



CELEBRATING 100 YEARS OF GIVING BACK TO THE COMMUNITY

## 2021 SPONSORSHIP OPPORTUNITIES

Proceeds from sponsorships benefit the REALTOR® Fund of the Greater Albuquerque Association of REALTORS®. The REALTOR® Fund is an endowment that supports local charities in Bernalillo, Valencia, Sandoval, Santa Fe and Torrance Counties.

# Letter from the 2021 GAAR President

Sponsorship Opportunities **2021**



Dear Valued Sponsor,

For over 99 years, REALTORS® and Affiliates have played an integral role in shaping our local neighborhoods and communities. Not only do they help families purchase and sell homes, but they honor their responsibility to the community through volunteering and financial contributions. Proceeds from GAAR events directly benefit the REALTOR® Fund, an endowment created in 2011 to support local charities. In 2017 the REALTOR® Fund reached its \$1 million dollar goal – four years ahead of schedule! This allows the REALTOR® Fund to donate up to \$60,000 to local charities every year, in perpetuity.

In March 2018, the REALTOR® Fund received the Founder’s Award from the Albuquerque Community Foundation, an award signifying the considerable contribution members have made in the community.

In 2019 GAAR installed the first phase of the REALTOR® Fund Donor Recognition Wall, located in the courtyard of the REALTOR® Building. This serves to honor all donors including individuals who have contributed \$1,000+ and Corporate Donors that have contributed \$5,000+. Each year the mosaic artwork will be updated with new donor names. On your next visit to GAAR please take a moment to view the artwork and reflect on the positive impact GAAR REALTORS® and Affiliates have made on the community.

This year, GAAR will celebrate it’s 100 Year Anniversary with various member events throughout the year. Be sure to look for them as we commemorate this significant milestone. We truly appreciate your support and value your dedication in making our community a better place to work and live.

A handwritten signature in black ink, appearing to read 'Belinda Franco'.

Belinda Franco  
2021 GAAR 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 4,300 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

A community where REALTORS® are a vital part of every home’s story.

## Mission

GAAR is a Community of Practice dedicated to providing our members with value-added products and services, employing leading-edge technology, upholding high ethical and professional standards, and advocating for private property rights.

# Premium 2021 Sponsorship Packages

Sponsorship Opportunities **2021**

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

**December 21, 2020:** Packet is emailed to GAAR REALTORS® and Affiliates.

**January 15, 2021 by 5pm:** Commitment Form is due for remaining Platinum level. Please include your second choice. **Email form to sponsor@gaar.com.**

**January 18, 2021 :** In the event of multiple commitments for the Platinum Premium Packages, GAAR will hold a random drawing and the winning sponsor will be contacted. Winner 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.

**January 18, 2021 :** All Sponsorship Packages are open and assigned on a first come basis.

**January 31, 2021 : Only Awards Gala 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

		REGULAR RATE	PACKAGE RATE
<b>Diamond* SOLD OUT</b> \$8,750 Waterstone Mortgage Deferred from 2020	\$11,250 Value	\$1,000 Diamond Sponsor of the Awards Gala \$6,500 Diamond Sponsor of the Golf Tournament \$3,500 Diamond Sponsor of the Bowl-a-Thon \$250 Annual Meeting Table for 10 Year of GAAR TV Air Time (250x per week) \$1,200 Value GAAR Production of :30 spot \$250 Value	\$750 \$5,500 \$2,500
<b>Platinum* SOLD OUT</b> \$5,875 LoanDepot/Nusenda Deferred from 2020	\$8,200 Value	\$750 Platinum Sponsor of the Awards Gala \$4,000 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) \$1,200 Value GAAR Production of :30 spot \$250 Value	\$625 \$3,500 \$1,750
<b>Gold (2 of 5 Left)</b> \$4,075 Legacy Mortgage/Keller Williams/Pop-A-Lock Deferred from 2020	\$4,875 Value	\$375 Gold Sponsor of the Awards Gala \$3,000 Gold Sponsor of the Golf Tournament \$1,500 Gold Sponsor of the Bowl-a-Thon	\$325 \$2,500 \$1,250
<b>Silver (3 of 5 Left)</b> \$2,450 Bank of ABQ/Coldwell Deferred from 2020	\$3,250 Value	\$250 Silver Sponsor of the Awards Gala \$2,000 Silver Sponsor of the Golf Tournament \$1,000 Silver Sponsor of the Bowl-a-Thon	\$200 \$1,500 \$750

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



# GAAR Virtual Awards Gala

Sponsorship Opportunities **2021**

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 2021 Awards Gala will be a virtual event. Sponsor prices below reflect 25% of the usual in-person event price.**

## SPONSORSHIP LEVELS

**OPEN: 12/21/20 - 2/19/21    PAYMENT DUE: 1/31/21**

<b>Diamond</b> <b>SOLD OUT</b>	\$1,000	Pre-event Promotion Event Video (:45) Sponsor Slide Mention during Gala
<b>Platinum</b> <b>SOLD OUT</b>	\$750	Pre-event Promotion Event Video (:30) Sponsor Slide Mention during Gala
<b>Gold [2]</b>	\$375	Pre-event Promotion Event Video (:20) Sponsor Slide Mention during Gala
<b>Silver [3]</b>	\$250	Pre-event Promotion Event Video (:10) Sponsor Slide
<b>Bronze</b>	\$200	Pre-event Promotion Event Signage Sponsor Slide
<b>Copper</b>	\$125	Sponsor Slide
<b>Supporting</b>	\$75	Recognition at Gala



**2021 AWARDS GALA**  
Friday, March 5th, 2021

**Tune into the Live Stream!**



# GAAR Golf Tournament

Sponsorship Opportunities **2021**

This event is a member favorite and sells out early with a maximum of 216 golfers. **Event details may vary as the date approaches.**

## SPONSORSHIP LEVELS

**OPEN: 2/1/21 - 4/9/21    PAYMENT DUE: 4/9/21**

<p><b>Diamond</b> Shirt <b>SOLD OUT</b></p>	<p>\$6,500</p>	<p>Logo on Golf Shirt Team of 4 Pre-event Promotion Hospitality Tent Banner Placement (sponsor to supply)</p>
<p><b>Platinum</b> Hat Sponsor <b>SOLD OUT</b> Cooler Sponsor <b>SOLD OUT</b></p>	<p>\$4,000 Each</p>	<p>Logo on Hat or Cooler Team of 4 Hospitality Tent Pre-event Promotion Banner Placement (sponsor to supply)</p>
<p><b>Gold</b> Towel Sponsor [1] Cart Sponsor <b>SOLD OUT</b> Water Bottle <b>SOLD OUT</b> Golf Ball <b>SOLD OUT</b> Draw String Bag Sponsor [1]</p>	<p>\$3,000 Each</p>	<p>Logo on 1 item Hospitality Tent Pre-event Promotion Banner Placement (sponsor to supply)</p>
<p><b>Silver</b> Breakfast &amp; Closest to Pin [1] Breakfast &amp; Long Drive [1] Lunch Sponsor &amp; 9 Flags [1]</p>	<p>\$2,000 Each</p>	<p>Meal &amp; Course Signage Pre-event Promotion Banner Placement (sponsor to supply)</p>
<p><b>Hospitality Tent</b></p>	<p>\$350 Each</p>	<p>Course Signage Pre-event Promotion</p>
<p><b>Hole Sponsor [27]</b></p>	<p>\$100 Each</p>	<p>Course Signage Pre-event Promotion</p>



**GAAR Golf Tournament**  
Friday, June 4th, 2021

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



This is family friendly event for members who compete for bragging rights and prizes. **Event details may vary as date approaches.**

### SPONSORSHIP LEVELS

**OPEN: 8/2/21 - 9/24/21    PAYMENT DUE: 9/24/21**

<b>Diamond</b> <b>SOLD OUT</b> Towel	\$3,500	Logo on Bowling Towels Pre-event Promotion Logo on Event Banner Swag Bag inclusion Team of 4
<b>Platinum</b> <b>SOLD OUT</b> 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
<b>Gold</b> Refreshment Sponsor (2)	\$1,500 Each	Pre-event Promotion Logo on Event Banner Logo on Swag Bag Logo on Refreshment Tickets Team of 4
<b>Silver</b> (3)	\$1,000 Each	Pre-event Promotion Logo on Event Banner Swag Bag inclusion Team of 4
<b>Bronze</b> Lane Sponsor (10)	\$750 Each	Logo at Lane
<b>Copper</b>	\$500	Logo on Event Banner Team of 4
<b>Strike League</b>	\$100	Logo on Sponsor Sign



**GAAR Bowl-a-Thon**  
Saturday, October 16th, 2021

# OTHER OPPORTUNITIES

Sponsorship Opportunities **2021**

<b>Good Neighbor Sponsor</b>	\$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. \$5,000 is to be split amongst award winners. Sponsorship of this Award helps create awareness for recipient's charity rather than the REALTOR® Fund. Sponsors receive logo placement on ads.
<b>GAAR TV</b>	\$100 Per Month	Each week, members 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.
<b>Class Sponsorship</b>	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. <b>To be included on the sponsor list, contact <a href="mailto:sponsor@gaar.com">sponsor@gaar.com</a>.</b>
<b>REALTOR® Party Events:</b> Trivia Challenge (TBD) Denim & Diamonds (October 8th)	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. <b>For more information, contact <a href="mailto:sponsor@gaar.com">sponsor@gaar.com</a>.</b>
<b>New Mexico Home Search.com</b>	Varies	Promote your business on New Mexico's premier home search website to connect with homeowners, buyers, and sellers. <b>Visit <a href="http://NewMexicoHomeSearch.com/sponsorship.php">NewMexicoHomeSearch.com/sponsorship.php</a> or contact <a href="mailto:julian@gaar.com">julian@gaar.com</a>.</b>

# OTHER WAYS TO HELP OUR COMMUNITY

<b>Run for the Zoo</b>	Volunteer	For over 30 years, our local REALTORS® have been the volunteer staff along the route for the annual Run for the Zoo 5k.
<b>Angel Tree</b>	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. Tags are available at the end of November.
<b>Make A Difference Day</b>	Volunteer	Members join together to make a difference on the largest giving-back day of the year, watch for project updates for October 2021.

# REALTOR® FUND ENDOWMENT

Sponsorship Opportunities **2021**

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

The original \$1 million dollar goal was reached four years early. Our new goal is to increase the endowment to \$2 million dollars. In addition to sponsoring GAAR events, there are other ways to donate directly to the fund:

## Online by Credit Card

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

## Mail a Check

Albuquerque Community Foundation  
624 Tijeras Ave NW  
Albuquerque, NM 87102

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



## THE REALTOR® FUND DONOR RECOGNITION WALL

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

## Donor Levels for the Recognition Wall

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



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



# 2021 Sponsorship Commitment Form

Sponsorship Opportunities **2021**

## PREMIUM PACKAGE SPONSORSHIP **Commitment due 1/15/21. Payment due dates vary.**

- ~~\$8,750 Diamond (Gala, Bowl-a-Thon, Golf Shirt, Annual Meeting) SOLD OUT~~
- ~~\$5,875 Platinum (Gala, Bowl-a-Thon, Golf Hat) SOLD OUT~~
- ~~\$5,875 Platinum (Gala, Bowl-a-Thon, Golf Cooler) SOLD OUT~~

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

2nd: \_\_\_\_\_

## SPONSORSHIP PACKAGE

**Open 1/18/21 on a first come basis. Payment due dates vary by event.**

### GOLD PACKAGES \$4,075:

- 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 \$2,450:

- 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 Payment Due: 2/19/21**

- \$375 Gold
- \$250 Silver
- \$200 Bronze
- \$125 Copper
- \$75 Supporting

## Sponsor Information

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

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

Address \_\_\_\_\_

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

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

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

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

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

## Golf Tournament **Payment Due: 4/9/21**

**Gold \$3,000**

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

**Silver \$2,000**

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

**Misc.**

- Hospitality Tent \$350
- Hole Sponsor \$100

## Bowl-a-Thon **Payment Due: 9/24/21**

- Gold Refreshment Sponsor \$1,500
- Silver Sponsor \$1,000
- Bronze Lane Sponsor \$750
- Copper \$500
- 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
- New Mexico Home Search.com Sponsorships

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](mailto:sponsor@gaar.com)**

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

# SPONSORSHIP COMMITMENT FORM

Sponsorship Opportunities **2021**

## 2021 GAAR SPONSOR TERMS AND CONDITIONS

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

**Note: Commitments received 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: \_\_\_\_\_