

# 2009

## Affiliate Sponsorship Program



Southside Location:  
9325 Midlothian Turnpike, Ste. B  
Richmond, VA 23235

West End Location :  
8975 Three Chopt Road  
Richmond, VA 23229  
804.422.5000

# Welcome!

The Richmond Association of REALTORS® is central Virginia's largest trade association serving over 6,000 REALTORS® who live and work in the Richmond metropolitan area. We serve the following localities: the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, and the City of Richmond.

The mission of the Richmond Association of REALTORS® is to provide our members with the resources and services they need to conduct ethical, professional, and profitable businesses.

## *Sponsorship*

RAR's Sponsorship program reflects our commitment to provide our members with the best environment in which to conduct business and to allow them the chance to network with industry professionals who provide valuable products and services. The program is designed to create a unique partnership between the sponsor and the Association. Both our members and sponsors benefit greatly through the ability to network, exchange ideas, and conduct business.

## 2009 RAR Events

### *Distinguished Achievers Cocktail Party*

This will honor Distinguished Achiever award winners for 2008.

### *Real Estate Market Trends Forum*

Half day seminars with keynote speaker(s)

### *Installation Ceremony*

The Installation Ceremony is held in Mid-December. A reception is held for newly elected officers and directors as well as volunteers who have actively served on a committee during the year. This ceremony is also a Sponsor Appreciation Reception.

### *Affordable Housing Awareness Week*

Week long volunteer opportunity to help Richmond and surrounding areas with building homes, landscaping, painting, etc for those people who are less fortunate or may not have the ability to do. This is a chance for the community to come together and work as a team with neighbors, co-workers and affiliate non-profit organizations. During the week will also be coordinated gatherings for volunteers



*Networking...*

# Sponsorship Levels

## **BRONZE - \$600**

- Sponsorship of one RAR event (includes one ticket to event)
- \*Logo displayed on two store power point monitors
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Host one coffee break at an educational seminar (a five minute presentation before class)
- Receive class roster from sponsored seminar for follow-up marketing
- Display promotional materials at RAR (Brochures or Flyers)
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)



## **GOLD - \$2,000**

- Sponsorship of two RAR events (includes three tickets to event)
- \*Logo displayed on two store power point monitors
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Host three coffee breaks at educational seminars (a five minute presentation before class)
- Receive class roster from sponsored seminar for follow-up marketing
- Display promotional materials at RAR (Brochures or Flyers)
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)

## **Opportunities...**

## **SILVER - \$1,000**

- Sponsorship of one RAR event (includes two tickets to event)
- \*Logo displayed on two store power point monitors
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Host two coffee breaks at educational seminars (a five minute presentation before class)
- Receive class roster from sponsored seminar for follow-up marketing
- Display promotional materials at RAR (Brochures or Flyers)
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)

## **Marketing...**

# Sponsorship Levels

## Advertising...

### DIAMOND - \$5,000

- Sponsorship of all RAR events (includes six tickets per event)
- \*Logo displayed on two store power point monitors
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Host five coffee breaks at educational seminars (a five minute presentation before class)
- Receive class rosters from sponsored seminars for follow-up marketing
- Display promotional materials at RAR (Brochures or Flyers)
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)
- Three "Sponsored By" logos and links in The Metro Richmond REALTOR® (e-newsletter)
- One company profile in The Metro Richmond REALTOR® (50 words or less text ad)



### PLATINUM - \$3,000

- Sponsorship of three RAR events (includes four tickets per event)
- \*Logo displayed on two store power point monitors
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Host four coffee breaks at educational seminars (a five minute presentation before class)
- Receive class rosters from sponsored seminars for follow-up marketing
- Display promotional materials at RAR (Brochures or Flyers)
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)
- One "Sponsored By" logos and links in The Metro Richmond REALTOR® (e-newsletter)

## Business Development...

### PREMIERE - \$10,000 (Exclusivity)

- Sponsorship of all RAR events (eight tickets per event)
- \*Logo displayed on two store power point monitors
- Display banner at all events
- Link from RAR's member web site [www.RARealtors.com](http://www.RARealtors.com)
- Recognition as a Sponsor on RAR event flyers
- Host eight coffee breaks at educational seminars plus signage(a five minute presentation before class)
- Receive class rosters from sponsored seminars for follow-up marketing
- Display promotional materials at RAR
- Monthly distribution of promotional materials to new members (pens, pencils, cups, mugs and etc.)
- Six "Sponsored By" logos and links in four in The Metro Richmond REALTOR® (e-newsletter)
- Six company profiles in The Metro Richmond REALTOR® (50 words or less text ad)
- Name printed on new member orientation bags

# Advertising Opportunities

In addition to the Sponsorship Program, we also offer several exciting opportunities for exposure to our membership that you may want to consider. **Remember** when you are using our sources of advertising you are reaching out to: the cities of Richmond, Hopewell, Petersburg and Colonial Heights, plus the counties of Caroline, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, Louisa, Powhatan, Prince George, Charles City, New Kent and King William.

## ***www.RARealtors.com***

RAR's member website keeps all local REALTORS® up to date on general Association news, such as events, classes and special programs. Members can also purchase forms from our on-line store, register for classes and events, and pay bills online. The access button to the Tempo MLS system is located here, so all REALTORS® enter this site to conduct their daily MLS business. As a result, user sessions typically exceed 100,000 per month.

For information on advertising rates, contact Kellie Whitlow at 422-5009.

## ***Map Book for 2011***

This map book is given to all new REALTORS® as well as sold in the stores. This map book clearly draws out the metro Richmond and surrounding areas to facilitate maneuvering through the area. Advertisements are placed throughout the book and receive many impressions. For information on advertising rate, contact Kellie Whitlow at 422-5009.

## ***RAR "Listed" Magazine***

Four color publication, published six times per year.

Covers Association news, ethics, MLS information and is sent to approximately 6,000 members. For information on advertising rates, contact: Kellie Whitlow.

## ***PowerPoint Presentation***

Included: Display a PowerPoint slide of your company in our REALTOR® Store. Display your logo on two monitors for five seconds at a time.

## ***www.Homes.Richmond.com -- Related Services***

Through RAR's unique partnership with Richmond.com, members have the opportunity to market their products and services to the 175,000 unique consumers—actively engaged in buying/selling their home—who visit the site each month. Contact Richmond.com at 355-4500 for pricing information.



# *Additional Opportunities...*

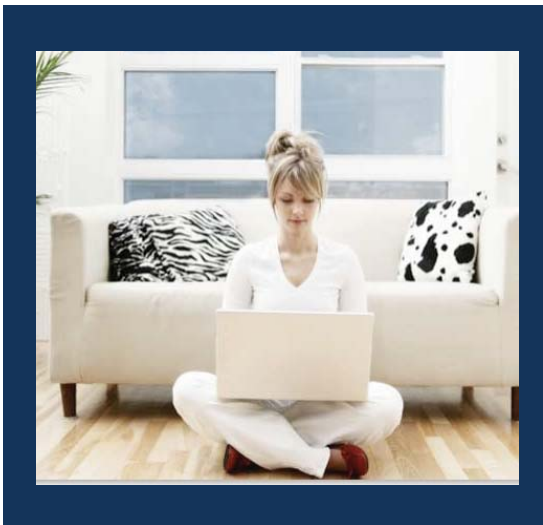
## *iMapp™ Real Property Information System*

iMapp™ Real Property Information System gives you access to the tax assessments on all properties in all 16 jurisdictions. You will have the ability to research the 16 counties, with current property records, addresses, phone numbers, etc. You will be able to create mailing labels for specific areas of your choice.

### *Important information regarding...the Real Property Information System*

*The access code for iMapp™ Real Property Information System is for the sole use of the employees of your company in the performance of business related duties. Any unauthorized use will result in the termination of access and a possible imposition of a \$2,500 fine. Moreover, any use by your employees of a login/password other than the one assigned by CVR MLS will result in termination of access and possible imposition of a \$2,500 fine. In the case of such termination, the subscription fee will not be refunded.*

## *The Real Estate School Virtual Course Catalog and online blog*



New this year each quarter in 2009, sponsors will have the opportunity to advertise in The Real Estate School's course catalog. It will be a virtual catalog of course flyers interspersed with sponsor's ads that will be sent to all RAR & CVRMLS members once a quarter. It will "live" on the RAREaltors.com website for students and members to browse through at their leisure. The school will be using a virtual magazine format to publish the catalog so it will be just like flipping through a magazine on your computer screen!

In 2009, The Real Estate School will also be publishing a new blog page. On the blog we will have video, podcasts, interactive quizzes and a place for members and guests to post thoughts and comments about the school, instructors and the classes TRES offers.

We will have more information regarding the catalog and blog in January 2009



THE RICHMOND ASSOCIATION OF REALTORS®

2009 APPLICATION FOR AFFILIATE SPONSORSHIP  
(Must be submitted by both new & renewing Sponsors)



I hereby apply for membership in the Richmond Association of REALTORS®. Sponsors shall be real estate owners and other individuals or firms who, while not engaged in the real estate profession, have interests requiring information concerning real estate, and are in sympathy with the objectives of the Association. I agree to abide by the Articles of Incorporation, Bylaws, and Rules and Regulations of the Association.

FEES AND DUES

Bronze Sponsorship	\$600.00	Form of Payment:
Silver Sponsorship	\$1000.00	Check Enclosed _____
Gold Sponsorship	\$2,000.00	Mailed Payment _____
Platinum Sponsorship	\$3,000.00	Credit Card ____MC__VISA__AMEX
Diamond Sponsorship	\$5,000.00	CC# _____
Premiere Sponsorship	\$10,000.00	Exp. Date: ____/____/____ (Note: Please sign bottom of application for authorization)

I submit the following information for your records:

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

Company Name: \_\_\_\_\_  
(Please Print)

Address: \_\_\_\_\_  
(Street Address)  
\_\_\_\_\_  
(City, State, Zip)

Business Phone # \_\_\_\_\_ Fax #: \_\_\_\_\_  
(Area Code + Number)

E-Mail Address: \_\_\_\_\_

#1 Additional Contact Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_  
(Receives e-mails on events, Metro Richmond REALTOR®, Sponsor Newsletters etc.)

#2 Additional Contact Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_  
(Receives e-mails on events, Metro Richmond REALTOR®, Sponsor Newsletters etc.)

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

Type of Business: \_\_\_\_\_

Position with Firm: \_\_\_\_\_

I agree that I shall pay the fees and dues, as from time to time established, and that me, my firm and my corporation (if any) shall be jointly and severally liable for any and all such fees. I consent and authorize RAR, through the Development Department or otherwise, to invite and receive information and comment about me from any member or other person, and I agree that any information and comment furnished to the Association by any member or other person in response to any such invitation shall be conclusively deemed to be privileged and not for the basis of any action by me for slander, libel or defamation of character. I acknowledge and agree that, as a member of RAR and/or CVRMLS, I will from time to time receive communications via direct mail, fax and email.

Dated: \_\_\_\_\_ Signed: \_\_\_\_\_  
(Applicant's Signature)

# 2008 Sponsors

## ACCOUNTANTS

Keiter, Stephens, Hurst, Gary, & Shreaves

## AIRPORT PARKING

Park'N Go of Virginia, LLC

## APARTMENT LOCATORS

Apartment Connection

## APARTMENT RELOCATION/CORPORATE HOUSING

Apartment Pros. Inc.

Suite For You, LLC

Wynne Residential Corp.Housing

## ART GALLERIES

Glave Kocen Gallery

## ASSOCIATIONS

GRCC

VA Hispanic Chamber of Commerce

## ATTORNEYS

Blanton, Kirk & Lumpkin, PLC

Coates & Davenport

Florence, Gordon & Brown, P.C.

Hairfield, Morton, Watson & Adams

Lafayette & Ayers, PLC

Louis J. Rogers & Associates

S. Page Allen & Associates

Shaheen & Shaheen, P.C.

Parker & McMakin Law Group

## BOTTLED WATER DISTRIBUTOR

Spring Run Bottling Company

## BUSINESS CONSULTING

Institute for Provocative Leadership

## CAR DEALERSHIPS

McGeorge Car Company

## CAR SERVICES

Enterprise Rent-A-Car

Ruff and Tuff

## CARPET AND FLOORING RETAIL

Flooring Unlimited

## CATERING SERVICES

Baker's Crust

Catering By Jill

Chef Maura

The Flying Chef II, LLC

Morrissey's Deli & Catering

## COLLEGE CONSULTING

College-Connections

## COMMISSION ADVANCES

Commission Express of Central Virginia

## COMMUNITY DEVELOPERS

Ladysmith Village

Patriots Landing

Prospect Homes

## COMPUTER SERVICES

CentriTech Solutions, LLC

## CONSTRUCTION/BUILDERS

Centex Homes

Cunningham Homes, LLC

Eagle Construction of VA, Inc.

Emerson Builders

Gumenick Properties

Hallsboro Development

HBAR

Main Street Homes

Orleans Homebuilders

Prospect Homes

Ryan Homes

Tomac Corporation

Hallsboro Development

## CREDIT CARD PROCESSING

RBSLynk

## CREDIT MANAGEMENT

Crednology, Inc.

## DENTAL & MEDICAL BENEFITS

Health Markets

Invincia Insurance Solutions

Optima Health

## ELECTRICAL SERVICES

Genesis Electrical Services

## ENVIRONMENTAL/ENERGY CONSERVATION

Pollard Environmental, LLC

## FURNITURE RENTAL

American Furniture Rentals

## GENERAL CONTRACTOR

Lisa & Company

## GIFT ITEMS

Cookies by Design

Crystal Paintbrush, LLC

Danny's Flower Market

Edible Arrangements

JC Gourmet & More

## GIFT ITEMS CONT'D

Made From the Heart

Tabitha Geary

The Blue Top Hat

Very Richmond Gallery & Gifts

## HEALTH SERVICES

Health One, Inc

Health Markets

Optima Health

## HOME INSPECTIONS

American Pride Home Inspections

Burgess Home Inspections

Central Virginia ASHI

Home Integrity, LLC

HouseMaster

Step By Stepp Home Inspections, Inc

U S INSPECT

## IDENTITY THEFT PROTECTION

The Risk Management & Advisory Group

## INSURANCE

Farmers Ins/Thomas Agency

The Halls of Insurance Agency, Inc.

James River Coffee House

Weller & Associates

Westover Bon Air Insurance

## INTERIOR DECORATION

Custom Home Designs

Exciting Windows

ReDefine Design

Sterling Home Staging, LLC

## INVESTMENTS

Chris-Taylor Properties LLC

## JUNK REMOVAL

1-800-GOT-JUNK

**LANDSCAPE DESIGN**

Great Scapes

**LENDERS/MORTGAGES**

Bank of America Mortgage  
 The Bank of Richmond  
 BB&T of Virginia  
 C&F Mortgage Corporation  
 Capital Center LLC  
 Central Virginia Bank  
 Chase Home Finance  
 Citizens Residential Mortgage  
 Colonial Farm Credit  
 Countrywide  
 EVB Mortgage  
 Franklin Federal S&L  
 GMAC Mortgage  
 Home Mortgage Solutions  
 Homestead Funding Corporation  
 Lake West Funding, Inc.  
 Liberty Mortgage Corporation  
 Met Life Home Loans  
 Money Tree  
 National City Mortgage Co.  
 Old Virginia Mortgage  
 Professional Mortgage Corporation  
 Resource Mortgage  
 Second Bank and Trust  
 Southern Trust Mortgage  
 Sterling Mortgage Corporation  
 SunTrust Mortgage Corporation  
 TrustMor Mortgage Company  
 Union Mortgage Group  
 VHDA  
 Village Bank Corporation  
 Virginia First Mortgage Funding  
 Wachovia Mortgage Corporation  
 Wells Fargo Home Mortgages, Inc.

**MARKETING/ADVERTISING**

Advertising Concepts, Inc.  
 Greater Richmond Living  
 Keep In Touch  
 NetSearch Direct  
 Virginia Select (Discovery Maps)

**MOBILE ADVERTISING**

Money Ads/Mobile Advertising

**MOVING/STORAGE**

Hilldrup Moving & Storage  
 Lee Mayflower Moving, Inc.  
 More Than Moving For Seniors

**PODS**

SMARTBox of Richmond

**NETWORKING**

Business Network International

**NOT FOR PROFIT**

Richmond Metropolitan Habitat for  
 Humanity  
 Partnership for Workforce Homes  
 Southside Community Development &  
 Housing Corp.

**ONLINE MEDIA SERVICES**

inRich.com

**PAINTING/PRESSURE WASHING**

Dramatic Changes  
 The Painting Pros

**PHOTOGRAPHY**

Dementi Studio  
 Moments by Maggi Photography

**PRINTING SERVICES**

ProForma Graphics

**PROMOTIONAL ITEMS**

Signs By Tomorrow  
 VATEX America

**PUBLICATIONS**

Chesterfield Observer  
 Coffee News of Chesterfield  
 Harmon Home Magazine  
 Henrico Citizen/T3 Media, LLC  
 Homes & Land Magazine  
 Housetrends Of Richmond  
 Richmond Magazine  
 Richmond Times-Dispatch  
 Style Weekly  
 Virginia Lawyers Weekly

**RADON TESTING**

Radon-Ease, Inc.

**REALTOR® SUPPORT SERVICE**

In Motion for Growth, LLC

**RESTAURANTS**

Morton's The Restaurant  
 Outback Steakhouse

**SECURITY SYSTEMS**

ADT Security Systems

**TAX ROLL MAPPING**

IMapp, Inc.

**TELECOMMUNICATIONS**

Cavalier Business Communications

**TELEVISION STATIONS**

NBC 12  
 WTVR TV CBS 6

**TERMITE/PEST CONTROL**

Hickman's Termite & Pest Control  
 Loyal Termite & Pest Control

**THRIFT STORE**

Diversity Thrift

**TITLE COMPANIES**

Bon Air Title Agency  
 Day Title Services  
 Fidelity National Title Insurance Co.  
 Home Title Insurance  
 Title Works of Virginia, Inc

**TRAVEL AGENCIES**

Cruise Planners, Inc.

**VALET/COURIER SERVICES**

Errands Unlimited

**VOLUNTEER MANAGEMENT**

Hands On Greater Richmond

**WARRANTIES**

2-10 Home Buyers Warranty of VA  
 American Home Shield  
 Old Republic Home Protection Co.

**WEB DESIGN**

Harcalf Agency

**WEB HOSTING**

Hanover Hosting, LLC  
 Richmond.com

**WHOLESALE CLUB**

Costco  
 BJ'S

*The Marketing & Development Team of  
The Richmond Association of REALTORS®  
thanks you for your support.*

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