



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

## **2023 Sponsorship Opportunities**

To Our Valued Affiliate Members:

CORE is offering an A La Carte Sponsorship Menu for the 2023 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 will provide 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 to [info@core-realtors.com](mailto:info@core-realtors.com) without credit card information. We will then contact you to finalize the details.

**86% of REALTORS® recommend products and services to their clients!**

**Our membership continues to grow...in 2022 alone we welcomed over 558 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 average open rate is 47%. The sponsor is welcome to suggest the subject line. Contact us for the specifications of the sponsorship. \$300/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

**Continuing 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. \$250/orientation

**Special Events:** CORE hosts a variety of events each year. See page 4 of this menu for information on our annual events.

**CORE Good Neighbor Award:** The Good Neighbor Award recognizes a CORE REALTOR® member who has made a difference in our communities through volunteer work. The award winner will receive \$500 to be donated to a 501(c)(3) charitable organization of their choosing. Sponsor will be recognized in all publications regarding the Good Neighbor Award and at CORE's Annual Meeting event in October. \$500

**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)**



## 2023 Sponsorship Opportunities Order Form

Your connection to 4,700+ 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

#### Digital Opportunities (Advance payment required)

<b>CORE's Weekly e-Newsletter</b> – sent to all 4,700+ 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 4,700+ CORE members	<input type="checkbox"/> Solo email sponsorship, # of emails _____ (Up to two per month maximum)	\$300/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 Member Orientation</b>	<input type="checkbox"/> Greet attendees and address the class for up to five (5) minutes	\$250/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 per day
<b>CORE Good Neighbor Award</b>	<input type="checkbox"/> Company recognition in all Good Neighbor Award promotions and recognition at the CORE Annual Meeting in October.	\$500



## Annual Events

CORE hosts a variety of events each year for our members. Sponsorship opportunities for each of these events vary from year to year. Affiliate members will receive emails regarding sponsorship opportunities for all CORE events. See below for information regarding our three largest annual events. [To view photos from last year's events, visit CORE's Facebook page @NJCORERealtors.](#)

### Circle of Excellence Awards Breakfast

This event celebrates the achievements of all CORE members who receive the NJ REALTORS® Circle of Excellence Sales Award®. In 2022, 589 CORE Realtor members received this impressive award.

2023 Event Date: Tuesday, April 25 | 9:00AM – 12:00PM

2023 Event Location: The Palace at Somerset Park

Sponsorship opportunities vary from \$150 - \$1,500

### Annual Meeting Breakfast

This event includes breakfast, the election of next year's Officers and Directors, a presentation of the REALTOR® of the Year Award and the CORE Good Neighbor Award, and a special guest speaker.

2023 Event Date: Friday, October 20 | 9:00AM – 12:00PM

2023 Event Location: TBD in Mercer County area

Sponsorship opportunities vary from \$300 - \$1,500

### Jingle Mingle Reception & Installation Luncheon

This event includes a one-hour cocktail reception, lunch, recognition of the Realtor Emeritus recipients, and the ceremony of installing the following year's Officers and Directors who will lead CORE in the coming year.

2023 Event Date: Friday, December 15 | 11:30AM – 2:00PM

2023 Event Location: TBD in Hunterdon County

Sponsorship opportunities vary from \$500 - \$1,500

### Other CORE Events

In addition to the above events, CORE hosts various networking events open to all members throughout the year. Affiliates will receive email notifications from CORE regarding other events and any sponsorship opportunities. Keep an eye out for CORE communications regarding these events. Networking events vary in price from free to \$30 for registration. Networking events without sponsorship opportunities allow affiliate members to network with Realtor members – only business cards can be used for promoting your business, no additional marketing materials allowed.