



AFFILIATE BENEFITS

Vail Board of Realtors®

WEB & SOCIAL

Free two week Affiliate Spotlight! Includes a logo and link to your flyer or article in VBR's *Weekly Update. Includes a social media post.

Full color banner ad at top of Weekly Update! (Four weeks for \$150). Links directly to your website and includes a social media post.

Social media posts on Facebook & Instagram (two per year).

***Ad specs info on next page.**

Weekly Updates are sent to over 1,000 subscribers.

EVENTS & NETWORKING

Invitation to VBR annual and special events -with no cost or very low cost to you!

Free events: Affiliate Appreciation, General Membership (twice per year), and Mixers.

Special Events with low or no cost: Holiday Party, Legends of Vail Real Estate, and Installation Celebration.

Invites to participate in Affiliate Expos and event sponsorships for exposure.

SPONSOR A CLASS OR EVENT

Sponsorships are opportunities to get in front of Realtor® members. These are offered to all Affiliates on a first-come, first-served basis.

Sponsor benefits vary by event or class, but can include speaking opportunities, sharing company materials, and logo placement in marketing.

Opportunities are shared by email as they come available.

**Note: Classes and events may be live online (Zoom or similar), classroom only or a hybrid of both.*

ADDITIONAL BENEFITS

- Listing in two online VBR Affiliate Directories.
- Listing in a print Affiliate Directory that is distributed to Realtor® offices and given to homebuyers in VBR's Welcome Home Bags.
- Send email blasts through our free Member to Member Broadcast Email system.
- Discounted use of boardroom or multipurpose room (2 complimentary usages per year).
- Share your business seminar or class on the VBR Classes & Events calendar and/or newsletter.
- Occasional educational opportunities for free or low cost.

Nonprofit Affiliate memberships are available! Please contact us at 970-766-1028.

AD SPECS & INFO



WHAT WE NEED FROM YOU...

- An image or ad-type image that is 1080 width x 1080 height pixels (Highly suggested size for Instagram. Facebook is more flexible.)
- Text for post. Include any links or hashtags.
- Two posts available per 12 months for Affiliates.



WHAT WE NEED FROM YOU...

- An image that is 1,000 pixels width by 500 pixels height (or approximate).
- Your choice of website link (to be linked to from newsletter).
- See example in image to the left.
- Includes one social media post
- This is a paid feature (\$150 for four weeks). Ad is located at top of newsletter.



WHAT WE NEED FROM YOU...

- A pdf flyer or article highlighting your business and services. We link to your flyer in the newsletter for two weeks.
- A logo to be displayed in the Spotlight. Affiliates can be featured for **free** once every 12+ months.
- See example in image to left.
- Includes one social media post.

Please contact Mel McKinney at mel@vbr.net to schedule dates.

