



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

## **2021 Sponsorship Opportunities**

To Our Valued Affiliate Members:

CORE is offering an A La Carte Sponsorship Menu for the 2021 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 \$500 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. We offer opportunities to reach out to our membership via digital advertising as well as virtual education event sponsorships.

**It's Budgeting Time!** We wanted to provide you with our 2021 offerings to consider as you develop your 2021 marketing plan/budget. Take a look at our Sponsorship Opportunities, and once you've made your selections, just complete the attached form and mail it to us. The form may also be emailed without credit card information. We will then contact you to finalize the details.

**Our membership continues to grow...in 2020 alone we welcomed over 458 new Realtor members to our REALTOR® Association.**

**Reach out today!**



## Sponsorship Opportunity Details

### Digital Opportunities

Digital E-newsletter Sponsorship: Our weekly broadcast e-newsletter is a critical component of our member communication and 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. \$150/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 sponsored contact. The sponsor is welcome to suggest the subject line. Contact us for the specifications of the sponsorship. \$350/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. \$375/quarter

For information about digital sponsorships, email Ester Rodriguez, Director of Communications, at [ester@core-realtors.com](mailto:ester@core-realtors.com)

### Education/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 and provide marketing materials to be sent to attendees via email. Sponsor firm's name, logo and contact information will also be shared on the attendee screens for virtual classes. \$300/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 and provide marketing materials to be sent to attendees via email. Sponsor firm's name, logo and contact information will also be shared on the attendee screens for virtual classes. \$300/orientation

Special Events: CORE hosts a variety of events each year. Keep an eye out for emails regarding new event sponsorships throughout the year. These sponsorships will vary depending on the event and stages of COVID-19.

For more information about education and event sponsorships, email Craig Pantellere, Director of Education & Events, at [craig@core-realtors.com](mailto:craig@core-realtors.com)



## 2021 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%!

10% discount on total sponsorships of \$500 or higher

15% discount on total sponsorships of \$750 or higher

20% discount on total sponsorships of \$1,000 or higher

Apply Discount to Final Total

**Discount Deadline: December 31, 2020**

### Digital Opportunities (Advance payment required)

#### Digital

<b>CORE's Weekly e-Newsletter</b> – sent to all 4,400+ CORE members with your button ad (specs: 300px X 200px)	<input type="checkbox"/> E-newsletter sponsorship, # of editions _____ (We will contact you to schedule)	\$150/edition (+\$50 if we design)
<b>Solo Email Blast</b> – A dedicated email campaign sent to all 4,400+ CORE members	<input type="checkbox"/> Solo email sponsorship, # of emails _____ (Up to two per month maximum)	\$350/email
<b>Website</b> – Your logo with link displayed on CORE website	<input type="checkbox"/> Website Link: Qtr 1 _____ Qtr 2 _____ Qtr 3 _____ Qtr 4 _____	\$375/quarter

### Education/Event Opportunities (Advance payment required)

<b>Continuing Education</b>	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
<b>New Realtor Orientation</b>	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
<b>Certification and Designation Classes</b> – one, two, or two + day courses	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
<b>Governance Events Sponsorships</b> – Annual Meeting (October) Installation (December)	<input type="checkbox"/> Company name and logo included in the program and marketing materials and recognition during the program	\$500 for <b>both events</b>