good Neighbor Show #4
- Commitment/Payment for Bowl-a-Thon
- Commitment/Payment for REinvent #3

- 27 • Bowl-a-Thon

September 2016

- All • REALTOR® Safety Month
- 9 • Good Neighbor Morning Show #4
- Make a Difference Day recruitment
- 28 • REinvent #3 – Lajvardi

October 2016

- 7 • Commitment/Payment for Good Neighbor Show #5
- 14 • 2017 Sponsorship Package launched
- 21 • Good Neighbor Morning Show #5
- 22 • Make a Difference Day

November 2016

- 1 • REALTOR® Sponsorship of Annual Meeting tables open
- 15 • REALTOR® Sponsorship of Annual Meeting tables

December 2016

- 7 • GAAR / SWMLS Annual Meeting
- Angel Tree

Legend

- Event
- Sponsorship Open
- Due Date

SPONSORS: A print-ready version of your logo must be sent to sponsor@gaar.com no later than **one week after your commitment date**. Accepted file formats include .PDF, .EPS (no linked files, all fonts converted to outlines and transparencies flattened), or a high (300 dpi) resolution TIFF or JPEG.

Sponsorship Commitment Form

GAAR Sponsorship Packet **2016**

With the exception of the Platinum Plus, Platinum and Gold Premium Annual Packages, event sponsor commitments are accepted on the date that the sponsorship opens. The new GAAR Sponsor Program gives members and friends of GAAR a chance to plan their sponsorship calendar and budget for the upcoming year.

However, you can pledge to sponsor an event at any time. When you pledge to be an event sponsor, you will be called personally by GAAR staff or a

committee member on the day the sponsorship opens to remind you to sign up online.

If you select one of the sponsorship packages, you are guaranteed one of the top spots at our most popular event for the entire year.

Package Commitment

☐ **Platinum Plus**

\$10,000

☐ **Platinum**

\$8,400

☐ **Gold**

\$5,100

Sponsor Pledge This is not a commitment to payment or terms and conditions.

☐ **Awards Gala** (pg. 10)

☐ **Golf Tournament** (pg. 17)

☐ **Bowl-a-Thon** (pg. 20)

☐ **Good Neighbors** (pg. 12)

☐ **REinvent Speaker Series** (pg. 14)

TERMS AND CONDITIONS: The undersigned is authorized to contract for the stated sponsor, and is otherwise authorized to enter into contractual relations on behalf of the stated sponsors. Signator agrees to and is familiar with the full terms and conditions stated on the reverse of this agreement. Signator understands that the gross rate represents on the charge for space and the signator is responsible for paying for any additional production charges. Faxed and emailed copies of this agreement are binding.

Email artwork to: sponsor@gaar.com

Sponsor

Company Name

Contact

Title

Email

Phone

Cell

Web

Address

City

State

Zip

For Package Commitment only

Print

Title

Signature X

Date

GAAR Signature X

Title

Sponsorship Order Terms and Conditions

GAAR Sponsorship Packet **2016**

The Greater Albuquerque of REALTORS® (GAAR) will not accept cancellations made after the appropriate sponsorship closing deadline.

To cancel a Premium Annual Package Commitment, sponsor must provide GAAR with 60-days written notice of cancellation. Cancellation is subject to being charged full event sponsor rate prices, in accordance with percent of package canceled.

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.

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 the 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.

All orders accepted are subject to GAAR's acceptance. GAAR reserves the right to reject or cancel of 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.

All art materials will become the property of GAAR, unless a written request from the sponsor accompanies the design submission.

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

Payment is due upon commitment of the sponsorship. No sponsorship level or space is reserved without payment in full.

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. Claims for defects or damages of the display or ad must be made in writing by the sponsor within thirty (30) days of the event or ad. Failure to make the claim within the stated period. GAAR's liability is limited to the stated purchase price of the sponsorship. 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 that facsimile copies of this signed agreement are acceptable and binding.

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.

I have read and understand the sponsorship order terms and conditions.

Initial _____

