



# SPONSORSHIP & MEDIA KIT

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PFAR.ORG

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# About

The Pasadena-Foothills REALTORS® services over 2000 members in the Pasadena, Altadena, San Marino, La Cañada Flintridge, La Crescenta, Sunland-Tujunga communities and beyond.

The Pasadena-Foothills REALTORS® is the champion for the professional practice of real estate, private property rights, homeownership and a thriving community.

# 2021 Caravan and Website Promotion

Want to promote your business on PFAR.org and Caravan?

PFAR now offers Promotional Marketing Opportunities (Print, Web, Live) in our calendar section of the website and in Caravan.

## Weekly Caravan eMarketing Feature

Reaches over 2000 members and affiliate companies weekly.

- **One month:** \$125 (Non-member: \$150)
- **2 Weeks:** \$70 (Non-member: \$80)

Available on a first-come, first-served bases. Limited promotional space each month.

## Exclusive Homepage Feature


(Image and direct link)

- **One month on home page:** \$600 (limited to one web tile per month)

## Web Tile on PFAR.org Calendar

(Image and direct link and limited to 2-3 tiles per month)

- **Platinum - 12 months:** \$2000
- **Premiere - 9 months:** \$1500
- **Executive - 6 months:** \$1000
- **Associate - 3 months:** \$500



# Sponsorship Opportunities

- **Annual Sponsors**

*Want year-round brand exposure?*

Get your brand prime real estate in PFAR's largest membership events with speaking opportunities/presentations and features in PFAR's member communications reaching more than 2000 REALTOR® Members and Affiliate Partners.

- **À La Carte Event Sponsors**

*Looking to sponsor an event of your choice?*

PFAR's À La Carte option give sponsors access to select PFAR membership events to elevate your brand and build awareness.

1 AVAILABLE

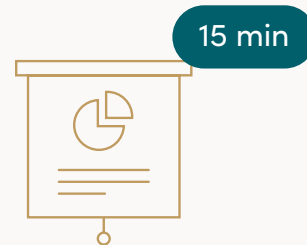
LARGEST LOGO PLACEMENT

## Platinum Sponsor

\$1500



Speaking opportunity at all  
PFAR Membership events



15 minute presentation at  
three Weekly Live! Sessions



Three-month ad on  
Pasadena-Foothills Caravan



Insert in New Member  
Orientation digital package  
(Material and logo  
provided by sponsor)

- Special recognition on PFAR website during event website run with hyperlink to sponsor website on event page (starts from launch of event page on site, continues until day of event)
- Recognition in Membership Event Flyers
- Live acknowledgment during event
- Table with sponsor memorabilia (items provided by sponsor). Virtual event giveaways available in place of in-person events
- Recognition on PFAR Social Media
- Additional opportunities for promotion to be determined each year

**2 AVAILABLE**    **SECONDARY LOGO PLACEMENT**

**Gold Sponsor** \_\_\_\_\_ **\$1000**



Speaking opportunity at 2  
PFAR Membership events



Two-month ad on  
Pasadena-Foothills Caravan

- Special recognition on PFAR website during event website run with hyperlink to sponsor website on event page (starts from launch of event page on site, continues until day of event)
- Recognition in Membership Event Flyers
- Live acknowledgment during event
- Table with sponsor memorabilia (items provided by sponsor). Virtual event giveaways available in place of in-person events
- Recognition on PFAR Social Media
- Additional opportunities for promotion to be determined each year

2 AVAILABLE TERTIARY LOGO PLACEMENT

## Silver Sponsor \_\_\_\_\_ \$500



Speaking opportunity at 1  
PFAR Membership event



One-month ad on  
Pasadena-Foothills Caravan

- Special recognition on PFAR website during event website run with hyperlink to sponsor website on event page (starts from launch of event page on site, continues until day of event)
- Recognition in Membership Event Flyers
- Live acknowledgment during event
- Table with sponsor memorabilia (items provided by sponsor). Virtual event giveaways available in place of in-person events
- Recognition on PFAR Social Media
- Additional opportunities for promotion to be determined each year



2 AVAILABLE

## À La Carte Event Sponsor \_\_\_\_\_ \$250



### Recognition in event flyers

- Recognition in Event Presentation and Display Board (when available)
- Live Acknowledgment during event



# Education Sponsorship Opportunities

Want to introduce your brands to new and existing members?  
PFAR's Education is the place for you.

PFAR offers year-round training and education courses to new and existing members. It's a great way to build a following for your brand.

**2 AVAILABLE**    **LARGEST LOGO PLACEMENT**

## Gold Education Sponsor \$1000



Speaking opportunity at 3 education training events



Two-month ad on Pasadena-Foothills Caravan

- Insert in New Member Orientation Digital package (Material and logo provided by sponsor)
- Recognition in social media (5 times a year)
- Recognition in Education Training Event Flyer(s) (when available)
- Distribute sponsor branded memorabilia (items provided by sponsors). Virtual event giveaways available in place of in-person events
- Additional opportunities for promotion to be determined each year

**5 AVAILABLE**    **SPONSOR LUNCH FOR ONE EVENT**

## À La Carte Sponsor \$200

- Recognition in Event Flyer (when available)
- 4-minute Speaking Opportunity during the course
- Table for sponsor branded memorabilia (items provided by sponsors). Virtual event giveaways available in place of in-person events

FOR WEB, LIVE, AND PRINT

# Sponsor Acknowledgment Form

Event Date: \_\_\_\_\_ Event Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card:  AMEX  MasterCard  Visa

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name (As it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsor Type:  Membership Event  Education

Sponsor Plan

Annual:  Education  Platinum  Gold  Silver

À La Carte:  Standard



# Digital Promotional Form

Request Date: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Credit Card:  AMEX  MasterCard  Visa

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name (As it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Marketing Type:  Homepage  Web Tile  Caravan

Web Title Plan:  Homepage  Platinum  Premiere  Exclusive  Associate

Caravan:  One month  Two weeks

# Deadlines, Specs and Guidelines

## Deadlines

- Web Tiles: 1st of each month to appear at the 1st of the next month.
  - Caravan Feature: Two weeks prior to publication release (Newsletter releases every Monday)
- \*\*\*Note special notices might affect Newsletter release dates

## Artwork Specs

- File Dimensions: Please email [info@pfar.org](mailto:info@pfar.org) for dimension details and design requirements for website promotions
- File Type – hi-resolution jpg or png
- Resolution
  - Calendar and Homepage: 72 DPI
  - Newsletter: 300 DPI
  - Caravan Emarketing: 8 X 11 PDF (hi-resolution)
- Bleed – Full Bleed

## Sponsor and Web Tile Requirements

- Must be in good member standing at PFAR (if applicable)
- Payments must be received before submitting artwork
- All images must be cleared for use before submission to PFAR
- Sponsor is responsible for providing any revised artwork within the listed deadlines or previously provided artwork will be used
- Annual Sponsors must renew during sponsorship open season to secure placement in the following calendar year
- No recruiting allowed – Promotions depicting any form of recruiting will not be accepted
- Use of the REALTORS® name or logo must comply with NAR's trademark policies: [www.nar.realtor/logos-and-trademark-rules](http://www.nar.realtor/logos-and-trademark-rules)
- Sponsorship Payments are non-refundable. In the event a sponsor is unable to attend a scheduled event, PFAR is happy to move sponsors to an alternative membership event
- Cancellation requests must be submitted via written request 14-days before scheduled publication run
- Any use of the PFAR logo or name PFAR, Pasadena-Foothills Association of REALTORS® and all subsidiaries must be submitted to PFAR for approval
- PFAR reserves the right to deny or remove any requests or posts
- PFAR reserves the right to adjust any logos or messaging that violate corporate guidelines
- Rates are subject to change

For more information contact PFAR Communications at Email: [info@pfar.org](mailto:info@pfar.org)