



Sponsorship Opportunities

2018

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 interest in sponsoring events with the Greater Albuquerque Association of REALTORS® (GAAR)!

In addition to getting your name in front of our local REALTORS®, the proceeds from each event are donated to GAAR's REALTOR® Fund. Because of your ongoing support, we are able to have an even greater impact in the Greater Albuquerque community by increasing support to local charities.

Our charitable events grow each year and our sponsorship program has continued to evolve with them. This translates to more opportunities for exposure for you and your business – while raising much needed funds for local charities!

As a valued sponsor, we would like to give you enough time to plan your 2018 event calendars and consider your budget through our Annual Sponsorship Program. You can commit to a package of events, guaranteeing you a reserved space at a discounted rate or you can pledge to sponsor a specific event to ensure you don't miss an opportunity to be affiliated with that event. When you pledge to sponsor an event now, you will be personally contacted on the day the sponsorship opens to ensure your spot.

With the help of all of our generous sponsors, to date we have reached our goal of over \$1,000,000 for The REALTOR® Fund of the Greater Albuquerque Association of REALTORS®. Our goal was to raise \$1 million dollars by 2021 and we're there! The endowment created by the Fund becomes a sustainable trust fund that will allow us to donate approximately an additional \$60,000+ to local charities, this is in addition to contributing the funds raised each year.

Because of your undying passion for charitable giving, our 2018 events will be the most successful and impactful to date.

So, plan ahead, budget for the events you want to sponsor and save the dates!

Thank you again for your continued support!

Danny Wm. Vigil
2018 GAAR President

Sponsorship Opportunities 2018

ABOUT GAAR

The Greater Albuquerque Association of REALTORS® (GAAR) is the largest local professional trade association in Central New Mexico with over 3,400 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.

Table of Contents

Sponsorship Opportunities **2018**

REALTOR® FUND

Impact.....	6
Ways to Donate.....	7
Our Events.....	8
Sponsorship Opportunities.....	9

EVENT SPONSORSHIP

Annual GAAR Awards Gala.....	10
GAAR Good Neighbor Awards.....	12
GAAR Charity Golf Tournament.....	14
GAAR Charity Bowl-a-Thon.....	17

OTHER OPPORTUNITIES, CALENDAR & FORM

REALTOR® Building Sponsorship.....	19
Lending a Hand.....	20
Mark your Calendars.....	21
Sponsorship Form.....	22





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, Santa Fe and Torrance 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: By the overwhelming support of our generous members and sponsors, we've reached our goal four years ahead of schedule to create a \$1 million endowment fund by 2021.

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!



As of September 2017, The REALTOR® Fund, an endowment fund established by GAAR, managed by the Albuquerque Community Foundation, and supported by GAAR REALTORS® and Affiliates, reached its original goal of raising \$1 million by the year 2021, which commemorates the 100th birthday of the Albuquerque REALTOR® organization. That is four years ahead of schedule!

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.

The GAAR Giveaway

At the Annual Meeting, local charities are presented with a check from the REALTOR® Fund.

The REALTOR® Fund gifted \$20,000 in 2017 to worthy local charities.

In 2017, the REALTOR® Fund will be contributing \$5,000 each to the 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.



At the 2015 GAAR/SWMLS Annual Meeting

2011-2017 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 uniform, and after-school tutoring programs. GAAR, SWMLS and The REALTOR® Fund has contributed \$149,100 to this program between 2011 and 2017.

ALBUQUERQUE HEADING HOME \$2,500	ALL FAITHS RECEIVING HOME \$1,500	BOYS & GIRLS CLUB OF NEW MEXICO \$7,500	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 MTN. EARLY LEARNING \$3,900	NEW DAY YOUTH & FAMILY SERVICES \$10,825	NEW MEXICO KIDS MATTER \$8,000	SENIOR CITIZENS' LAW OFFICE \$7,500	SALVATION ARMY OF CENTRAL NM \$1,000	VALENCIA COUNTY LITERACY COUNCIL \$1,000	

REALTOR® Fund - Make a Donation

Sponsorship Opportunities **2018**

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

P	Platinum	\$10,000
G	Gold	\$5,000
S	Silver	\$2,500
B	Bronze	\$1,000

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.

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

A word from one of our charities...



**ALBUQUERQUE
PUBLIC SCHOOLS**

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

Sponsorship Opportunities 2018



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



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 Annual Charity Golf Tournament will attract over 50 foursomes and be heavily promoted to our members.

See page 14 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 17 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

Sponsorship Opportunities **2018**

We have many sponsorship opportunities through out the year. For 2018 opportunities, we are giving our sponsors more time to plan their year by presenting all of our opportunities in Fall 2017.

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

PREMIUM ANNUAL PACKAGES			REGULAR RATE	PACKAGE RATE
 Platinum Plus [1] Over \$10,000 value	\$8,000 20% savings	Platinum Sponsor of the Annual Awards Gala	\$2,500	\$2,000
		Diamond Sponsor of the Golf Tournament	\$5,000	\$4,000
		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 NewMexicoHomeSearch.com.</i>		
 Platinum [1] Over \$8,000 value	\$6,400 20% savings	Platinum Sponsor of the Annual Awards Gala	\$2,500	\$2,000
		Platinum Sponsor of the Golf Tournament	\$3,000	\$2,400
		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 NewMexicoHomeSearch.com.</i>		
 Gold [3] Over \$4,500 value	\$3,600 20% savings	Gold Sponsor of the Annual Awards Gala	\$1,500	\$1,200
		Choice of one of the Gold Sponsorships of the Golf Tournament	\$1,500	\$1,200
		Turkey League Sponsor of the Bowl-a-Thon	\$1,000	\$800
		1 month of Good Neighbor Sponsorship	\$500	\$400
		<i>*Bonus: One Month Content Sponsorship on NewMexicoHomeSearch.com.</i>		
Silver [1] Over \$3,400 value	\$2,720 20% savings	Silver Sponsor of the Annual Awards Gala	\$1,000	\$800
		Choice of one of the Silver Sponsorships of the Golf Tournament	\$1,000	\$800
		Double League Sponsor of the Bowl-a-Thon	\$900	\$720
		1 month of Good Neighbor Sponsorship	\$500	\$400
		<i>*Bonus: One Month Content Sponsorship on NewMexicoHomeSearch.com.</i>		

Awards Gala

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 and attracts over 250 REALTORS®. Last year, our Annual Awards Gala raised approximately \$23,500 for the REALTOR® FUND of the Greater Albuquerque Association of REALTORS®.

EVENT INFORMATION

Friday, March 2, 2018 6:00 pm - 10:00 pm
Albuquerque Museum
(2000 Mountain Rd.)





Annual GAAR Awards Gala

Sponsorship Opportunities **2018**

SPONSORSHIP LEVELS

SPONSORSHIP OPEN: 11/23/17 - 2/21/18

Platinum [2]	\$2,500	Pre-event promotion Video (30 seconds) Event signage Recognition at the event 4 tickets to the Gala
Gold [3]	\$1,500	Pre-event promotion Video (20 seconds) Event signage Recognition at the event 3 tickets to the Gala
Silver [4]	\$1,000	Pre-event promotion Video (15 seconds) Event signage Recognition at the event 2 tickets to the Gala
Bronze [6]	\$750	Pre-event promotion Event signage Recognition at event 1 ticket to the Gala
Copper [8]	\$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

2018 Good Neighbor Awards
deadline is TBD





GAAR Good Neighbor Awards

Sponsorship Opportunities **2018**

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 NewMexicoHomeSearch.com)

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



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

Nominate 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 \$10,000 and a lifetime membership with the Good Neighbor Award. REALTOR® nominees will be forwarded on to the local media by midday on May 20th for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in GAAR's magazine.



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

Nominate 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 \$10,000 and a lifetime membership with the Good Neighbor Award. REALTOR® nominees will be forwarded on to the local media by midday on May 20th for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in GAAR's magazine.



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

Nominate 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 \$10,000 and a lifetime membership with the Good Neighbor Award. REALTOR® nominees will be forwarded on to the local media by midday on May 20th for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in GAAR's magazine.



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.

Nominate 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 \$10,000 and a lifetime membership with the Good Neighbor Award. REALTOR® nominees will be forwarded on to the local media by midday on May 20th for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in GAAR's magazine.



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

Nominate 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 \$10,000 and a lifetime membership with the Good Neighbor Award. REALTOR® nominees will be forwarded on to the local media by midday on May 20th for a chance to win \$10,000 for their non-profit. Also, if selected, you and your non-profit will be featured in GAAR's magazine.



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 2017, the GAAR's upcoming 9th 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 2017, we raised \$34,000 for the REALTOR® Fund of GAAR.

EVENT INFORMATION

Friday, June 1, 2018
7:30 am
Santa Ana Golf Course
(288 Prairie Star Rd.)



GAAR Charity Golf Tournament

Sponsorship Opportunities **2018**

SPONSORSHIP LEVELS

SPONSORSHIP OPEN: 3/5/18 - 5/8/18

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
Silver Breakfast Sponsorship + Closest to the Pin [2]	\$1,000	Company provides their banner for display at breakfast Company logo displayed on GAAR website & all printed material 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 2017, through the generous support of sponsors, participants and donations, GAAR's Charity Bowl-A-Thon raised a total of \$13,000 for The REALTOR® Fund. This year, for the 6th Annual GAAR Charity Bowl-A-Thon, we set a goal to raise another \$13,000 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

Saturday, October 20th, 2018

Multiple session times

Location: TBD



GAAR Charity Bowl-a-Thon

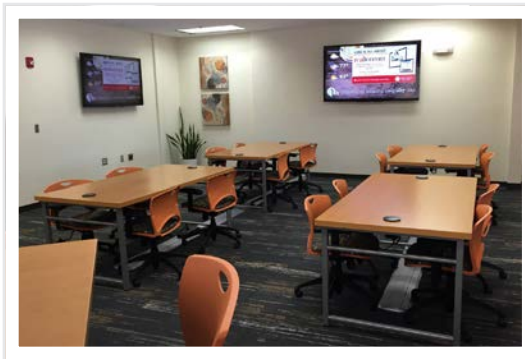
GAAR Sponsorship Packet **2018**

SPONSORSHIP LEVELS

SPONSORSHIP OPEN: 6/4/18 -9/8/18

Kingpin Sponsor (2) (Platinum)	\$2,000	Logo on shirts provided to APS Title 1 players Prominent promotion on pre-event ads Prominent promotion on the GAAR website Prominent promotion on GAAR social media Company logo on event sponsor banner Inclusion in swag bag 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 Inclusion in swag bag 4 tickets for your team to bowl at the session of your choice
Double League (6) (Silver)	\$900	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
Club 300	\$500	Company logo on event sponsor banner 4 tickets for your team to bowl at the session of your choice
Strike League	\$100	Company logo on event sponsor sign

EXCLUSIVE OPPORTUNITIES FOR GAAR AFFILIATES AND BENEFIT PARTNERS



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 month)

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



Class Sponsorship

Each month, there are several opportunities to sponsor a Continuing Education (CE) class, Lunch & Learn or Affiliate Q&A. 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 and Benefit Partners. 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.

In addition to contributing financially to local charities, the members, staff, friends and families of the Greater Albuquerque



APS We Got Your Back...Pack

Through donations by REALTORS® & Affiliates, we provide back packs & school supplies for Elementary & High School Students that are in the APS Homeless Title 1 Program. In 2017 GAAR REALTORS® and Affiliates stepped up and donated backpacks, supplies and a total of \$3,520! The GAAR Board of Directors approved a donation amount of \$2,500 as well! All the backpacks, supplies and monetary donations totalled over \$10,000 in all!



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.

APS Title 1 Angel Tree

Through donations by REALTORS® we not only provide gifts to over 700 students in the Homeless 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

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

Sponsorship - Mark your Calendars

Sponsorship Opportunities 2018

2017

November

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

December

- 31 • Annual sponsorship packages open

2018

January

- 20 • Platinum & Gold Sponsor Annual Packages commitment

February

- 21 • Commitment/Payment for Awards Gala

March

- 2 • Awards Gala
- Golf Tournament Sponsorship open

April

- 3 • Run for the Zoo volunteer recruitment & sponsorship open
- 21-22 • GAAR's Grande Open House Weekend

May

- 6 • Run for the Zoo
- 19 • Commitment/Payment for Golf Tournament

June

- 1 • Golf Tournament
- 5 • Sponsorship open for Bowl-a-Thon

September

- All • REALTOR® Safety Month
- 9 • Make a Difference Day recruitment
- 22 • Commitment/Payment for Bowl-a-Thon

October

- 6-7 • GAAR's Grande Open House Weekend
- 7 • Commitment/Bowl-A-Thon
- 13 • 2018 Sponsorship Package launched
- 20 • Bowl-a-Thon
- 27 • Make a Difference Day

November

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

December

- 5 • 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

Sponsorship Opportunities **2018**

With the exception of the Platinum Plus, Platinum, Gold and Silver 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.

Package Commitment Package Commitments must be submitted by February 20th each year.

☐ **Platinum Plus** ☐ **Platinum** ☐ **Gold** ☐ **Silver**
\$8,000 **\$6,400** **\$3,600** **\$2,720**

Event Commitment

Awards Gala (pg. 10)
Open 11/23/17 - 02/21/18

Platinum \$2,500 <input type="checkbox"/>	Gold \$1,500 <input type="checkbox"/>	Silver \$1,000 <input type="checkbox"/>	Bronze \$750 <input type="checkbox"/>	Copper \$500 <input type="checkbox"/>	Supporting \$250 <input type="checkbox"/>
---	---	---	---	---	---

Diamond \$5,000 <input type="checkbox"/>	Platinum \$3,000 <input type="checkbox"/>	Towel \$1,500 <input type="checkbox"/>	Cart \$1,500 <input type="checkbox"/>	Bag \$1,500 <input type="checkbox"/>	Flag \$1,500 <input type="checkbox"/>
--	---	--	---	--	---

Golf Tournament

(pg. 14)
Open 3/18/18 - 5/8/18

Lunch \$1,000 <input type="checkbox"/>	Breakfast/Closet \$1,000 <input type="checkbox"/>	Hospitality Tent \$300 <input type="checkbox"/>	Longest Drive \$250 <input type="checkbox"/>	Hole \$100 <input type="checkbox"/>
--	---	---	--	---

Tent Food: _____
Tent Theme: _____

Bowl-a-Thon (pg. 17)
Open 6/4/18 - 9/8/18

Kingpin \$2,000 <input type="checkbox"/>	Turkey \$1,000 <input type="checkbox"/>	Double \$900 <input type="checkbox"/>	Lane \$650 <input type="checkbox"/>	Strike \$100 <input type="checkbox"/>
--	---	---	---	---

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.

Sponsor

Company Name _____

Contact _____

Title _____

Email _____

Phone _____

Cell _____

Web _____

Address _____

City _____

State _____

Zip _____

Please notify me when sponsorship opens for:

For Package & Event Commitment

Print _____

Title _____

Signature X _____

Date _____

GAAR Signature X _____

Title _____

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.

Please contact GAAR to verify sponsorship availability.

Email artwork to: sponsor@gaar.com

Sponsorship Order Terms and Conditions

Sponsorship Opportunities **2018**

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 _____

