



2022 Sponsorship Opportunities

CORE serves 4,700+ Realtors in Hunterdon, Mercer, and Somerset Counties

To Our Valued Affiliate Members:

CORE is offering an A La Carte Sponsorship Menu for the 2022 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 will provide you with up to 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.

See below for all of CORE's Sponsorship Opportunities. 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 2021 alone we welcomed over 777
new Realtor members to our REALTOR® Association.**

Reach out today!



Sponsorship Opportunity Details

Digital Opportunities

Digital e-Newsletter Sponsorship Ad: CORE's weekly digital e-newsletter is a critical component of our member communication and contains event information, news alerts, and other timely information. Sponsored ads 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

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® Member 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



2022 Sponsorship Opportunities Order Form

**Your connection to 4,700+ REALTORS® in Hunterdon, Mercer, Somerset counties and beyond
Orders are on a first-come, first-served basis.**

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

Digital Opportunities (Advance payment required)		
CORE's Weekly e-Newsletter – Place an ad in our weekly e-newsletter, which is sent to all 4,700+ CORE members. (Specs: 300px X 200px)	<input type="checkbox"/> E-newsletter sponsorship, # of editions _____ (We will contact you to schedule)	\$150/edition (+\$50 if we design)
Solo Email Blast – A dedicated email campaign sent to all 4,700+ CORE members	<input type="checkbox"/> Solo email sponsorship, # of emails _____ (Up to two per month maximum)	\$350/email
Website – 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)		
Continuing Education	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
New Realtor Member Orientation	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
Certification and Designation Classes – one, two, or two + day courses	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$300/class
Governance Events Sponsorships – 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 both events