


2024

ANNUAL SPONSORSHIP OPPORTUNITIES



SACRAMENTO

ASSOCIATION OF REALTORS®



With our Annual Sponsorship program, you're not just enhancing your brand – you're also changing lives. By supporting charity initiatives, you're making a direct difference in communities. Secure your sponsorship today and be a catalyst for meaningful impact. Contact us at sponsorships@sacrealtor.org. Together, let's build a better future.





ELEVATE YOUR IMPACT,
BUILD MEANINGFUL
CONNECTIONS, AND
CREATE LASTING
CHANGE.

Choose from 5 dynamic sponsorship levels with affordable options and flexible quarterly payment plans.



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THE SACRAMENTO ASSOCIATION OF REALTORS® SAR CHARITABLE FOUNDATION



Sacramento Association of REALTORS®
**Charitable
 Foundation Inc.**

The Mission of the SAR Charitable Foundation is to coordinate the activities of Sacramento's real estate professionals in addressing critical housing needs, assisting non-profit organizations to meet other basic needs, and supporting sustainable communities.

The Sacramento Association of REALTORS® Charitable Foundation gives focus and added strength to the Association's tradition of giving back to the community. Sacramento REALTORS® are an extremely generous group, both individually and collectively, and of both their time and money. The many and varied charitable activities of SAR now fall under the Foundation, assuring tax deductibility for contributions.



LEARN MORE



CHARITIES

SAR has a significant history of supporting charities related to shelter and a thriving community. Your donation to the Foundation continues this important work.

What we are about:

- Helping provide shelter through homeownership, affordable housing, housing rehabilitation, and combating homelessness
- Providing a wide range of assistance to under-served families, low-income communities, and at-risk youth
- Developing and preserving livable and sustainable communities

SAR volunteers participate in the spring and fall work days for Rebuilding Together, prepare and serve lunch at Loaves and Fishes, serve coffee and breakfast at the Wellspring Women's Center, clean up the American River Parkway and much more. Foundation volunteers carefully research the charities they support, to determine they are well-run and fit with our priorities.

SAR has regularly been recognized by the Sacramento Business Journal for its charitable efforts, consistently ranking around #12 on the annual corporate philanthropy list.



The Sacramento Association of REALTORS® Charitable Foundation Inc. is a 501(c)(3) charitable organization founded in 2012. Tax ID: 30-0691274

SAR SCHOLARSHIP FOUNDATION

Help Fund Our Future Leaders



The SAR Scholarship Foundation, established in 1966, originally offered annual scholarships ranging from \$100 to \$200, totaling up to \$600 per year. The Foundation has grown significantly, and proudly awarded \$50,000 in scholarships in 2023. Over time, the Foundation has awarded \$900,000 in scholarships to high-achieving high school seniors.

Today, the Scholarship Fund extends its support beyond local California colleges and universities to include high school seniors attending institutions across the United States. Education is a crucial gift for our youth, benefiting both individuals and the community. These scholarship recipients are the future clients, coworkers, and leaders of our community.

The Scholarship Fund is a dedicated committee sponsored by the Association, organizing annual fundraising events, and receiving support from numerous organizations and individuals who generously donate their time, money, goods, and services. SAR members are also encouraged to host their own fundraising events to contribute to the SAR Scholarship Fund.



LEARN MORE

SAR MASTERS CLUB



The purpose of the Sacramento Association of REALTORS® Masters Club is to support the Sacramento Association in providing additional programs and services that enhance the competency, professionalism and productivity of its Members, and to recognize the achievements of top REALTORS® who apply for membership and who have earned a level of excellence in real estate sales.



LEARN MORE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000
PACKAGES AVAILABLE	4	6	8	10	12
2024 MEMBERSHIP DUES					
PREFERRED PARTNER MEMBERSHIPS OR REALTOR® DUES (LOCAL ONLY)	5 NA*	5 NA*	5 2	2 1	2 1
RECOGNITION & PROMOTION					
ADVERTISING AT ALL MAIN MEETINGS FOR THE YEAR	✓	✓	✓	✓	✗
MAIN MEETING SPONSORSHIPS	1	1	✗	✗	✗
ADVERTISING ON HOMEPAGE OF SAR'S WEBSITE FOR THE YEAR	✓	✓	✓	✓	✓
WEEKLY DOCKET ADVERTISING	4	3	2	1	1
SOCIAL MEDIA HIGHLIGHTING COMPANY/PROGRAM	4	3	2	1	1
ANNUAL YPN MIXER RECOGNITION	✓	✓	✗	✗	✗
YPN MIXER SPONSORSHIPS	1	1	✗	✗	✗
HOUSEKEYS PODCAST	SPEAKER/AD	SPEAKER/AD	AD	✗	✗
PROFESSIONAL DEVELOPMENT CLASSES	4	1	1	1	1
FINANCE & PREFERRED PARTNER FORUM	2	✗	✗	✗	✗
EVENT SPONSOR CHOICES					
MASTERS CLUB AWARDS DINNER ■ OR SAR INSTALLATION ■	DIAMOND	PLATINUM	GOLD	GOLD	BRONZE
CRABFEED ■ OR DEI FIRST TIME HOMEBUYER EXPO ■	DIAMOND	PLATINUM	GOLD	SILVER	SILVER
QUES FOR A CAUSE ■ OR YPN GALA ■	DIAMOND	PLATINUM	PLATINUM	SILVER	✗
LAUGHS & LEIS ■ OR YPN TACOS & TRIVIA ■	DIAMOND	PLATINUM	PLATINUM	SILVER	SILVER

*Not available to REALTOR® offices.

QUARTERLY PAYMENT PLANS AVAILABLE

✓ INCLUDED

✗ NOT INCLUDED



**ELEVATE
YOUR BRAND
WITH YEAR
ROUND
BENEFITS**

SPONSOR PACKAGE HIGHLIGHTS

SAR Membership Included. Either a company Preferred Partner membership with 5 representatives, 2 individual Preferred Partner memberships or REALTOR membership for brokerage sponsorships. Preferred Partner representatives may be changed once per seat per year. REALTOR memberships may not be transferred. **D P G S B**

Advertising at all SAR Main Meetings for the year. Company will have logo displayed on signage with a verbal mention at each meeting. **D P G S**

Main Meeting Sponsorship. A 2-minute speaking opportunity at the meeting. Recognition as gift card sponsor and selection of raffle recipient. Table with 2 chairs in the room. **D P**

Advertising on homepage of SAR's website. Company logo with will be displayed on SAR's homepage for the year. **D P G S B**

Advertisements in weekly docket. Recognition is given to company in a number of separate SAR weekly dockets. Email goes out to all SAR membership. **D P G S B**

Social media posts. Company will receive a number of separate social media post (across multiple platforms) that highlights the company or one of its programs. **D P G S B**

Annual YPN Mixer Recognition. Company will be verbally recognized as SAR's Annual Sponsor at all YPN Mixers throughout the year. **D P**

YPN Mixer Sponsor. Company will receive recognition and have a speaking opportunity at one YPN mixer. Company has opportunity to provide materials to be displayed at mixer. **D P**

Housekeys Podcast. Company will be featured as a speaker for one SAR podcast. Podcast may feature leadership at company, program, or industry-related topics. **D P G**

Professional Development Course Sponsorships. Company logo will be displayed at all SAR hosted education courses. Company has opportunity to provide materials to be displayed at each course. **D P G S B**

Finance and Preferred Partner Forum. Company logo displayed at two forums with verbal recognition. Company will have speaking opportunity. **D**



D P G S B Indicates sponsor level included in package highlight.

FEBRUARY EVENT

2024 CANTREE CRABFEED

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND THE DEI FIRST-TIME HOME BUYER EXPO.

DIAMOND - \$3,000 (2 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- VIP tables for you and 9 guests
- Your company logo will adorn your special tables
- Company logo 360 photo booth & signature drink at bar
- Full-page ad in the program
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Company will receive verbal recognition during the dinner with a speaking opportunity.
- Recognition at December Dedication breakfast and/or raffle prize sponsor
- Social media posts and email marketing

PLATINUM - \$2,000 (4 available, priority to SAR Annual Platinum Sponsors)

You will receive the following for your investment:

- 6 tickets to the event
- Your company logo will adorn your special table.
- You will receive a ½ page ad in our dinner program.
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Logo incorporated in décor
- Company will receive verbal recognition during the dinner with a speaking opportunity.
- Social media posts and email marketing

GOLD - \$1,500 (8 available, priority to SAR Annual Gold Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- You will receive a ¼-page ad in the program
- A silent auction item will be listed in your name
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Company will receive verbal recognition during the dinner.
- Social media posts and email marketing

SILVER - \$750 (15 available, priority to SAR Annual Silver/Bronze Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- You will receive a ¼-page ad in the program
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Company will receive verbal recognition during the dinner.
- Social media posts and email marketing.

OTHER OPPORTUNITIES

- Ad Sponsor - \$250 (Unlimited)
¼ page ad in the program
- Raffle prize (value higher than \$50)
Attach business card or marketing materials to raffle prize.

Sponsorship deadline: January 15th

APRIL EVENT

2024 DIVERSITY, EQUITY & INCLUSION**FIRST-TIME HOME BUYER EXPO**

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND CANTREE CRABFEED

DIAMOND - \$3,000 (3 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 6 tickets to the event
- Speaking opportunities during the event
- Full-page ad in the program
- Priority Vendor booth
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the event
- Company will receive verbal recognition during the event with a speaking opportunity.
- Social media posts and email marketing

PLATINUM - \$2,000 (4 available, priority to SAR Annual Platinum Sponsors)

You will receive the following for your investment:

- 6 tickets to the event
- Vendor booth
- You will receive a ½ page ad in the program.
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the event
- Company will receive verbal recognition during the event
- Social media posts and email marketing

GOLD - \$1,500 (8 available, priority to SAR Annual Gold Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- Vendor booth
- You will receive a ¼-page ad in the program
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Company will receive verbal recognition during the dinner.
- Social media posts and email marketing.

SILVER - \$750 (15 available, priority to SAR Annual Silver/Bronze Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- You will receive a ¼-page ad in the program
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as on the Sponsor Thank you page in the program.
- Company will receive verbal recognition during the dinner.
- Social media posts and email marketing.

BE THE DIFFERENCE, SPONSOR CHANGE.

Sponsorship deadline: March 8th

JUNE EVENT

2024 TACOS & TRIVIA

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND THE LAUGHS & LEIS COMEDY SHOW.

DIAMOND - \$1,250 (4 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 6 tickets to the event (1 team) plus 6 drink tickets
- Vendor booth during the event with choice of location
- Speaking opportunity during the event
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening
- Your company will receive verbal recognition during the event.
- Social media posts and email marketing

PLATINUM - \$750 (8 available, priority to SAR Annual Platinum/Gold Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- Vendor booth during the event
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the event
- Your company will receive verbal recognition during the event.
- Social media posts and email marketing

SILVER - \$400 (14 available, priority to SAR Annual Silver/Bronze Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- Your company will receive verbal recognition during the event.
- Social media posts and email marketing

Sponsorship deadline: June 1st

AUGUST EVENT

2024 LAUGHS & LEIS COMEDY SHOW

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND THE YPN TACOS & TRIVIA.

DIAMOND - \$1,250 (4 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 8 tickets to the event with a VIP table
- 8 drink tickets
- Full-page ad in the program
- Company logo displayed on step & repeat/photo booth
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as the Sponsor Thank You page in the program
- Speaking opportunity during the event
- Your company will receive verbal recognition during the event.
- Social media posts and email marketing

PLATINUM - \$750 (8 available, priority to SAR Annual Platinum/Gold Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- 4 drink tickets
- ½ page ad in the program
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as the Sponsor Thank You page in the program
- Your company will receive verbal recognition during the event.
- Social media posts and email marketing

SILVER - \$400 (14 available, priority to SAR Annual Silver/Bronze Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- 2 drink tickets
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening as well as the Sponsor Thank You page in the program
- Your company will receive verbal recognition during the dinner.
- Social media posts and email marketing

2024 MASTERS CLUB AWARDS CELEBRATION

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND THE OFFICER & DIRECTOR INSTALLATION.

DIAMOND - \$3,000 (3 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 4 tickets to the event
- Logo on champagne wall/step & repeat
- Full-page ad in the program
- Company logo in program, signage and on each table
- Speaking opportunity during the event
- Social media post and email marketing

PLATINUM - \$2,000 (4 available, priority to SAR Annual Platinum Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- Choice as recognition as bar or photo booth sponsor
- ½ page ad in the program
- Verbal recognition during the program
- Logo in program and signage
- Social media post and email marketing

GOLD - \$1,250 (10 available, priority to SAR Annual Gold/Silver Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- ¼ page ad in the program
- Logo in program and signage
- Social media posts and email marketing

BRONZE - \$750 (15 available, priority to SAR Annual Bronze Sponsors)

You will receive the following for your investment:

- 2 tickets to the event
- Logo in program and slideshow
- Social media posts and email marketing



Sponsorship deadline: March 15th

2024 OFFICER & DIRECTOR INSTALLATION

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND THE OFFICER & DIRECTOR INSTALLATION.

JANUARY 17TH FROM 6:00-10:00PM

**SACRAMENTO MEMORIAL AUDITORIUM
1515 J ST., SACRAMENTO CA 95814**

DIAMOND - \$3,000 (3 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 4 tickets to the event
- Full-page ad in the program
- Company logo in program, signage and on each table
- Speaking opportunity during the event
- Logo on Step & Repeat
- Social media post and email marketing

PLATINUM - \$2,000 (4 available, priority to SAR Annual Platinum Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- ½ page ad in the program
- Verbal recognition during the program
- Logo in program and signage
- Social media post and email marketing

GOLD - \$1,250 (10 available, priority to SAR Annual Gold/Silver Sponsors)

You will receive the following for your investment:

- 4 tickets to the event
- ¼ page ad in the program
- Logo in program and signage
- Social media posts and email marketing

BRONZE - \$750 (15 available, priority to SAR Annual Bronze Sponsors)

- You will receive the following for your investment:
- 2 tickets to the event
- Logo in program and slideshow
- Social media posts and email marketing

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**BE THE DIFFERENCE, SPONSOR CHANGE.
DREAMS, TRANSFORM LIVES TOGETHER.**

2024 OFFICER & DIRECTOR INSTALLATION

CENTERPIECE/DECOR - \$2,500

- 4 tickets to the event
- Company logo all Centerpieces
- Verbal recognition during the event
- Social media post and email marketing

BAR SPONSOR DURING COCKTAIL HOUR - \$2,000

- 4 tickets to the event
- Company logo at bar stations
- Verbal recognition during the event
- Social media post and email marketing

DJ & LIGHTING - \$1,500

- 4 tickets to the event
- Verbal recognition during the event
- Social media post and email marketing

COAT CHECK-IN - \$750

- 2 tickets to the event
- Social media post and email marketing

NOVEMBER EVENT

2024 YPN GALA

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND 'QUES FOR A CAUSE.

DIAMOND - \$1,500 (4 available, priority to SAR Annual Diamond Sponsors)

You will receive the following for your investment:

- VIP Booth with bottle service
- 6 tickets to the event
- Access to VIP only area bar
- Your company logo throughout the event on signage, presentations, step & repeat
- Speaking opportunity for your company during the event
- Your company will receive verbal recognition during the event
- Social Media posts and email marketing.

PLATINUM - \$1,000 (6 available, priority to SAR Annual Platinum Sponsors)

You will receive the following for your investment:

- Seating in VIP area
- 4 tickets to the event
- Access to VIP only area bar
- Your company logo throughout the event on signage, presentations, step & repeat
- Your company will receive verbal recognition during the event
- Social Media posts and email marketing.

SILVER - \$500 (15 Sponsors at this level)

You will receive the following for your investment:

- 2 tickets to the event
- 4 drink tickets
- Company logo will be prominently displayed on sponsor recognition signage, screens throughout the evening
- Your company will receive verbal recognition during the event

ANNUAL

2024 YPN ANNUAL SPONSORSHIP

(Available only if not reserved by SAR Annual Sponsorship)

DIAMOND - \$1,500 (10 available, priority to SAR Annual Diamond/Platinum Sponsors)

You will receive the following for your investment:

- Your company logo featured prominently on all YPN promo, social media posts and event marketing for the year
- Verbal recognition, opportunity to speak & display your banner at every event
- Vendor table at Taco's & Trivia
- Two tickets to YPN Annual Gala

Last date to sponsor: December 8th

SEPTEMBER EVENT

2024 CHARITABLE FOUNDATION 'QUES FOR A CAUSE

ANNUAL SPONSORS CHOOSE BETWEEN THIS EVENT AND YPN GALA.

DIAMOND - \$1,500 (4 available, priority to SAR Annual Diamond Sponsor)

You will receive the following for your investment:

- 6 entry tickets
- 6 drink tickets
- Vendor table
- Speaking opportunity during the event
- Your company logo will be displayed on signage
- Verbal recognition during event
- Social media posts and email marketing

PLATINUM - \$1,000 (8 available, priority to SAR Annual Platinum/Gold Sponsors)

You will receive the following for your investment:

- 4 event tickets
- 4 drink tickets
- Your company logo will be displayed on signage
- Verbal recognition during event
- Social media posts and email marketing

SILVER - \$500 (20 available, priority to SAR Annual Silver/Bronze Sponsors)

You will receive the following for your investment:

- 2 entry tickets
- Verbal recognition during the program



Sponsorship deadline: September 1st

OCTOBER EVENT

2024 MASTERS CLUB GOLF TOURNAMENT

NOT INCLUDED IN ANNUAL PACKAGE

DIAMOND - \$4,000 (*Exclusive Sponsorship*)

You will receive the following for your investment:

- Foursome entry to the Golf Tournament
- Company name and logo on signage
- Full page ad in program
- Company logo on event webpage
- Recognition during winner presentation
- Promo material in gift bags
- 6 tickets to the MC Breakfast
- Media coverage during event promotion
- Company representative to present proceeds to charities at MC Breakfast
- 6' table and chairs at check-in with promo material food or drink
- Tee Sponsorship included
- Tee/Green custom sign

PLATINUM - \$3,000

You will receive the following for your investment:

- Foursome entry to the Golf Tournament
- Company name and logo on signage
- ½ page ad in program
- Company logo on webpage
- Recognition during winner presentation
- Promo material in gift bags
- 2 tickets to the MC Breakfast
- Tee sponsorship included

GOLD - \$1,500

You will receive the following for your investment:

- 2 golfer entries to the Golf Tournament
- Company name and logo on signage
- Company logo on webpage
- Recognition during winner presentation
- Promo material in gift bags
- 2 tickets to the MC Breakfast
- Practice range, specialist drink, check-in sponsor or photo booth sponsorship included

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**ANNUAL SPONSORS RECEIVE A 20%
DISCOUNT ON 2024 MASTERS CLUB GOLF
TOURNAMENT SPONSOR PACKAGES.**

Sponsorship deadline: September 1st

2024 MASTERS CLUB GOLF TOURNAMENT

SILVER - \$775

You will receive the following for your investment:

- Hot Dog sponsorship included
- Company name and logo on signage
- Company logo on webpage
- Recognition during winner presentation
- Promo material in gift bags
- 2 tickets to the MC Breakfast

HOLE SPONSOR - \$525 *(13 available)*

You will receive the following for your investment:

- Tee sponsorship included
- Company name and logo on signage
- Company logo on webpage
- Recognition during winner presentation
- Promo material in gift bags
- 2 tickets to the MC Breakfast

BEVERAGE CART SPONSOR - \$750

You will receive the following for your investment:

- Use of golf cart throughout the day to hand out beverages and mingle with players anywhere on the course
- Decorate your golf cart to be entered to win Best Decorated Cart
- Receive unlimited beverages to hand out to players throughout the day
- Have your company name or logo displayed in Tournament program
- Have your company logo on tournament webpage with your link to your company website
- Be recognized during the Winners Presentation

CONTEST TEE SPONSOR - \$625 *(5 available)*

You will receive the following for your investment:

- 4-color, 18"x24" customized sign with your company name, to be placed at the tee, a 6' table and 2 chairs
- Company logo displayed in Tournament program, company logo on Tournament webpage with link to your company website.
- You may serve food and/or beverages, as well as hand-out marketing material or gift items to all participants throughout the day

REALTOR® OFFICE SPONSOR - \$1000 *(Unlimited sponsorships available at this level.)*

You will receive the following for your investment:

- Foursome entry to the Golf Tournament
- Company name and logo on signage
- ¼ page ad in program
- Company logo on webpage
- Recognition during winner presentation

MARCH EVENT

2024 SHAMROCK SHUFFLE

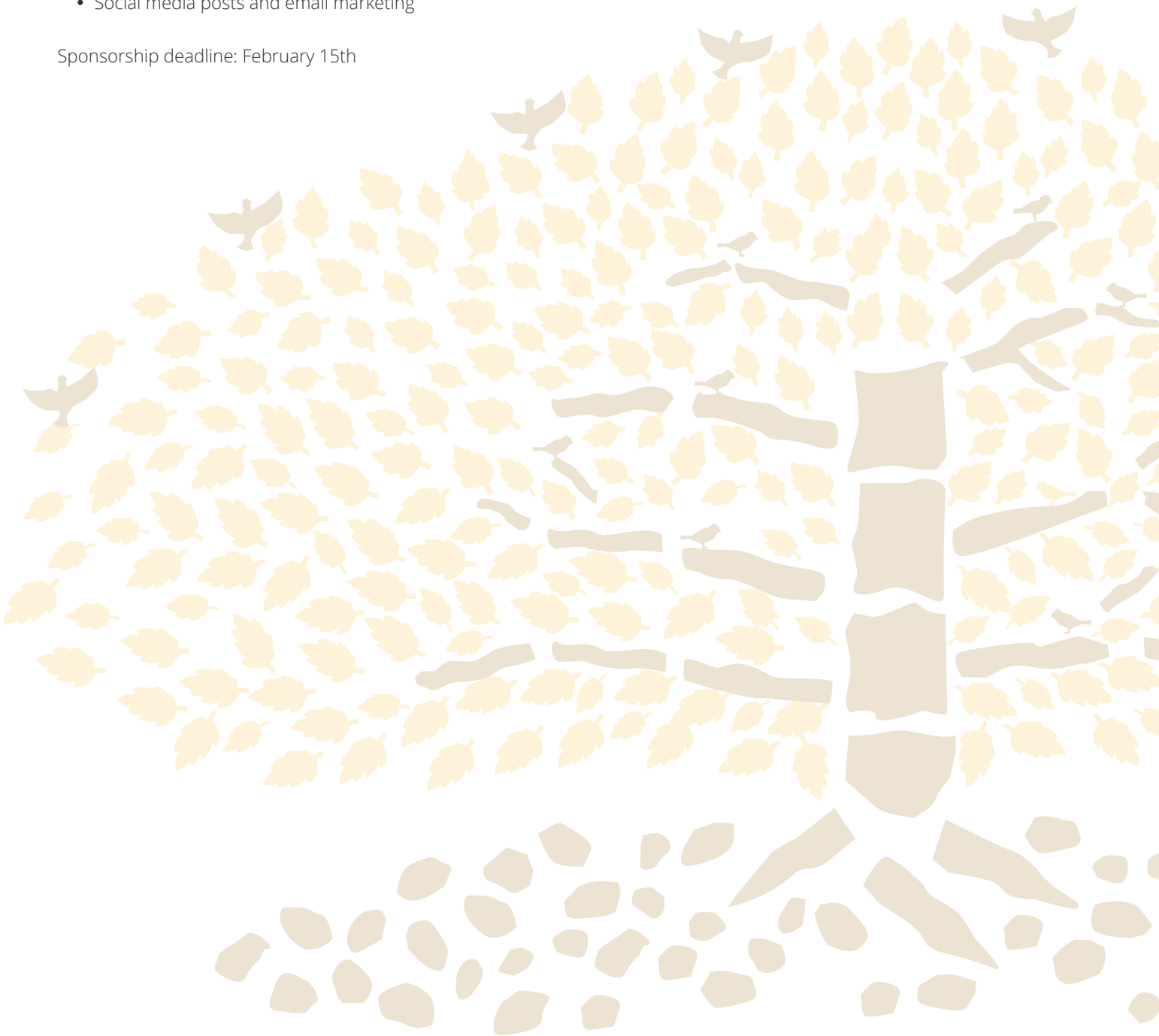
NOT INCLUDED IN ANNUAL PACKAGE

T-SHIRT SPONSOR - \$350

You will receive the following for your investment:

- Logo on the back of participant running t-shirts
- Opportunity to place swag and/or marketing materials in the runner swag bags
- Social media posts and email marketing

Sponsorship deadline: February 15th





CONTACT US

If you are interested in becoming an Annual Sponsor or have general questions, please contact us at the phone number or email address listed below.



2003 Howe Avenue
Sacramento, CA 95825



Tel: (916) 922-7711



sponsorships@sacrealtor.org
<https://sacrealtor.org>

