

2022 Sponsorship & Advertising Guide



TACOMA PIERCE COUNTY
ASSOCIATION OF
REALTORS®

Grow your business with TPCAR!

As an Affiliate Member of the Tacoma-Pierce County Association of REALTORS® you have a target market of over 2,300 agents at your disposal. Take advantage of the many complimentary opportunities included in your annual membership to grow your business including:



Get your and your business name in front of the right people with a listing in our Online Directory.



Submit content for eNewsletters and social media to boost your business



Be the go-to expert in your field! Become a Subject Matter Expert and teach classes in your field to REALTORS®.

Increase your visibility by participating in a testimonial video, marketed to members AND the south sound community.



and much MUCH more!

Increase your visibility and market to the right audience with customized sponsorships and advertising.

Choose from numerous options to reach your target audience. Contact us today to create a customized investment to maximize your reach!

Contact Us for More Info!

2022 EVENTS SCHEDULE

JAN

Installation 11th
COE 13th
Hill Day 20th

FEB

GMM/Awards
CORE 3rd
Orientation

MAR

RE Forecast 23rd
Open House

APR

GMM/Leg Update
COE 14th

MAY

Open House
CORE 12th
Orientation

JUN

JUL

AUG

GMM/Summer Celebration
CORE 11th
Orientation

SEP

Open House
COE/Orientation

OCT

GMM/Candidate Forum
Fair Housing 13th

NOV

Open House
Orientation

DEC

Elected Officials Reception
COE 15th

Visit our event calendar for a complete list

[Click Here](#)

GENERAL MEMBERSHIP MEETINGS



Membership Meeting Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- Listed as Presenting Sponsor on event PPT
- Recognition as Presenting Sponsor from the podium
- Table of 10 attendees with signage
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Ability to donate a door prize to be given away
- Copy of all business cards collected

Membership Meeting Table Sponsor

- Listed as Table Sponsor on event Website with Logo and Hyperlink
- Listed as Table Sponsor with logo on the event agenda
- Listed as Table Sponsor on event PPT
- Table of 10 attendees with signage

Summer Celebration Beer Sponsor

- Listed as Beer Sponsor on event Website with Logo and Hyperlink
- Listed as Beer Sponsor with logo on the event agenda
- 5 attendees
- Ability to place swag around event venue
- Beer cups branded with company logo

Summer Celebration Wine Sponsor

- Listed as Wine Sponsor on event Website with Logo and Hyperlink
- Listed as Wine Sponsor with logo on the event agenda
- 5 attendees
- Ability to place swag around event venue
- Wine cups branded with company logo

EDUCATION SPONSORSHIPS



Legal Class Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Ability to offer giveaway for drawing at the end of the class
- Copy of all business cards collected

Code of Ethics Class Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Ability to offer giveaway for drawing at the end of the class
- Copy of all business cards collected

CORE Class Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Ability to offer giveaway for drawing at the end of the class
- Copy of all business cards collected

Other CTE Classes

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Ability to offer giveaway for drawing at the end of the class
- Copy of all business cards collected

NEW MEMBER ORIENTATION SPONSORSHIPS



Want to build relationships with new REALTORS® while building your business? New Member Orientation is the perfect opportunity to meet new licensees and members, and introduce yourself and your company as a valuable resource.

New Member Orientation Sponsor (cost for all events; held quarterly)

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- Listed as Presenting Sponsor on event PPT
- 10 minutes at the mic to promote your company
- Copy of all business cards collected
- Ability to offer giveaway for drawing at the end of the orientation

New Member Orientation Exhibitor

- Listed as Exhibitor on Event Website with Logo and Hyperlink
- Listed as Exhibitor in emails promoting the event
- Listed as Exhibitor with logo on the event agenda
- Listed as Exhibitor on event PPT
- Table set up around the perimeter of the room
- Copy of all business cards collected
- Ability to offer giveaway for drawing at the end of the orientation

OPEN HOUSE SPONSORSHIPS



You serve as host of the open house! Get REALTORS and other vendors in your door! Partner with other companies to increase your impact and reach! Held quarterly.

REALTOR Open House Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- 10 minutes at the mic to promote your company
- Copy of all business cards collected
- Ability to offer giveaway for drawing at the end of the orientation
- TPCAR provides check in assistance, drink tickets, and banquet permit

SIGNATURE EVENTS



Signature event sponsorships are the PERFECT way to get your name, face, and brand in front of your target market.

With the most attendance, these events are an opportunity to boost your visibility, build relationships, and elevate your branding.



Sponsoring our signature events can offer valuable visibility and exposure from diverse audiences. Select from traditional packages, or contact us to create your customized package.

Annual Installation

Kick-off the new year by celebrating accomplishments of 2021 and celebrating new TPCAR and WCR volunteer leaders. This high-profile gala is THE event to get noticed--get in front of not one but two audiences! Join us January 11th in the Sterling Ballroom located in the NEW Silver Cloud Hotel at Point Ruston.



Annual Installation Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- Listed as Presenting Sponsor on event PPT
- Recognition as Presenting Sponsor from the podium
- Table of 10 attendees with signage
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Copy of all business cards collected

Annual Installation Supporting Sponsor

- Listed as Supporting Sponsor on Event Website with Logo and Hyperlink
- Listed as Supporting Sponsor in emails promoting the event
- Listed as Supporting Sponsor with logo on the event agenda
- Listed as Supporting Sponsor on event PPT
- Recognition as Supporting Sponsor from the podium
- Table of 10 attendees with signage

Annual Installation Table Sponsor

- Listed as Table Sponsor on event Website with Logo and Hyperlink
- Listed as Table Sponsor with logo on the event agenda
- Listed as Table Sponsor on event PPT
- Table of 10 attendees with signage

Purchase a corporate table and fill it
with your REALTOR® clients!

Annual Awards

Help celebrate the many accomplishments of our fellow REALTOR® & Affiliate members at our Annual Awards luncheon.



Annual Awards Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor with logo on the event agenda
- Listed as Presenting Sponsor on event PPT
- Recognition as Presenting Sponsor from the podium
- Table of 10 attendees with signage
- 5 minutes at the mic promoting company
- Ability to place branded swag on tables
- Copy of all business cards collected

Annual Awards Supporting Sponsor

- Listed as Supporting Sponsor on Event Website with Logo and Hyperlink
- Listed as Supporting Sponsor in emails promoting the event
- Listed as Supporting Sponsor with logo on the event agenda
- Listed as Supporting Sponsor on event PPT
- Recognition as Supporting Sponsor from the podium
- Table of 10 attendees with signage

Annual Awards Award Sponsor

- Listed as Award Sponsor on Event Website with Logo and Hyperlink
- Listed as Award Sponsor in emails promoting the event
- Listed as Award Sponsor with logo on the event agenda
- Listed as Award Sponsor on event PPT
- Recognition as Award Sponsor from the podium
- Logo on each award
- Opportunity to present each award

Elected Officials Holiday Reception

Tacoma-Pierce County Association of Realtors® is proud to host an evening reception for association members and leadership with elected officials from throughout Pierce County who will be serving in office in 2022. This is the perfect opportunity to showcase your company as a Champion for Real Estate.



Elected Officials Holiday Reception Presenting Sponsor

- Listed as Presenting Sponsor on Event Website with Logo and Hyperlink
- Listed as Presenting Sponsor in emails promoting the event
- Listed as Presenting Sponsor on event PPT
- Lighted Ice Sculpture of Company Logo
- 10 attendees

Elected Officials Holiday Reception Supporting Sponsor

- Listed as Supporting Sponsor on Event Website with Logo and Hyperlink
- Listed as Supporting Sponsor in emails promoting the event
- Listed as Supporting Sponsor on event PPT
- 5 attendees

Elected Officials Holiday Reception Dessert Sponsor

- Listed as Dessert Sponsor on Event Website with Logo and Hyperlink
- Listed as Dessert Sponsor in emails promoting the event
- Listed as Dessert Sponsor with logo on the event agenda
- Listed as Dessert Sponsor on scrolling PPT
- Signage with company logo on Dessert table
- 2 attendees

Elected Officials Holiday Reception Wine Sponsor

- Listed as Wine Sponsor on Event Website with Logo and Hyperlink
- Listed as Wine Sponsor in emails promoting the event
- Listed as Wine Sponsor with logo on the event agenda
- Listed as Wine Sponsor on scrolling PPT
- Signage with company logo at bar
- 2 attendees

ADVERTISING

Stand out from your competition and expand your reach with digital advertising.

TPCAR REALTORS®
TACOMA PIERCE COUNTY
ASSOCIATION OF
REALTORS

In Focus
In Focus
In Focus

Sponsored By

 **Cross Insurance**
AGENCY
INSURANCE WITH NO SURPRISES

Median Home Price in Pierce County Remains Over Half a Million.

Pierce County saw its median closed home sale price on existing homes drop in September from the previous month, but prices remain much higher than compared with the same time last year.

According to the latest figures from Northwest Multiple Listing Service, September median closed sale price was \$506,650, more than 16 percent over last September's price of \$434,999, but a drop from August 2021's \$515,000.



INFOCUS ENEWSLETTER (25 PER YEAR)

- Listed as Sponsor with logo and hyperlink under header image in bi-weekly education emails
- 2300+ distribution
- 49% open rate

EDUCATION EBLAST (25 PER YEAR)

- Listed as Sponsor with logo and hyperlink under header image in bi-weekly education emails
- 2300+ distribution
- 49% open rate

ADVOCACY EBLAST (12 PER YEAR)

- Listed as Sponsor with logo and hyperlink under header image in monthly advocacy emails
- 2300+ distribution
- 49% open rate

Contact us for More Info!



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