



Sponsorship Opportunities

2019

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

The REALTOR® Fund is an endowment established in 2011 to
support the community through charitable giving in Bernalillo,
Valencia, Sandoval, Santa Fe and Tarrant Counties.





Letter from the 2019 GAAR President

Sponsorship Opportunities **2019**



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. Your ongoing support has enabled us to have a 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 exposure for you and your business – while raising much needed funds for local charities! With the help of our generous sponsors, The REALTOR® Fund reached its goal of funding a \$1 million endowment four years ahead of schedule! This sustainable trust fund managed by the Albuquerque Community Foundation allows us to disburse over \$60,000 each year to local charities, in addition to our annual fundraising events.

We appreciate your passion for charitable giving and all the contributions provided throughout the year. Thank you for your continued support!

A stylized, handwritten signature in black ink, appearing to read 'John Lopez'.

John Lopez

2019 President

Greater Albuquerque Association of REALTORS®

ABOUT GAAR

The Greater Albuquerque Association of REALTORS® is the largest local professional trade association in Central New Mexico with over 3,600 members pledged to a strict Code of Ethics and Standards of Practice. Established in 1921, GAAR is the Voice for 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.

Premium 2019 Sponsorship Packages

Sponsorship Opportunities 2019

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 new procedure and deadlines:

November 12, 2018: Packet is emailed to GAAR REALTORS® and Affiliates.

November 26, 2018 by 5pm: Sponsor Commitment Form is due for the top three Premium Packages; Diamond (1) and Platinum (2). Please include your second choice. **Email commitment form to sponsor@gaar.com.**

November 28, 2018: In the event of multiple commitments for the top three Premium Packages, GAAR will hold a random drawing for the Diamond (1) and Platinum (2) Packages, and the winning sponsors will be contacted. Winners will

have first right of refusal. Those not selected will be given the option to choose their second choice or any other package prior to GAAR's acceptance of other sponsors.

December 3, 2018: All Sponsorship Packages are open and assigned on a first come, first served basis.

December 31, 2018: Diamond and Platinum Package payments are due in full.

January 31, 2019: All other committed sponsor payments are due in full.

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.

PREMIUM ANNUAL PACKAGES

Diamond [1] \$10,000	\$12,250 <i>Value</i>	\$3,000 Diamond Sponsor of the Awards Gala \$5,000 Diamond Sponsor of the Golf Tournament \$2,500 Diamond Sponsor of the Bowl-a-Thon Annual Meeting Table for 10 1 Year of GAAR TV Air Time (250x per week) GAAR Production of :30 spot	 Greater Albuquerque Association of REALTORS®
Platinum [2] \$8,000	\$10,000 <i>Value</i>	\$2,500 Platinum Sponsor of the Awards Gala \$3,500 Platinum Sponsor of the Golf Tournament \$2,000 Platinum Sponsor of the Bowl-a-Thon 1 Year of GAAR TV Air Time (250x per week) GAAR Production of :30 spot	
Gold [5] \$4,000	\$5,000 <i>Value</i>	\$1,500 Gold Sponsor of the Awards Gala \$2,000 Gold Sponsor of the Golf Tournament \$1,500 Gold Sponsor of the Bowl-a-Thon	
Silver [5] \$2,800	\$3,500 <i>Value</i>	\$1,000 Silver Sponsor of the Awards Gala \$1,500 Silver Sponsor of the Golf Tournament \$1,000 Silver Sponsor of the Bowl-a-Thon	



GAAR Awards Gala

Sponsorship Opportunities **2019**

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 Affiliates, and are awarded based on their performance in the previous year. The Gala attracts over 250 REALTORS® and Affiliates. The 2018 Awards Gala, raised \$22,000 for the REALTOR® FUND.

SPONSORSHIP LEVELS

OPEN: 12/3/18 - 2/19/19

Diamond [1]	\$3,000	Pre-event promotion Event Video (:45) Event signage Stage Introduction at Gala 5 tickets to the Gala
Platinum [2]	\$2,500	Pre-event promotion Event Video (:30) Event signage Recognition at Gala 4 tickets to the Gala
Gold [5]	\$1,500	Pre-event promotion Event Video (:20) Event signage Recognition at Gala 3 tickets to the Gala
Silver [5]	\$1,000	Pre-event promotion Event Video (:10) Event signage Recognition at Gala 2 tickets to the Gala
Bronze	\$750	Pre-event promotion Event signage Recognition at Gala 1 ticket to the Gala
Copper	\$500	Event signage Recognition at Gala 1 ticket to the Gala
Supporting	\$250	Recognition at Gala



GAAR AWARDS GALA

Friday, March 1, 2019

6:00 pm - 9:00 pm

Albuquerque Museum

2000 Mountain Road NW

Albuquerque, New Mexico 87104



GAAR Golf Tournament

Sponsorship Opportunities **2019**

Golf is not only FUN but in 2018 the Tournament raised \$36,000 for the REALTOR® Fund! This is one of the course's top tournaments and we expect it to fill early with a maximum of 216 golfers.

SPONSORSHIP LEVELS

OPEN: 12/3/18 - 4/26/19

Diamond Shirt Sponsor [1]	\$5,000	Logo on golf shirt Team of 4 Pre-event promotion Hospitality Tent Banner placement (sponsor to supply)
Platinum Hat Sponsor [1] Cooler Sponsor [1]	\$3,500 Each	Logo on Hat or Cooler Team of 4 Hospitality Tent Pre-event promotion Banner placement (sponsor to supply)
Gold Towel Sponsor [1] Cart Sponsor [1] Water Bottle Sponsor [1] Golf Ball Sponsor [1] Draw String Bag Sponsor [1]	\$2,000 Each	Logo on 1 item Hospitality Tent Pre-event promotion Banner placement (sponsor to supply)
Silver Breakfast & Closest to Pin [1] Breakfast & Long Drive [1] Lunch Sponsor & 9 Flags [3]	\$1,500 Each	Meal & course signage Pre-event promotion Banner placement (sponsor to supply)
Hospitality Tent	\$300 Each	Course Signage Pre-event promotion
Hole Sponsor [27]	\$100 Each	Course Signage Pre-event promotion



GAAR Golf Tournament

Friday, June 7, 2019

Shot-gun tee off @ 7:30 am

Santa Ana Golf Course

288 Prairie Star Road

Bernalillo, New Mexico 87004



GAAR Bowl-a-Thon

GAAR Sponsorship Packet **2019**

This family friendly event raised more than \$13,000 in 2018 for the REALTOR® Fund!

SPONSORSHIP LEVELS

OPEN: 12/3/19- 9/27/19

Diamond Towel Sponsor (1)	\$2,500	Logo on bowling towels Pre-event promotion Logo on event banner Swag bag inclusion Team of 4
Platinum (2) Student Shirt/ Swag Bag	\$2,000 Each	Logo on APS Title 1 shirts and swag bags Pre-event promotion Logo on event banner Swag bag inclusion Team of 4
Gold Refreshment Sponsor (5)	\$1,500 Each	Pre-event promotion Logo on event banner Swag bag inclusion Team of 4
Silver (5)	\$1,000 Each	Pre-event promotion Logo on event banner Swag bag inclusion Team of 4
Bronze Lane Sponsor (10)	\$750 Each	Logo at Lane
Copper	\$500	Logo on event banner Team of 4
Strike League	\$100	Logo on sponsor sign



GAAR Bowl-a-Thon
October 19, 2019

Location TBD

OTHER OPPORTUNITIES

Sponsorship Opportunities **2019**

Good Neighbor Sponsor	\$500	Our Good Neighbors and their charity receive recognition in our print ads and will be invited (along with their charity) to appear on NM Living on Fox TV. The charity is also awarded a \$500 grant. Sponsorship of this Award helps create awareness for recipient's charity rather than the REALTOR® Fund. Sponsors receive logo placement on ads.
GAAR TV	\$100 Per Month	Each week, approximately 600 people visit the REALTOR® Building to join the association, attend CE classes, special events or to use our meeting space. GAAR has strategically placed four large digital screens that play promotional programming during business hours.
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 sponsor@gaar.com .
The REALTOR® Party Annual Events: Jail & Bail (May 2019) CE & Eats (July 2019) Denim & Diamonds (Oct 2019)	Varies	The REALTOR® Party 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 sponsor@gaar.com .

OTHER WAYS TO HELP OUR COMMUNITY

Run for the Zoo	Volunteer	For the past 27 years, our local REALTORS® have been the volunteer staff along the route for the annual Run for the Zoo 5k.
Angel Tree	Donate Gifts or Meals	Members provide gifts and holiday meals to students in the APS Title 1 Homeless Program. Anyone is invited to sponsor a school or select an Angel tag with a child's name, gender, age and gift ideas. Tags are available at the end of every November.
Make A Difference Day	Volunteer	Members join together to make a difference at the Roadrunner Food Bank on the largest giving-back day of the year, mark your calendar for Saturday, October 26, 2019.

REALTOR® FUND

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 fund managed by the Albuquerque Community Foundation allows us to disburse over \$60,000 each year to local charities. Our goal is to now increase our endowment to \$2 million dollars. In addition to sponsoring GAAR events, there are other ways to donate directly to the fund.



Option 1: Online by CC

Go to www.gaar.com/fund

Click to donate through the Albuquerque Community Foundation.



Option 2: Mail Giving Card

Download and mail with check or CC:

Albuquerque Community Foundation
624 Tijeras Ave NW
Albuquerque, NM 87102



Option 3: Mail a Check

Make payable to:
Albuquerque Community Foundation

Note donation is designated for
"REALTOR® Fund of GAAR".

REALTOR® Fund Levels for GAAR's Living Donor Recognition Project:

Individual Cumulative Donation Levels

Tier One: \$10,000
Tier Two: \$5,000
Tier Three: \$1,000

Corporation Cumulative Donation Levels

Tier One: \$20,000*
Tier Two: \$10,000*
Tier Three: \$5,000*

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

Sponsorship Calendar

Sponsorship Opportunities 2019

November 2018

- 12 • 2019 Sponsorship Packets emailed to all REALTOR® and Affiliate Members
- 26 • Sponsor Commitment Forms due for top three Premium Packages; Diamond (1) and Platinum (2)
- 28 • If necessary, random drawing for the Diamond (1) and Platinum (2) Premium Packages

December 2018

- 3 • Sponsorship is open for all remaining packages and levels on a first come, first serve basis
- 7 • Deadline to drop off unwrapped Angel Tree gifts
- 31 • Payment in full due for Diamond (1) and Platinum (2) Premium Sponsor Packages.

January 2019

- 31 • Payment in full due for all other committed Sponsorships

February 2019

- 19 • Awards Gala Sponsorship closes

March 2019

- 1 • Awards Gala

April 2019

- 26 • Golf Tournament Sponsorship closes

May 2019

- 4 • Run for the Zoo
- TBD • Jail & Bail (REALTOR® Party Event)

June 2019

- 7 • Golf Tournament

July 2019

- TBD • CE & Eats

September 2019

- 1 • Good Neighbor Nomination Opens

- 27 • Bowl-A-Thon Sponsorship closes

October 2019

- 11 • Denim & Diamonds (REALTOR® Party Event)
- 19 • Bowl-a-Thon
- 26 • Make A Difference Day
- 31 • Good Neighbor Nomination closes

November 2019

- TBD • 2020 Sponsorship Packets emailed to all REALTOR® and Affiliate Members

December 2019

- 4 • GAAR / SWMLS Annual Meeting

Legend

- Event
- Sponsorship Open
- Due Date

Sponsorship questions?

Please contact Laura A. at 505-842-1433 or sponsor@gaar.com.

Greater Albuquerque Association of REALTORS®

1635 University Blvd NE
Albuquerque, NM 87102
505-842-1433
505-842-0448 (Fax)

2019 Sponsorship Commitment Form

Sponsorship Opportunities **2019**

PREMIUM PACKAGE SPONSORSHIP Open 11/12/18 -11/26/18. Payment due 12/31/18.

- ☐ **\$10,000 Diamond** (Gala, Bowl-a-Thon, Golf Shirt, Annual Meeting, GAAR TV)
- ☐ **\$8,000 Platinum** (Gala, Bowl-a-Thon, Golf Hat, GAAR TV)
- ☐ **\$8,000 Platinum** (Gala, Bowl-a-Thon, Golf Cooler, GAAR TV)

In the event of multiple commitments, a random drawing will be held 11/28/18. Please note your 2nd choice. That preference can be any package, ie., Gold or Silver.

2nd: _____

SPONSORSHIP PACKAGES

Open 12/3/18 on a first come, first serve basis. Payment due 1/31/19.

GOLD PACKAGES \$4,000:

- ☐ **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)
- ☐ **Gold** (Gala, Bowl-a-Thon, Golf Drawstring Bag)

SILVER PACKAGES \$2,800:

- ☐ **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)

INDIVIDUAL EVENT SPONSORSHIPS

Awards Gala

- ☐ \$1,500 Gold ☐ \$1,000 Silver ☐ \$750 Bronze ☐ \$500 Copper ☐ \$250 Supporting

Sponsor Information

Company Name _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Printed Name _____

Signature _____ Date _____

GAAR Signature _____ Date _____

Golf Tournament

Gold \$2,000

- ☐ Towel ☐ Cart ☐ Water Bottle ☐ Golf Ball ☐ Drawstring Bag

Silver \$1,500

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

Misc.

- ☐ Hospitality Tent \$300 ☐ Hole Sponsor \$100

Bowl-a-Thon

- ☐ Gold Refreshment Sponsor \$1,500
- ☐ Silver Sponsor \$1,000
- ☐ Bronze Lane Sponsor \$750
- ☐ Copper \$300
- ☐ Strike League \$100

I'm interested in more information on:

- ☐ \$500 Good Neighbor Sponsorships
- ☐ Class/Event Sponsorships
- ☐ \$100 GAAR TV Sponsor (per month)
- ☐ The REALTOR® Party Events

☐ I understand payment terms and deadlines.

☐ My logo is attached. Accepted formats: pdf, eps, jpeg or (300 dpi) 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 sponsor@gaar.com.

Questions? Contact Laura A. at 505-842-1433

SPONSORSHIP COMMITMENT FORM

Sponsorship Opportunities **2019**

2019 GAAR SPONSOR TERMS AND CONDITIONS

Payment is due upon commitment of the sponsorship. No sponsorship level or space is reserved without payment in full. 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 within the “open” date range 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 with 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: _____