



CORE serves 4,400+ Realtors in Hunterdon, Mercer, and Somerset counties

## 2020 Sponsorship Opportunities

To Our Valued Affiliate Members:

CORE is offering an A La Carte Sponsorship Menu for the 2020 membership year! We are confident that these offerings will provide you with optimum ways to maximize your marketing opportunities. We are also offering Bundle Discounts, which when purchased prior to January 1 will provide you with a 10-20% savings on your total package of \$750 or higher. The more you invest in your business, the more you save!

CORE is committed to providing you, our valued Affiliate Members, with multiple options to help build your network with area REALTORS®, establish valuable business relationships, create name and brand recognition, and socialize with a great group of professionals. CORE hosts a variety of events including professional development and continuing education courses, as well as some very special events such as our Annual Meeting, Office Principal Forums, and the Installation/Holiday Luncheon. We also offer opportunities to reach out to our membership via digital advertising. Many of these sponsorships are limited – reserve yours today!

***It's Budgeting Time!*** We wanted to provide you with our 2020 offerings to consider as you develop your 2020 marketing plan/budget. Take a look at our Sponsorship Opportunities, and once you've made your selections, just complete the attached form and fax or mail this form to us. The form may also be emailed without credit card information. We will then contact you to finalize the details.

***Questions?*** Contact Cicely Brooks at 609-392-3666 or via email: [cicely@core-realtors.com](mailto:cicely@core-realtors.com).

**Our membership continues to grow...this year alone we welcomed over 459 new Realtor members to our REALTOR® Association...reach out today!**



## Sponsorship Opportunity Details

### Digital Opportunities

Digital E-newsletter Sponsorship: Our bi-weekly broadcast e-newsletter is a critical component of our membership communication to both REALTORS® and Affiliate Members. The newsletter contains event information, news alerts, and other timely information. Sponsored email banners are 200 pixels wide by (up to) 300 pixels tall and can be linked to your company website or your email address. \$100/edition (+ \$50 if we design the ad)

Solo Email Sponsorship: A great way to promote an event, special offer, or introduce yourself to the entire CORE membership! Solo email sponsorships contain only the sponsor's information. The sponsor may choose the subject line. \$250/email

Website logo: Prominently display your company logo on CORE's website with a link to your website. A great way to promote brand recognition to all CORE members. \$75/quarter

### Event Opportunities

Education (CE): Real estate agents are required to complete 12 hours of CE every two years to maintain their NJ license. Sponsor may address the class for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the TV prior to class. \$125/class

New REALTOR® Orientation: All new REALTORS® are required to attend this course that introduces them to the REALTOR® association and reinforces their responsibilities under the Code of Ethics. Sponsor may address the class for up to 5 minutes before the start of the program to introduce their business, distribute business cards, marketing literature, etc. Sponsor firm's name and/or logo will also appear on the TV prior to class. \$125/class

Annual Meeting: CORE's Annual Meeting includes the election of officers and directors for the coming year, guest speaker, networking opportunities, and education. Many sponsorship opportunities available at various levels; check out the A La Carte Menu. (100+ expected)

Holiday Reception/Installation Luncheon: CORE's Annual Holiday Reception (Jingle Mingle) and Installation Luncheon is a festive year-end event at which we thank current year leadership and welcome incoming officers and directors all while celebrating the holiday season. Networking is the major activity here to allow for maximum sponsor exposure. Many sponsor opportunities available at various levels; check out the A La Carte Menu.

Special Events Opportunities: Circle of Excellence and Office Principal Forums (two per year) are just some of these sponsorship opportunities. Information on these will be sent out prior to the event. Stay tuned for news on these events. Many sponsor opportunities available at various levels; check out the A La Carte Menu.

**For more information, contact Cicely Brooks, Director of Education and Events  
Phone: 609-392-3666 / email: [cicely@core-realtors.com](mailto:cicely@core-realtors.com)**



# 2020 Sponsorship Opportunities Order Form

Your connection to 4,400+ REALTORS® in Hunterdon, Mercer, Somerset counties and beyond  
**First Come, First Served**

## Sponsor Menu Plan – A La Carte Selection Form

Company: \_\_\_\_\_ Address: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Cell phone: \_\_\_\_\_

Bundle Discounts: The more you invest...the more you SAVE – up to 20%!	
<p>10% discount on total sponsorships of \$750 or higher</p> <p>15% discount on total sponsorships of \$1,200 or higher</p> <p>20% discount on total sponsorships of \$1,750 or higher</p>	<p>Apply Discount to Final Total</p> <p><b>Discount Deadline: December 31, 2019</b></p>

Advertising Opportunities (Advance payment required)		
Digital		
CORE's e-newsletter – sent to all CORE members (2 available per email)	<input type="checkbox"/> E-newsletter sponsorship, # of editions _____ (We will contact you to schedule)	\$100/edition (+\$50 if we design)
Solo email Blast – A dedicated email advertisement sent to all CORE members	<input type="checkbox"/> Solo email sponsorship, # of emails _____ (Up to two per month maximum)	\$250/email
Website – Logo with link displayed on CORE website (200 x 100 pixels)	<input type="checkbox"/> Website Link: Qtr 1 _____ Qtr 2 _____ Qtr 3 _____ Qtr 4 _____	\$75/quarter
Print		
Member mailing labels – one time use	<input type="checkbox"/> Full membership mailing labels (or specify zip codes desired)	\$200/request

Education Opportunities (Advance payment required)		
Continuing Education	<input type="checkbox"/> *Meet and greet attendees Trenton, Branchburg, either (Please circle one)	\$125/class
New Realtor Orientation and Code of Ethics	<input type="checkbox"/> *Meet and greet attendees Trenton, Branchburg, either (Please circle one)	\$125/class
Certification and Designation Classes – one, two, or two + day courses	<input type="checkbox"/> *Meet and greet attendees Trenton, Branchburg, either (Please circle one)	\$125/class
Pre-licensing Courses – CORE is working to offer these for agents and brokers in 2020	<input type="checkbox"/> Check here if you'd like to be contacted when these sponsorship opportunities become available	To be determined

**\*Meet and greet attendees** – CORE provides breakfast or lunch, the sponsor meets attendees as they enter the classroom and briefly (up to 5 minutes) greets group before the class begins, distributes business cards and/or literature, plus your logo on the TV screen prior to class. **We will contact you to schedule.**



# 2020 Sponsorship Opportunities Order Form

Your connection to 4,400+ REALTORS® in Hunterdon, Mercer, Somerset counties and beyond  
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## Sponsor Menu Plan – A La Carte Selection Form (continued)

Company: \_\_\_\_\_

Special Events	Available Opportunities (Advance payment required)
<p><b>Circle of Excellence – March 2020</b>            CORE's annual award and recognition breakfast. Circle of Excellence® Sales Award® recognizes those members who have demonstrated excellence in the field of salesmanship.</p>	<p><b>Company name and logo on all signage</b></p> <p><input type="checkbox"/> \$850 Platinum sponsor – full page ad in program and introduce Platinum winners' slide show on stage (includes 2 tickets). Two available</p> <p><input type="checkbox"/> \$750 Gold sponsor – full page ad in program and introduce Gold winners' slide show on stage (includes 2 tickets). Four available</p> <p><input type="checkbox"/> \$650 Silver sponsor – half page ad in program and introduce Silver winners' slide show on stage (includes 2 tickets). Six available</p> <p><input type="checkbox"/> \$400 Bronze sponsor – half page ad in program and introduce Bronze winners' slide show on stage (includes 2 tickets). Six available</p> <p><b>One sponsorship opportunity available for each</b></p> <p><input type="checkbox"/> \$400 Centerpiece Sponsor – Your business card on all centerpieces (includes 2 tickets)</p> <p><input type="checkbox"/> \$500 Mimosa Station and full-page ad in program. (includes 2 tickets)</p> <p><input type="checkbox"/> \$500 Bloody Mary Station and full-page ad in program (includes 2 tickets)</p> <p><b>Unlimited sponsorship opportunities</b></p> <p><input type="checkbox"/> \$500 Vendor table and full-page ad in program (includes 1 ticket)</p> <p><input type="checkbox"/> \$300 Vendor table only</p> <p><input type="checkbox"/> \$200 Full-page ad only</p> <p><input type="checkbox"/> \$125 Half-page ad only</p> <p><input type="checkbox"/> \$50 Business card ad only</p>
<p><b>Annual Meeting – October 2020:</b>            CORE's Annual Meeting includes the election of officers and directors for the coming year, guest speaker, networking opportunities, and education.</p>	<p><b>Ten sponsorships available</b></p> <p><input type="checkbox"/> \$150 Vendor table (includes 2 tickets)</p>
<p><b>Jingle Mingle &amp; Luncheon – December 2020:</b> CORE's Annual Holiday Reception (Jingle Mingle) and Installation Luncheon is a festive year-end event at which we thank current year leadership and welcome incoming officers and directors all while celebrating the holiday season. Networking is the major activity here to allow for maximum sponsor exposure.</p>	<p><b>One sponsorship per level – Company name and logo on all signage</b></p> <p><input type="checkbox"/> \$750 Centerpiece Sponsor (includes 4 tickets)</p> <p><input type="checkbox"/> \$750 Favor Sponsor (includes 4 tickets)</p> <p><b>Four sponsorships for this level only</b></p> <p><input type="checkbox"/> \$750 Bar Sponsor (includes 4 tickets)</p> <p><b>Unlimited sponsorship opportunities</b></p> <p><input type="checkbox"/> \$500 Platinum sponsor (includes 4 tickets)</p> <p><input type="checkbox"/> \$300 Gold sponsor (includes 3 tickets)</p> <p><input type="checkbox"/> \$175 Silver sponsor (includes 2 tickets)</p> <p><input type="checkbox"/> \$100 Bronze sponsor (includes 1 ticket)</p>