



Sponsorship & Advertising Opportunities

- _____ @ \$300 - Membership Breakfast Forums / Roundtables (Sole Sponsor of Individual Event)
- _____ @ \$100 - Technology Training Series (Multiple Sponsors)
- _____ @ \$150 - Charity Golf Tournament Tee & Green Sign (Multiple Sponsors)
- _____ @ \$250 - Continuing Education 3 Programs (Full Day) (Sole Sponsor)
- _____ @ \$300 - Holiday Gala & Installation of Officers (Multiple Sponsors)
- _____ @ \$300 - Summer Spectacular Awards Ceremony (Multiple Sponsors)
- _____ @ \$1,000 - National Speaker (Sole Sponsor)
- _____ @ \$2,000 - Designation Program (Sole Sponsor)

- _____ @ \$ 29 – Annual Addition of Affiliate Associates Contact Information
- _____ @ \$ 100 - Addition of Logo on website listing One Time Fee

Sponsorship and advertising commitments must be received by **November** in order to be included in the direct mail education and events booklet sent to all members. Sponsorships received after that will be included in all subsequent materials produced.

Specific Request or Comments

Many thanks for your valued and continued service to our association. We are looking forward to a great year ahead.

Contact Name: _____

Company Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Please Return to: Stacy Radzick, Berkshire County Board of REALTORS®,
194 Fenn Street, Pittsfield, MA 01201 or fax to: 413-448-2852. If you would prefer to submit your
information on-line, please visit www.BerkshireRealtors.com/sponsor.



Sponsorships & Advertising Opportunities

Membership Breakfast Forums / Roundtables (Sole Sponsor of Individual Event) \$300

Description: These programs are held periodically throughout the year and focus on timely topics in the real estate industry or Berkshire region. They are held at the Country Club in Pittsfield, typically on a Wednesday morning from 9:00 – 11:00 a.m. These events include a full buffet breakfast and cost the REALTORS® and Affiliate members \$25 to attend. We offer programs every other month from January-June and then resume meeting in September.

The following programs and attendance count is indicative of the past courses:

- Housing Opportunities - 50 Attended
- Transactional Brokerage in Berkshire County – 115 Attended
- Multiple Listing Service Internet Data Exchange – 40 Attended
- Toxic Mold – 100 Attended
- Professional Standards & the REALTOR® Code of Ethics – 55 Attended
- MLS Issues Forum – 75
- The Future of Agency Relationships in Massachusetts – 64 Attended
- Agency Forum – 185 Attended
- Professionalism & the MLS – 85 Attended
- What's your Public Image – 41 Attended
- Confidence in Public Speaking – 51 attended
- Risk Reduction – 82 Attended
- The Skills that Pay the Bills – 52 Attended
- Technology Trends – 71 Attended

Benefits: Program sponsorship includes business publicity on advertising, flyers, website registration and hardcopy registration forms and on all handouts presented at the event. We allow a corporate banner to be displayed at the event. Your sponsorship is recognized at the event, and those from your company are acknowledged. You are encouraged to attend for networking purposes as well. A display table is available on-site for your corporate materials and displays. Providing course materials, such as pens and note paper is especially encouraged and appreciated.

Technology Training Series (Multiple Sponsors) - \$100

Description: Training sessions are routinely held at the Board Office for MLS Database training, staff lead training on e-mail, website etc., hands-on training at BCC, and guest speakers to discuss critical REALTOR® technology issues. We plan to expand the training to include more topics and events, and have combined all types of offerings into a “Technology Training Series”. Any event, whether large or small, will be billed as a part of the Technology Training Series. We ran 107 though training in 2005 and 30 during the first 6 months of 2006. There will be an upgrade to the MLS system in 2007 and hundreds will need training.

Benefits: All programs in the series will have a uniform handout cover that indicates, “This series has been brought to you by...” (list of those sponsors) This will also be included in any marketing that is done for any tech program hosted by the Board of REALTORS®. Your logo and contact information will be displayed on the materials for each program, including the handouts, web registration and flyers. You are invited to attend any event that may be relevant to your line of business.



Charity Golf Tournament Tee & Green Sign (Multiple Sponsors) \$150

Description: Each year the Board of REALTORS® joins forces with the Civitan Club of Pittsfield to host a Charity Golf Tournament. All proceeds benefit local organizations. We fill the course to capacity, with 100 golfers each year and about 25 volunteers and dinner guests.

Benefits: A Tee Sign and Green Sign are placed on the course during the tournament at the Country Club of Pittsfield. Your company is recognized in the dinner and awards program. Your sponsorship is displayed on the golf tournament web space and you will receive a color photo of your sign with a note of appreciation. Your sponsorship will be listed in any thank you advertising as well.

Continuing Education 3 Programs (Full Day) (Sole Sponsor)\$250

Description: The state of Massachusetts has mandated 12 hours of continuing education to maintain your real estate license. The Board of REALTORS® offers approximately 30 different programs topics (some repeats) and 6 hours per day 10 days per year. They are held at the Country Club in Pittsfield, and members are provided continental breakfast and afternoon snacks. REALTORS® pay a reduced rate of \$15 per program and non-members pay \$30 per program. Each program ranges between 30-50 attendees.

Benefits: Program sponsorship includes business publicity on advertising, flyers, website registration and hardcopy registration forms and on all handouts presented at the event. We allow a corporate banner to be displayed at the event. Your sponsorship is recognized at the event, and those from your company are acknowledged. You are invited to address the group for 3-5 minutes at the onset of the day and you are encouraged to attend for networking purposes as well. If you hold a real estate license and are in need of credits for renewal, you can sit for the day and receive 6 credits at no cost. A display table is available on-site for your corporate materials and displays. Providing course materials, such as pens and note paper is especially encouraged and appreciated.

Holiday Gala (Multiple Sponsors) \$300, \$500, \$1,000, \$1,500

Description: The Board of REALTORS® hosts a wonderful gala each holiday season in the month of December. In order to keep this event so successfully popular with the membership, we have committed to keeping the registration cost down and the quality top-notch. The Board of REALTORS® contributes over \$3,000 to host this event in order to maintain the \$30 per person cost. We can accept 200 registrations and we have filled the ballroom to capacity twice in the past 4 years.

Benefits: Program sponsorship includes tastefully displayed recognition in the program placed at each seat and your sponsorship is noted in the event announcements and invitations. Your logo will be displayed on the welcome sign posted at the main entrances (containing information on the evening's events) You are encouraged to attend the event to celebrate with the Board and will be recognized at the event.

Installation of Officers Business Meeting \$300

Description: We are joined by our state elected leaders and special guests to welcome our incoming Board of Directors and Multiple Listing Service Board into office. The oath of office is taken, and business meeting commences. Buffet or sit down breakfast is provided, depending on final schedule. The attendance runs between 80-150 Realtors.

Benefits: Program sponsorship includes tastefully displayed recognition in the program placed at each seat and your sponsorship is noted in the event announcement flyer and website. You are encouraged to attend the event to celebrate with the Board and will be recognized at the event.



Designation / Certification Program or National Speaker (Sole Sponsor) \$1,000

Description: The education committee periodically identifies a nationally recognized program or designation that would be of value to our membership. These have included the 'CBR' (certified Buyer Agency Designation Program), the GRI (Graduate Realtor Institute Designation) and national speakers such as Roger Turcotte, Christine Doyle, Diana Brothers and more. These programs typically run anywhere between 1-3 full days and attendance minimums are 40.

Benefits: Program sponsorship includes business publicity on advertising, flyers, website registration and hardcopy registration forms and on all handouts presented at the event. We allow a corporate banner to be displayed at the event. Your sponsorship is recognized at the event, and those from your company are acknowledged. You are invited to address the group for 3-5 minutes at the onset of the day and you are encouraged to attend for networking purposes as well. If you hold a real estate license and are in need of credits for renewal, you can sit for the day and receive 6 credits at no cost. A display table is available on-site for your corporate materials and displays. Providing course materials, such as pens and note paper is especially encouraged and appreciated.

Other Advertising Options:

\$ 29 – Addition of Affiliate Contact on rosters, web, new notices etc..

\$ 40 – Addition of Logo on website listing (One-time setup fee only)

\$200 - Property Listings Brand w/web links (Year)

\$200 - Webpage Advertising – (note: Not on the home page) (Year)

Special Events, Seminars, Training or Programs – As the year progresses, we may have other opportunities for involvement. You are also encouraged to bring ideas or suggestions to the Board for consideration. If you have an interesting and relevant member session, the Education Committee and Board of Directors welcomes your submission the opportunity for joint presentations.

Sponsorship and advertising commitments must be received by **November** in order to be included in the direct mail education and events booklet sent to all members.

Upon receipt of your commitment and finalization of our 2004 schedule of events, we will contact you to confirm program dates / time and to obtain logos, artwork, and copy as needed. If at any time you have questions, please don't hesitate to contact the sponsorship coordinator, Stacy Radzick or Chief Executive Officer, Sandy Carroll.

Many thanks for your valued and continued service to our association. We are looking forward to a great year ahead.

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information on-line, please visit www.BerkshireRealtors.com/sponsor.