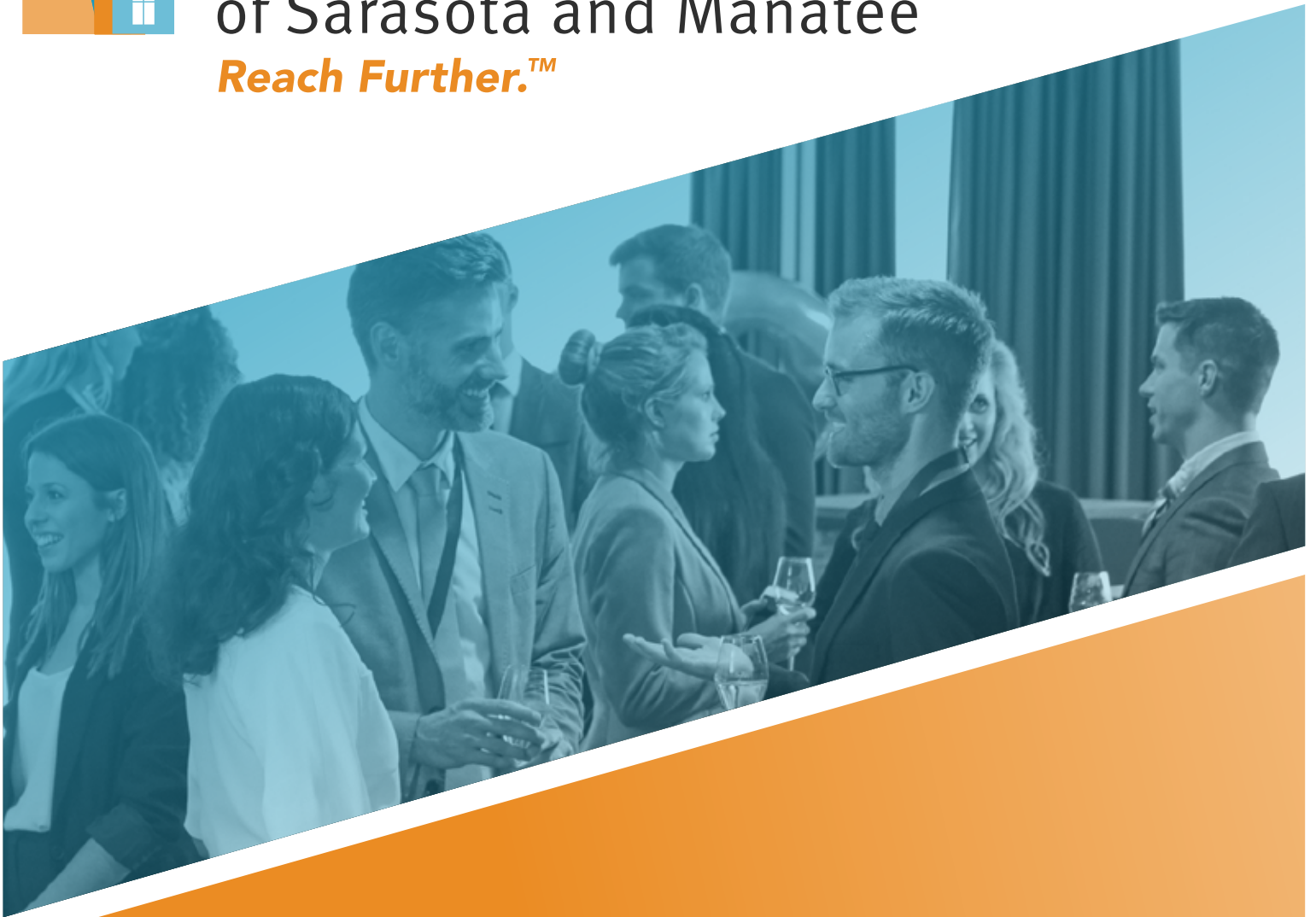




REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™



ANNUAL & EVENT SPONSOR PROGRAM

Reach Further With Connections.

2024



YOUR OPPORTUNITIES

The REALTOR® Association of Sarasota and Manatee (RASM) **Corporate Business Partner Program** offers an unparalleled opportunity to directly market and advertise your company to more than 9,000 real estate professionals, managers, brokers, and owners. There is no other single marketing source that allows this direct relationship with real estate professionals, offering opportunities to sponsor events, meetings and educational courses, advertise in the monthly magazine, on the RASM website, and more!

What makes this program so effective?

The Corporate Business Partner Program enhances your current advertising and marketing strategies by increasing your company's visibility and commitment to the real estate profession, with the ultimate goal of increasing your company's market share and revenue. Each level of the Program is designed to offer our partners quality exposure to Association members through a variety of channels.

ANNUAL SPONSORS

Want to get your brand in front of real estate professionals? Annual Sponsorship gives your company widespread visibility with RASM through marketing and publicity all year-round. Pick from **Corporate, CREA, YPN, or Foundation** annual sponsorships.

EVENT SPONSORS

Want more? Get your brand in front of real estate professionals at major RASM events with your selection of various education and event sponsorships.

HOW IT WORKS

Sponsorships will be awarded on a first come, first served basis. In addition, RASM reserves the right to refuse sponsorship (new or renewal) as it deems appropriate should there be a conflict of interest or in the best interest of the Association.

If you would like more information, please email Jessica@myrasm.com or call (941) 952-3407.

NEXT STEPS

- 1 Review sponsorships on pages 4-12.
- 2 Apply for preferred sponsorship(s). Submit the **Sponsorship Application(s)** on pages 15 & 16 to Jessica Montague (Jessica@myrasm.com).
- 3 After applying, you'll receive a **Sponsor Agreement**. The signed agreement and payment must be submitted to lock in your 2024 sponsorship(s).
- 4 Submit a high resolution version of your logo (.eps) and other artwork requested for promised marketing.

DUE DATES

ANNUAL SPONSORS:

Sponsorship Application must be submitted by December 31, 2023. **Sponsor Agreement and payment** must be submitted by January 17, 2024.

EVENT SPONSORS:

Event Sponsor Agreements are due at least one month prior to event date. The sooner you submit, the more exposure you get! The due date for payment will be sent to you with the **Agreement**. You must meet the specified due date to lock in your sponsorship.

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ANNUAL | RASM CORPORATE SPONSOR

BENEFITS* SPONSOR LEVEL	PLATINUM	GOLD	SILVER	BRONZE	BUSINESS PARTNER
Price	\$2,999	\$1,999	\$999	\$499	\$250
Quantity Available	nine	unlimited	unlimited	unlimited	unlimited
MEMBERSHIP					
Business Partner membership <i>(\$250 per membership)</i>	1 <i>(\$250 Value)</i>	1 <i>(\$250 Value)</i>	1 <i>(\$250 Value)</i>	1 <i>(\$250 Value)</i>	1 <i>(\$250 Value)</i>
Additional Auxiliary member(s) <i>(\$50 per membership)</i>	3 <i>(\$150 Value)</i>	2 <i>(\$100 Value)</i>	1 <i>(\$50 Value)</i>		
Free use of RASM Meeting Facility ¹	1 1/2 days <i>(\$1,000 Value)</i>	1 day <i>(\$650 Value)</i>	1/2 day <i>(\$350 Value)</i>		
MARKETING					
Listed on pop-up banner in each office ²	prominent logo	large logo	medium logo	firm name	
Listed on traveling pop-up banner, featured at all annual events ²	prominent logo	large logo	medium logo	firm name	
Logo on lobby TVs	•				
Listed on page in digital Magazine	prominent logo	large logo	medium logo	firm name	
Logo in RASM Up email <i>(weekly newsletter, distribution 9,500+)</i>	•				
Listing in 2024 BP Directory <i>(printed and mailed to all members)</i>	•	•	•	•	•
Ad placement in 2024 BP Directory ³ <i>(printed and mailed to all members)</i>	One 1/2 page	One 1/4 page			
Sponsor article to be shared on web-site, social media, digital magazine ⁴	•				
Recognition on BP web page	prominent logo	large logo	medium logo	firm name	
Scrolling logo on RASM homepage	•				
Ad placement in digital magazine ⁵	One 1/2 page <i>(\$550 Value)</i>	One 1/4 page <i>(\$325 Value)</i>			
Discount on MLS Dashboard Ads ⁶	30% OFF	15% OFF			
EDUCATION/EVENTS					
New Member Orientation sponsorship <i>select date between Jan.–June (see page 8)</i>	• <i>(\$35 Value)</i>				
Monthly list of new members <i>(names and company only)</i>	•				
Event sponsor sign-up at BP meetings	1st choice	2nd choice			
After Hours sponsorship <i>select date of the four in 2024</i>	one date of your choice	one date of your choice			
BP Spring Event sponsorship ⁷	basic sponsor <i>(\$150 Value)</i>				
Recognition at Annual Meeting	verbal recognition	shared slide with logos			
BP Fall Event sponsorship ⁷	basic sponsor <i>(\$150 Value)</i>				
Installation Banquet	4 tickets <i>(\$300 Value)</i>	2 tickets <i>(\$150 Value)</i>			
RASM-branded name tag <i>(labeled with your sponsorship level)</i>	•	•	•		

*As available, must meet deadlines. Dates and benefits subject to change.

TERMS & CONDITIONS

1. Room rental reservations accepted on a first come, space-available basis. Must confirm reservations three months prior to reservation date. Additional charges apply for coffee (*including cups and condiments*) and for use outside normal business hours. If food is being served, lessee must provide all disposables (*plates, napkins, silverware, glasses, etc.*). Sponsor reservations for 2024 must be made by **September 30, 2024**.
2. Sponsor Agreement, payment, and high resolution logo must be received before **January 17, 2024** in order to be listed on the printed pop up banner.
3. Your camera-ready ad must be supplied **BEFORE February 24, 2024** to be included in directory. *Platinum ad size: 7 in. x 4.25 in. Gold ad size: 7 in. x 2.3 in.*
4. For **Platinum Sponsors**, your "sponsor article" will be a member profile outlining who you are, what you offer REALTORS®, and more. This profile will be live on the RASM website. Throughout the year, the link to the profile will be shared on social media channels, and in an exclusive eblast. Anywhere your sponsor logo lives as a benefit of your Platinum sponsorship (website and RASM Up) it will be linked directly to your profile. The profile will also be shared in one edition of ELEVATE magazine.
5. Camera-ready ad to be submitted by first of month preceding publication and will be placed on a space-available basis.
6. Stellar MLS Dashboard ads are located when agents first login to their MLS and are supplied through a third-party, RE-Target. Eligible sponsors will work with RE-Target to set up the ad package of their choice with the applied discount.
7. Must notify staff prior to the deadline for drawing sponsors for the Business Partner Spring and Fall events.

RENEW YOUR MEMBERSHIP
BY **FEBRUARY 15** TO BE
INCLUDED IN THE
2024 PRINT DIRECTORY!



ANNUAL | 2024 CREA SPONSOR



CONNECT WITH COMMERCIAL REALTORS®

Your annual sponsorship investment in the Commercial Real Estate Alliance (CREA) helps to maintain a strong local commercial marketplace – while also giving you direct access to local commercial practitioners who are dedicated to our market’s success.

BENEFITS* BY SPONSOR LEVEL	GOLD	SILVER	BRONZE
Price	\$4,250	\$2,750	\$1,950
Quantity Available	unlimited	unlimited	unlimited
CREA MARKETING			
Logo on CREA web page	prominent logo	large logo	medium logo
Banner ad on CREA webpage ¹	1 full year		
Ad in CREA newsletter ² (300+ distribution) <i>MUST provide artwork by January 30, 2024 to receive benefit</i>	8 newsletter ads	4 newsletter ads	2 newsletter ads
Sponsor banner displayed at CREA events	prominent logo	large logo	medium logo
CREA memberships for 2024	5	3	2
AT EVENTS			
Recognition at each meeting (Monthly Membership Meeting)	•	•	•
Attend Invitation-Only Annual Sponsor Lunch with CREA’s Board of Directors	•	•	•
Annual Clay Shoot (March 22)	foursome (+/- \$600 VALUE!)	2 players (+/- \$300 VALUE!)	complimentary range sign (+/- \$100 VALUE!)
Annual Golf Tournament (October TBD)	complimentary gold sponsorship (+/- \$1,500 VALUE!)	complimentary silver sponsorship (+/- \$750 VALUE!)	complimentary hole sign (+/- \$125 VALUE!)
Holiday Party (November TBD)	6 tickets (+/- \$150 VALUE!)	4 tickets (+/- \$100 VALUE!)	2 tickets (+/- \$50 VALUE!)

*As available, must meet deadlines. Dates and benefits subject to change.

TERMS & CONDITIONS

1. Ad placement based on first come, first served. Artwork for website banner ads must be provided (336x280 pixels) and submitted one month prior to run date.
2. Ad placement based on first come, first served. Artwork for email ads must be provided (336x280 pixels). The CREA newsletter is distributed every other week to 300+ members.

ANNUAL | YOUNG PROFESSIONALS NETWORK



BECOME A FRIEND OF THE YPN

Reach further with this new and exclusive annual YPN sponsorship. The "Friend of YPN" sponsorship is an annual investment, offering exposure to the next generation of industry professionals. Gain access to networking events, educational opportunities, and fundraising events that help shape our future leaders and the local communities.

2024 DATES

YPN events included in this sponsorship.

WELCOME SOCIAL
February 8
LUNCH & LEARNS
April 4
June 20
ANNUAL FUNDRAISER
May 16

BENEFITS* BY SPONSOR LEVEL	FRIEND OF YPN
Price	\$1,000
Quantity Available	two <i>(must be from two different industries)</i>
MARKETING	
Logo on YPN web page	•
Banner ad in YPN newsletters ¹	•
Logo placed in YPN email newsletters	•
Logo on banner displayed at YPN events	•
Logo on YPN promotional rack card	•
AT THE EVENT	
Tickets to attend YPN Lunch & Learn events	2 tickets
Tickets to attend YPN's Annual Fundraiser	2 tickets
Tickets and a sponsorship for the Annual Specialty Group Holiday Party ²	2 tickets + sponsorship

**As available, must meet deadlines. Dates and benefits subject to change.*

TERMS & CONDITIONS

1. Ad placement based on first come, first served. Artwork for email ads must be provided (336x280 pixels) and submitted one month prior to run date. The YPN newsletter is distributed monthly to 500+ members.
2. A general sponsorship for the Holiday Party is included in your "Friend of YPN" sponsorship. More information about these benefits will come closer to the event in November 2024.

ANNUAL | RASM REALTORS® CHARITABLE FOUNDATION



MISSION

To support real estate-related charities and housing needs in our community, provide college scholarships to local students, and help our members in need during times of crisis.

BENEFITS* BY SPONSOR LEVEL	STEWARD	CHAMPION	AMBASSADOR
Price	\$3,000	\$2,000	\$1,000
Quantity Available	unlimited	unlimited	unlimited
FOUNDATION MARKETING			
Tax Deductible Donation	•	•	•
Permission to use RRCF Donor logo on company's website and other marketing	•	•	•
Name featured in the Annual Report article published in November ELEVATE Magazine	•	•	•
Recognized as RRCF donor on RRCF pop-up banner <i>(to be displayed at RRCF events)</i>	prominent logo or name	large logo or name	medium logo or name
Recognized as RRCF donor on RASM's social media channels	•	•	
Listing on the RRCF webpage	prominent logo or name	large logo or name	medium logo or name
Listing in programs distributed at RRCF events <i>(where programs are applicable)</i>	•	•	•
Listing in programs for RASM's Annual Meeting and Installation events	•	•	•
Donor spotlight in one monthly article in RASM's ELEVATE Magazine	•		
Donor spotlight article shared directly to RASM's social media channels	•		

*As available, must meet deadlines. Dates and benefits subject to change.

The RASM REALTORS® Charitable Foundation is a non-profit, 501(c)(3) charitable organization. The funds are distributed as determined by the Foundation's Board of Directors.

Connect With REALTORS® Where They Learn

Events focused on education and development offer a unique opportunity to meet our REALTOR® members where they learn. While most education sponsorship opportunities are similar in allowing sponsors to set up a table and connect with the attendees, the following events are available for sponsor sign-ups in advance.

page
10

NEW MEMBER ORIENTATION

RASM's new member classes are a great opportunity to meet new agents in the two county region. All new RASM REALTORS® are required to complete the New Member Orientation.

page
11

BOOST TRAINING

BOOST provides practical training for newer agents. Class cycles are hosted twice a year, 4 classes per cycle. Sponsors will be scheduled for one class during each cycle – giving you two opportunities to connect!

page
12

YPN TROLLEY TOURS

Join the YPN for a Trolley Tour of different property types! Due to the nature of this event, only one company type can sponsor each event.

page
12

YPN LUNCH & LEARNS

YPN brings together the next generation of REALTORS® together for lunch and discussion on a timely real estate topic. There will be two lunch & learn events in 2024.

OTHER EDUCATION CLASSES

RASM offers many education classes each year where other sponsorship opportunities are available. We recommend sponsorship involvement with designation and certification classes. Many agents need continuing education to keep their license, taking classes like the GRI, CIPS, or PSA to advance their professionalism.

Sponsor an Event by Attending Business Partner Meetings

Attend a quarterly meeting to stay informed on the latest education and networking sponsor opportunities.

2024 MEETING DATES

January 11 @ RASM SOUTH

May 16 @ RASM NORTH

August 8 @ RASM SOUTH

November 7 @ RASM NORTH

EDUCATION | NEW MEMBER ORIENTATION

NEW MEMBER ORIENTATION

BENEFITS*		SPONSOR
	Price	\$50
	Quantity Available	6 spots per location
MARKETING		
Recognized as sponsor during session		•
Sponsor contact information provided to all attendees		•
Set up table in-person at orientation		•
Networking opportunities with the new members in attendance at the location you pick		•

*As available, must meet deadlines. Dates and benefits subject to change.

AVAILABLE 2024 DATES

Use this opportunity to secure your spot for a date during the first half of the year! Dates for the second half of the year will be available to sponsor at a later time in 2024.

Dates are secured on a first come, first served basis.

Sponsors will only be accepted with payment.

LOCATIONS

Classes are held monthly, and **will be livestreamed between BOTH RASM offices.**

South to North = instructor will be live at South and streamed to the North audience.

North to South = instructor will be live at North and streamed to the South audience.

2024 ORIENTATIONS		
January 8	1:30 - 4:30 p.m.	South to North
February 13	1:30 - 4:30 p.m.	North to South
March 13	9 a.m. - noon	South to North
April 11	9 a.m. - noon	North to South
May 13	1:30 - 4:30 p.m.	South to North
June 13	9 a.m. - noon	North to South

EDUCATION | BOOST CLASSES



BOOST AGENT TRAINING

BENEFITS*		BOOST SPONSOR
	Price	\$150
	Quantity Available	four
MARKETING		
	Print: flyer	•
	Print: course materials	logo
	Web: event page in MY RASM PORTAL	company name
AT THE EVENT		
	Attend sponsored BOOST classes	2 classes, one per cycle
	Announce speaker at your selected class dates	•
	Table display at your selected class dates	•

*As available, must meet deadlines. Dates and benefits subject to change.

2024 DATES

Dates are secured on a first come, first served basis. Sponsors will choose ONE class date in each cycle, two classes total per one \$150 sponsorship. *Sponsors will only be accepted with payment.*

BOOST TOPICS	BOOST CYCLE 1	BOOST CYCLE 2
Running Your Business	May 1 (1:30 - 4:30 p.m.) SOUTH	October 2 (1:30 - 4:30 p.m.) NORTH
Marketing & Open Houses	May 8 (1:30 - 4:30 p.m.) SOUTH	October 9 (1:30 - 4:30 p.m.) NORTH
Building Your CRM	May 15 (1:30 - 4:30 p.m.) SOUTH	October 16 (1:30 - 4:30 p.m.) NORTH
The Art of Comps	May 22 (1:30 - 4:30 p.m.) SOUTH	October 23 (1:30 - 4:30 p.m.) NORTH

EVENTS | YOUNG PROFESSIONALS NETWORK



YPN TROLLEY TOURS

BENEFITS		TROLLEY SPONSOR
Price		\$100
Quantity Available		four per event
MARKETING		
Event page in MY RASM PORTAL		company name
AT THE EVENT		
One seat on trolley		•
5 minutes to speak during tour		•
Opportunity to bring door prizes		•
Featured subject matter expert		•

LUNCH & LEARNS

BENEFITS		LUNCH & LEARN
Price		\$200
Quantity Available		one per event
MARKETING		
Event page in MY RASM PORTAL		company name
AT THE EVENT		
Table display (<i>space permitting</i>)		•
5 minutes to speak at event		•
Opportunity to bring door prizes		•
Networking opportunities		•

Only one company type for each (i.e. one attorney, one lender, one home inspector, one "other").

2024 DATES

Dates are secured on a first come, first served basis. Sponsors will only be accepted with payment.

2024 TROLLEY TOURS
January 4
March 14
May 9
July 11
September 12
November 7

2024 LUNCH & LEARNS
April 4
June 20

ANNUAL EVENTS | OVERVIEW

Sponsor an Annual Event in 2024

From fundraisers to networking events, these annual events are a great opportunity to connect with a large crowd of REALTORS®! NOTE: Annual RASM, YPN, and CREA sponsorships include access to some of these events. Additional sponsorship information for each of these events will be released throughout the year.

FEB
8

NETWORKING

YPN WELCOME SOCIAL

Location TBD

Kick off the new year and connect with members of the Young Professionals Network.

FEB
28

NETWORKING

BUSINESS PARTNER SPRING EVENT

11 a.m. - 2 p.m. | TBD

Our annual spring expo event to bring agents together for networking, food, and fun!

MAR
7

ANNUAL

WOMEN'S LEADERSHIP SUMMIT

8:30 a.m. - 5 p.m. | RASM South

An exclusive event for women in real estate, hosted in partnership with WCR Sarasota and WCR Manatee.

MAR
22

FUNDRAISER

CREA SPORTING CLAYS TOURNAMENT

Sarasota Gun Club

An event that gives back to a local charity while bringing CREA members together for a fun day of competition and camaraderie.

APR
16

ANNUAL

CREA DOWNTOWN HORIZONS PANEL

11:30 a.m. - 1 p.m. | RASM South

Bringing CREA members together for a discussion about the economic and regional development happening in the area.

MAY
16

FUNDRAISER

YPN FUNDRAISER: PUTT-PUTT TOURNAMENT

Location TBD

It's a golf tournament, but miniature!

continued on next page

ANNUAL EVENTS | OVERVIEW CONT.

SEP
18

ANNUAL

RASM ANNUAL MEETING

RASM SOUTH

A one hour luncheon with a State of the Association update.

SEP
30

ADVOCACY

RPAC MAJOR INVESTOR RECEPTION

Sarasota Waterworks

RPAC has a voice thanks to RASM's Major Investors. Pledge to become an RPAC Major Investor to be invited to this exclusive reception.

OCT
10

NETWORKING

BUSINESS PARTNERS FALL EVENT

Sarasota Garden Club

REALTOR® members will enjoy food, drinks, and lots of chances to connect with Business Partners!

OCT
TBD

FUNDRAISER

CREA 23rd ANNUAL GOLF TOURNAMENT

Location TBD

Tournament includes 18 holes, lunch, and a reception.

NOV
TBD

NETWORKING

SPECIALTY GROUP HOLIDAY PARTY

Location TBD

An annual holiday party for all members! Hosted by CREA, YPN, and GBC.

DEC
12

ANNUAL

RASM INSTALLATION & AWARDS BANQUET

6 - 10 p.m. | Location TBD

This is our time to come together to celebrate a successful 2024, recognize our award recipients, and install the 2025 Officers and Directors.

APR
2025

ANNUAL

RASM CONFERENCE AND EXPO

Location TBD

We're excited to move our Conference & Expo to the spring of 2025!

If you're interested in sponsoring one of these events, indicate your interest on the application page to get the first access to the event's sponsorship packet.

SPONSORSHIP APPLICATION (ANNUAL)

BECOME A SPONSOR

- 1 Review sponsorships on pages 4-12.
- 2 Apply for preferred sponsorship(s). Submit this **Sponsorship Application (Annual)** and/or the **Sponsorship Application (Events)** on the next page to Jessica Montague (Jessica@myrasm.com).
- 3 After submitting the application, you'll receive a **Sponsor Agreement**. The signed agreement and payment must be submitted to lock in your 2024 sponsorship(s).
- 4 Submit a high resolution version of your logo (.eps) and other artwork requested for promised marketing.

APPLICATION

Business Partner Firm Name: _____

Primary Member Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: www. _____

Main Contact: _____ Title/Position: _____

Phone: _____ Email: _____

Marketing Contact (if available): _____

Phone: _____ Email: _____

ANNUAL

The **Sponsorship Application (Annual)** must be submitted by December 31, 2023. **Sponsor Agreement** and payment must be submitted by January 17, 2024.

RASM SPONSOR

<input type="checkbox"/>	PLATINUM	\$2,999	nine
<input type="checkbox"/>	GOLD	\$1,999	unlimited
<input type="checkbox"/>	SILVER	\$999	unlimited
<input type="checkbox"/>	BRONZE	\$499	unlimited

CREA SPONSOR

<input type="checkbox"/>	GOLD	\$4,250	unlimited
<input type="checkbox"/>	SILVER	\$2,750	unlimited
<input type="checkbox"/>	BRONZE	\$1,950	unlimited

FOUNDATION DONOR

<input type="checkbox"/>	STEWARD	\$3,000	unlimited
<input type="checkbox"/>	CHAMPION	\$2,000	unlimited
<input type="checkbox"/>	AMBASSADOR	\$1,000	unlimited

FRIEND OF YPN

<input type="checkbox"/>	FRIEND	\$1,000	two
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ANNUAL SPONSOR TOTAL ANNUAL TOTAL: _____

This is not a binding contract. A **Sponsor Agreement** will be provided. Sponsorship confirmation and final payment fees are based on availability.

Email: Jessica@myrasm.com | Mail: REALTOR® Association of Sarasota and Manatee

Fax: (941) 952-3401

ATTN: Jessica Montague; 2320 Cattlemen Road Sarasota, FL 34232

SPONSORSHIP APPLICATION (EVENTS)

Business Partner Firm Name: _____

Primary Member Name: _____

Website: www. _____

Contact Person: _____ Title/Position: _____

Phone: _____ Email: _____

EDUCATION & NETWORKING EVENTS

ORIENTATION Write in your top three months below. *First come, first served, no guarantees.*

ORIENTATION \$50 multiple DESIRED MONTH (circle your top choices): JAN FEB MARCH APRIL MAY JUNE

BOOST Write in your preferred class dates (one from each cycle) below. *First come, first served, no guarantees.*

BOOST SPONSOR \$150 four CYCLE 1: _____ CYCLE 2: _____

YPN LUNCH & LEARN | YPN TROLLEY TOUR Write in your desired dates. *First come, first served, no guarantees.*

TROLLEY TOUR \$100 six DATE: _____ LUNCH & LEARN \$200 two DATE: _____

ANNUAL EVENTS

If you're interested in sponsoring an annual event (**pages 14 - 15**) indicate your interest to get first access to the event's sponsorship packet.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> February 8 | YPN WELCOME SOCIAL |
| <input type="checkbox"/> February 28 | BUSINESS PARTNER SPRING EVENT |
| <input type="checkbox"/> March 7 | WOMEN'S LEADERSHIP SUMMIT |
| <input type="checkbox"/> March 22 | CREA SPORTING CLAYS TOURNAMENT |
| <input type="checkbox"/> April 16 | CREA DOWNTOWN HORIZONS PANEL |
| <input type="checkbox"/> May 16 | YPN FUNDRAISER: PUTT-PUTT TOURNAMENT |
| <input type="checkbox"/> October 10 | BUSINESS PARTNER FALL EVENT |
| <input type="checkbox"/> October TBD | CREA GOLF TOURNAMENT |
| <input type="checkbox"/> November TBD | HOLIDAY PARTY |
| <input type="checkbox"/> December 12 | INSTALLATION & AWARDS EVENT |

This is not a binding contract. A **Sponsor Agreement** will be provided. Sponsorship confirmation and final payment fees are based on availability.

Email: Jessica@myrasm.com | **Mail:** REALTOR® Association of Sarasota and Manatee

Fax: (941) 952-3401

ATTN: Jessica Montague; 2320 Cattlemen Road Sarasota, FL 34232