



SAINT PAUL AREA ASSOCIATION OF REALTORS®

2021 ENGAGEMENT & SPONSORSHIP OPPORTUNITIES

"The value of a sponsorship comes from the relationships it facilitates."

(nar.realtor, 2017)



The Saint Paul Area Association of REALTORS® (SPAAR) was founded in 1886, and has grown to more than 7,500 members who live and work in the Greater Twin Cities area of Minnesota and Western Wisconsin. For more than 130 years, SPAAR has been dedicated to promoting the dream of homeownership with the highest level of professionalism and integrity through the four pillars: Professionalism, Advocacy, Community Outreach, Communication.

BETTER AGENTS.

The Association serves as a resource to its members, providing education through easily accessible, highly valuable and fairly priced educational opportunities, either through live or on-line courses. We offer relevant educational programs, which will enhance the members' ability to conduct their businesses in an ethical and professional manner. We will promote and participate in the National Association of REALTORS® REP (REALTORS® Excellence Program) that will enhance the quality of services offered to buyers and sellers.

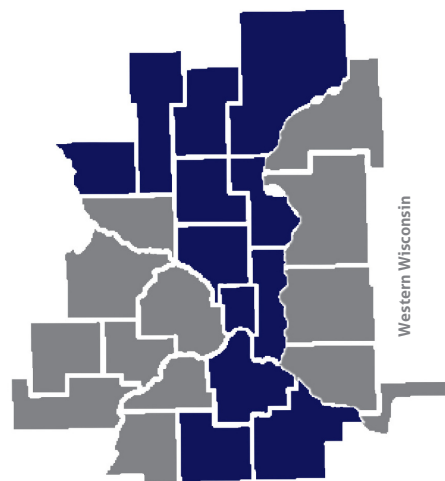
BETTER COMMUNITIES.

The Association coordinates and promotes community service programs to engage members and to create a positive impact in our communities. In 2013, SPAAR created the Community Engagement Award to honor a member, who goes above and beyond just involvement in various community groups and projects. In 2018, SPAAR had the opportunity to donate funds to Rondo Avenue, Inc. for the creation of the future Rondo Museum, and partnered with Meals From the Heart and the community to pack over 250,000 meals for local neighbors in need during the Side by Side event.

BETTER ENGAGEMENT.

Better Agents, Better Communities drives the work and activities of the Saint Paul Area Association of REALTORS® (SPAAR), which is why SPAAR offers a rich variety of advocacy and community engagement options each year. 2020 was met with unusual circumstance and was anything but a typical year of events. The disruption in normality allowed for SPAAR to reflect and shift focus; to brainstorm and create a new normal for its members while still providing service and opportunities for its members to advocate, engage, and grow their business. In 2019, with your gracious support, SPAAR members were a part of a plethora of events and activities that both improved the lives of members, but also the communities where they live and work.

What does a year of SPAAR events and education look like? Many opportunities throughout the year at a number of varying events for sponsorship that include opportunities for media exposure, networking, face-to-face presentations, and more, subject to MN Department of Commerce regulations. Sponsorship details are subject to change. Contact Kristin Parker at kparker@spaar.com for more information or to secure your sponsorship.



SPAAR Jurisdiction Area

CONTACT US.

Saint Paul Area Association of REALTORS®
 325 Roselawn Avenue East, Saint Paul MN 55117
 Phone: (651) 770-6000 | spaar@spaar.com

Sponsorship Inquiries can be directed to
 Kristin Parker, Education & Events Director
 Phone: (763) 489-3303 | kparker@spaar.com

SPAAR BY THE NUMBERS: 2019/2020

MORE THAN **7,500** MEMBERS

- 8** standing committees
- 9** task force subcommittees & workgroups
- 2** charitable organizations
- 1** board of directors

MEMBER DRIVEN

 MORE THAN **2,750** VOLUNTEER HOURS

 **181** classes
 95% offered FREE!
 5,178 attendees

27 SPAAR SQUAD office visits
6 City/County Programs

OUR REACH

5130

TOTAL FOLLOWERS ON ALL CHANNELS:
 Facebook, Instagram, Twitter, LinkedIn



A YEAR OF OPPORTUNITY.

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SPAAR Winter Social
Cheers for Charity
Wine & Dine Experience

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Fair Housing Month Event
Volunteer Recognition Luncheon
Annual Dresser Build
SPAAR Hero
Toys for Joy
REALTORS® Charitable Foundation

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Thank You
 for your generosity and support.

SPAAR PREMIER SPONSOR

Annual Sponsorship Package

Limit: 3
\$6,000
\$7,290 Value

ANNUAL MEMBER EVENTS

SPAAR Winter Social - Reception Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Full-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com
- 2 complimentary event tickets.

Cheers for Charity - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - display varies based on venue
- 2 complimentary event tickets

Wine & Dine Experience - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed on tables
- 2 complimentary event tickets

COMMUNICATION BENEFITS

SPAAR Weekly E-Newsletter

- Company name/logo listed as Premier Sponsor on weekly electronic newsletter to members (one full year included)

SPAAR Social Media

- Company name/logo listed on biannual recognition "Thank You" post on SPAAR's social media platforms

SPAAR Website - Statistics Page Ad

- Company name/logo listed on Statistics page as sponsor (three months included)

SPAAR Lobby TV/Video

- Company name/logo listed as Premier Sponsor on SPAAR's lobby televisions

Better & Better Podcast - Episode Sponsor

- Company recognition as sponsor of episode (three episodes included)

PROFESSIONAL DEVELOPMENT & YPN

SPAAR Community Campus

- Company name/logo listed as sponsor on Campus Home page (three months included)

Metro YPN Kick Off

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity

Metro YPN Summer Social

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets
- Networking opportunity

Good Morning YPN! (6 sessions)

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 5 minute networking/presentation at the start of the program (1 in-person session only)
- Video included on Sponsor page of SPAAR Community Campus program module (all 6 sessions)

COMMUNITY OUTREACH

Spring & Fall Art Crawl - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity and brief introduction

Volunteer Recognition Luncheon - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

Annual Dresser Build - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

SPAAR SIGNATURE SPONSOR

Annual Sponsorship Package

Limit: 4
\$3,000
\$3,790 Value

ANNUAL MEMBER EVENTS

SPAAR Winter Social - Valet Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Full-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com
- 2 complimentary event tickets.

Cheers for Charity - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - display varies based on venue
- 2 complimentary event tickets

Wine & Dine Experience - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed on tables
- 2 complimentary event tickets

COMMUNICATION BENEFITS

SPAAR Social Media

- Company name/logo listed on biannual recognition "Thank You" post on SPAAR's social media platforms

SPAAR Website - Statistics Page Ad

- Company name/logo listed on Statistics page as sponsor (three months included)

Better & Better Podcast - Episode Sponsor

- Company recognition as sponsor of episode (three episodes included)

PROFESSIONAL DEVELOPMENT & YPN

SPAAR Community Campus

- Company name/logo listed as sponsor on Campus Home page (three months included)

Metro YPN Kick Off

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity

Metro YPN Summer Social

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets
- Networking opportunity

COMMUNITY OUTREACH

Fair Housing Month Event - Hosting Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets
- Networking opportunity during lunch

Volunteer Recognition Luncheon - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

COMMUNITY SPOTLIGHT SPONSOR

Annual Sponsorship Package

Limit: 5
\$2,500
\$3,040 Value

ANNUAL MEMBER EVENTS

Cheers for Charity - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - display varies based on venue
- 2 complimentary event tickets

Wine & Dine Experience - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed on tables
- 2 complimentary event tickets

COMMUNICATION BENEFITS

SPAAR Social Media

- Company name/logo listed on biannual recognition "Thank You" post on SPAAR's social media platforms

PROFESSIONAL DEVELOPMENT & YPN

SPAAR Community Campus

- Company name/logo listed as sponsor on Campus Home page (three months included)

COMMUNITY OUTREACH

Spring & Fall Art Crawl - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity and brief introduction

Fair Housing Month Event - Hosting Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets
- Networking opportunity during lunch

Volunteer Recognition Luncheon - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

Annual Dresser Build - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

PROFESSIONAL SPOTLIGHT SPONSOR
Annual Sponsorship Package

Limit: 5
\$1,500
\$1,790 Value

COMMUNICATION BENEFITS

SPAAR Social Media

- *Company name/logo listed on biannual recognition "Thank You" post on SPAAR's social media platforms*

SPAAR Website - Statistics Page Ad

- *Company name/logo listed on Statistics page as sponsor (three months included)*

Better & Better Podcast - Episode Sponsor

- *Company recognition as sponsor of episode (three episodes included)*

PROFESSIONAL DEVELOPMENT & YPN

SPAAR Community Campus

- *Company name/logo listed as sponsor on Campus Home page (three months included)*

Metro YPN Kick Off

- *Company name/logo listed on select event marketing media including print & online; Recognition at the event.*
- *Networking opportunity*

Metro YPN Summer Social

- *Company name/logo listed on select event marketing media including print & online; Recognition at the event.*
- *2 complimentary event tickets*
- *Networking opportunity*

Good Morning YPN! (6 sessions)

- *Company name/logo listed on select event marketing media including print & online; Recognition at the event.*
- *5 minute networking/presentation at the start of the program (1 in-person session only)*
- *Video included on Sponsor page of SPAAR Community Campus program module (all 6 sessions)*

BUILD YOUR OWN PACKAGE

Annual Sponsorship Package

Limit: 5
\$1,500
\$2,040 Value

ANNUAL MEMBER EVENTS

CHOOSE ONE to include in your sponsorship package:

Cheers for Charity - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - display varies based on venue
- 2 complimentary event tickets

Wine & Dine Experience - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed on tables
- 2 complimentary event tickets

COMMUNICATION BENEFITS

CHOOSE ONE to include in your sponsorship package:

SPAAR Website - Statistics Page Ad

- Company name/logo listed on Statistics page as sponsor (three months included)

Better & Better Podcast - Episode Sponsor

- Company recognition as sponsor of episode (three episodes included)

Also included:

SPAAR Social Media (included)

- Company name/logo listed on biannual recognition "Thank You" post on SPAAR's social media platforms

PROFESSIONAL DEVELOPMENT & YPN

CHOOSE ONE to include in your sponsorship package:

Metro YPN Kick Off

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity

Metro YPN Summer Social

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets
- Networking opportunity

Good Morning YPN! (6 sessions)

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 5 minute networking/presentation at the start of the program (1 in-person session only)
- Video included on Sponsor page of SPAAR Community Campus program module (all 6 sessions)

Also included:

SPAAR Community Campus (included)

- Company name/logo listed as sponsor on Campus Home page (three months included)

COMMUNITY OUTREACH

CHOOSE TWO to include in your sponsorship package:

Spring Art Crawl - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity and brief introduction

Fall Art Crawl - Event Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity and brief introduction

Volunteer Recognition Luncheon - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

Annual Dresser Build - Lunch Sponsor

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch

SPAAR WINTER SOCIAL

The start of the new year, fresh with cold and snow, is when SPAAR members gather for a memorable evening of connecting with fellow REALTORS® and installing new Association leadership. Held at the Saint Paul Hotel, the 2020 Inauguration was a night to remember with more than 200 people in attendance.

2021 will bring a unique event for the installation ceremony of the new Leadership and Board of Directors members. In following the safety guidelines, a large gathering in person is something we will creatively shift to a virtual environment.

Planning has begun to swear in our officers and board members at the SPAAR location in Saint Paul in January with only an online audience present. A celebratory event will be planned for later in the spring or summer in place of the Winter Social event, as safety guidelines permit.

Reception Sponsor **\$500**

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Full-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com
- 2 complimentary event tickets.

Valet Sponsor **\$500**

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets.

Program Insert **\$1,000**

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Half-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com
- 2 complimentary event tickets.

**Sponsorship options and inclusions are subject to change based on event planning availability.*



CHEERS FOR CHARITY

Each year, the Affiliate Committee hosts a casual networking fundraiser event at a local brewery. Attendees are encouraged to network and join in a fun raffle for a chance to win a gift-card prize pack. In 2019, five prize packs worth approximately \$100 each were won.

All proceeds after expenses benefit a chosen non-profit charity chosen by the SPAAR Affiliate Committee.

Event Sponsor

\$500

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - varies based on venue
- 2 complimentary event tickets.

Beverage Sponsor

\$750

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed at bar area- varies based on venue
- Company name/logo on branded souvenir beer pub glasses
- 2 complimentary event tickets.

Raffle Sponsor

\$1,000

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed at raffle area- varies based on venue
- 2 complimentary event tickets.



WINE & DINE EXPERIENCE

The annual Wine & Dine Experience is a unique wine tasting event pairing hand-picked fine wines with multiple courses of gourmet food samples. Organized by SPAAR's Affiliate Committee, it is the most delicious night of the year.

It takes place each October with the warmth and comfort of the elegant Town and Country Club in St. Paul near the river valley. Filled with savory eats, fine wines and great company, this is one night you won't want to miss.

All proceeds after expenses benefit a chosen non-profit charity chosen by the SPAAR Affiliate Committee.

Event Sponsor

\$500

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - varies based on venue
- 2 complimentary event tickets.

Networking Sponsor

\$750

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed at bar area- varies based on venue
- Company name/logo on branded souvenir beer pub glasses
- 2 complimentary event tickets.

Wine Glass Sponsor

\$1,000

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed at raffle area- varies based on venue
- 2 complimentary event tickets.

Wine Pull Sponsor

\$1,000

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed at raffle area- varies based on venue
- 2 complimentary event tickets.

*Sponsorship options and inclusions are subject to change based on event planning availability.

SPAAR ELECTRONIC NEWSLETTER

This affordable and effective marketing opportunity provides the ability to reach your target audience by advertising in SPAAR's weekly eNews, which is delivered every Monday to a list of more than 7,000 REALTOR® & Affiliate members.

Advertisers must agree to comply with all of the conditions of the advertising contract. See SPAAR Advertising Contract for complete terms and conditions.

Questions? Contact Jennifer Kovacich, Communications Director at SPAAR, at jkovacich@spaar.com.



SPAAR WEBSITE

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**Sponsorship options and inclusions are subject to change based on event planning availability.*





SPAAR SOCIAL MEDIA

This affordable and effective marketing opportunity provides the ability to reach your target audience by advertising on SPAAR’s social media channels, which are followed by more than 5,000 REALTOR® & Affiliate members.

Advertisers must agree to comply with all of the conditions of the advertising contract. See SPAAR Advertising Contract for complete terms and conditions.

Questions? Contact Luke Fleck, Media & Marketing Manager at SPAAR, at lfeck@spaar.com.



-  @SPAARFB
-  @spaar_realtor
-  [Linkedin.com/company/spaar](https://www.linkedin.com/company/spaar)
-  @spaar_ga



BETTER & BETTER PODCAST

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**Sponsorship options and inclusions are subject to change based on event planning availability.*

TOASTMASTERS CHAPTER

Officially launched on January 15, 2019, SPAAR has begun its own chapter to help members enhance their speaking fluency, master running an effective meeting and provide a non-threatening practice environment where members evaluate and are evaluated by their peers.

SPAAR Toastmasters meeting are held the first and third Tuesdays of each month from 1-2pm. Members are welcome to bring their own lunch at 12:30pm and network until the meeting begins).

For more information, contact Jennifer Kovacich at jkovacich@spaar.com.

What is Toastmasters?

Toastmasters is an international organization that has clubs all over the world where people of all ages, professions, backgrounds and skill levels get together to meet, practice speaking, and learn from one another. Toastmasters help build confidence and mastery where speaking may be a critical component.

Chapter Sponsor

\$150

- Complimentary name shared when Toastmasters is advertised to members.
- Company name/logo to appear on materials used at chapter meetings.
- Company name/logo displayed on welcome table/screen at chapter meetings.
- 1 complimentary six-month membership (an individual's name will need to be provided)



“

It's a great benefit to be in a specialized group with like-minded industry members who have the same goals of fine-tuning our speaking skills."

- CINDY KOEBELE

”

**Sponsorship options and inclusions are subject to change based on event planning availability.*

SPAAR COMMUNITY CAMPUS

In 2020, SPAAR launched its online virtual campus. A central location for members to register and attend live education classes, committee meetings, or even networking forums and events - from anywhere!

For more information about the Campus, or sponsoring an individual program/event, contact Kristin Parker, Education & Events Director at SPAAR, at kparker@spaar.com.

Campus Sponsor

\$500 / quarter

- Company name/logo listed as sponsor on Campus home page

Individual Program/Event Sponsor

\$50+

- Sponsorships are only available within individual programs and events that do not include Continuing Education (CE) credits, as in coordination with MN DOC regulations.



COMMUNITY ♦ CAMPUS

SAINT PAUL AREA ASSOCIATION OF REALTORS®



NEW MEMBER ORIENTATION

Orientation is required of all new REALTOR® members and must be completed within 90 days of joining the Association. Each month, approximately 40-55 new members come to SPAAR to learn about the Association, their membership, and other valuable resources they can use in their business.

Classes are all day, two consecutive days per month - on the third Wednesday and Thursday. Affiliate sponsors typically bring breakfast snacks in the mornings, and can network with all of the new members during that time. There is no charge to participate. Branded items (e.g., pens with your logo) cannot be present in the CE classes.

Contact Kristin for more information at kparker@spaar.com.

Event Sponsor

FREE - MEMBERS ONLY

- 1 Table to set up an information display in hallway outside classroom.
- Promotional branded items are allowed, provided they can be put away (out of sight) by students during the CE portions of the day's class.
- Breakfast/snacks (bagels, donuts, fruit, bars, etc.) are allowed.
- Up to 5-min introduction/talk time prior to orientation begin time.



**Sponsorship options and inclusions are subject to change based on event planning availability.*

METRO YPN - YEAR KICK OFF

Improving young REALTORS® through self development training helps increase our industry's professionalism. Metro YPN focuses on developing the skill sets of young REALTORS® to improve and promote long-lasting career habits, creating a unified voice for their future in the real estate industry, improving the community in which REALTORS® live and work while building a quality reputation in the profession, and networking with young REALTORS® to create quality business relationships.

Event Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Company name/logo displayed throughout - varies based on venue
- Networking Opportunity with YPN members (REALTORS® & Affiliates)



METRO YPN - SUMMER SOCIAL

The Twin Cities Metro Area likes its sports and Metro YPN makes it easy for members to take in a sporting event with friends and family. Whether it's a night spent watching baseball or soccer, it's a great opportunity to get SPAAR members thinking about your business as they cheer their favorite team to victory.

Event Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets.
- Networking Opportunity with YPN members (REALTORS® & Affiliates)



**Sponsorship options and inclusions are subject to change based on event planning availability.*

GOOD MORNING YPN!

Six times per year, Metro YPN hosts a morning for all SPAAR members to gather in-person and virtually. Whether it's socializing with old friends over breakfast or networking with other members and affiliates, this event provides the opportunity for members to learn new industry trends and expand their knowledge skills to better themselves and their business.



Program Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 5 min networking/presentation at the start of the program (1 in-person session only)
- Video included on Sponsor page of SPAAR Community Campus program module (all 6 sessions). Recommended video length: 1-3 mins.
- Networking Opportunity with YPN members (REALTORS® & Affiliates)



About Metro YPN.

YPN helps young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

- REALTOR® Associations. Attend REALTOR® conferences and pursue leadership roles with their local, state and national Associations.
- Real estate industry. Take an active role in policy discussions and advocacy issues; be informed about the latest industry news and trends.
- Peers. Network and learn from one another by attending events, participating in online communication and seeking out mentoring opportunities.
- Community. Become exceptional members of their community by demonstrating a high level of REALTOR® professionalism and volunteering for causes they feel passionate about.

**Sponsorship options and inclusions are subject to change based on event planning availability.*

SPAAR HERO

SPAAR Hero is the volunteer recognition project brought to you by SPAAR's Community Engagement Committee.

Each month, a SPAAR member or member team will be recognized for their community involvement. The recipient will be profiled in the weekly eNews and on spaar.com and receive a check for \$250 for the nonprofit or cause the recipient supports.

SPAAR Hero recognizes members' community engagement. The goal is to shine a light on the many, many good things REALTORS® are doing in the community. SPAAR Hero is also an opportunity to draw attention to nonprofits that are making a difference by impacting lives.

Nominate someone you believe fulfills the role of SPAAR Hero. Nominations (self-nominations are welcome!) may be sent to jmckinley@spaar.com.

Monthly Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Photo opportunity with recipient for check presentation

Annual Sponsor

\$2,500

- Company name/logo listed on select event marketing media including print & online
- Photo opportunity with recipient for check presentations



**Sponsorship options and inclusions are subject to change based on event planning availability.*

Two networking events are planned to coincide with the spring and fall Art Crawls in downtown Saint Paul. Members will be invited to join the Art Crawl and come together at a designated meet-up spot for beverages (cash bar) and hors d'oeuvres. Networking events will be co-hosted by area specialty real estate organizations (AREAA, NAREB, NAHREP, VAREP and successor organization to NAGLREP).

SPRING ART CRAWL

Event Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Networking opportunity and brief introduction

FALL ART CRAWL

Event Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Networking opportunity and brief introduction



FAIR HOUSING MONTH EVENT

In recognition of Fair Housing Month, SPAAR's Diversity Committee has reserved a block of tickets to the (date TBD) performance of Not for Sale! This play tells the story of a REALTOR® who helped black families become homeowners in the 1950's and 60's in the Twin Cities... and how this impacted his business. The playwright, daughter of the main character, has been invited to join SPAAR for a pre-performance wine & cheese reception.

Hosting Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Networking opportunity and brief introduction
- 2 complimentary performance tickets

MN History Theatre production of Not For Sale!



**Sponsorship options and inclusions are subject to change based on event planning availability.*

VOLUNTEER RECOGNITION LUNCHEON

A new tradition at SPAAR, this social (and networking) event will celebrate members who volunteer. The event will feature community partners with information about opportunities to give back in 2021. This fun event will include lunch, games and a drawing for a fabulous prize. Your sponsorship will be recognized with event signs/tabletops.

Lunch Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Company name/logo displayed at lunch tables
- Networking opportunity and brief introduction



ANNUAL DRESSER BUILD

Each year, the Community Engagement Committee hosts an annual community service project challenge: Dresser Build with Bridging. SPAAR members come together to build dressers for Bridging's inventory that helps to assist families from our local communities in transition to a fresh start! A friendly competition typically ensues, but the real winners are Bridging and those families in need. No charge to participate.

Event Sponsor

\$250

- Company name/logo listed on select event marketing media including print & online
- Company name/logo displayed at lunch tables
- Networking opportunity and brief introduction



**Sponsorship options and inclusions are subject to change based on event planning availability.*

REALTORS® CHARITABLE FOUNDATION

The REALTORS® Charitable Foundation, affiliated with the Saint Paul Area Association of REALTORS®, works to improve the quality of life within communities where our members live and work.

Established in 1988.

Since 1988, the REALTORS® Charitable Foundation has made a difference by awarding more than \$450,000 in community grants to organizations within our service area and another \$60,000 in scholarships to students who are part of our member families.

Sponsorship Opportunities.

To get involved, learn more about the Foundation, its fundraising activities, or how to support the REALTORS® Charitable Foundation efforts through a tax deductible contribution, please contact John Fridlington at JFridlington@spaar.com.



TOYS FOR JOY

Established in 1986.

It started by collecting toys for the "Christmas Committee" of Anoka, MN and helping with distribution. The Christmas Committee's responsibility was to provide food for those in need during the Holiday. There are countless numbers of volunteers from churches, clubs and individuals that were involved with that task and challenges every year with required paper work, collection of donated food and organization of the actual distribution of gifts and food. Association members soon realized that the number of gift items collected were not sufficient to reach all the children of these families. They began raising funds to assist in this area through a variety of fundraisers, such as Golf4Joy, Summer Food Fest and much more.

Sponsorship Opportunities.

Toys for Joy welcomes donations of food, toys, cash and time. To take advantage of these volunteer opportunities or to arrange for your organization to become a collection site, contact Toys for Joy at toys@toysforjoymn.com or call (763) 767-2683.



**Sponsorship options and inclusions are subject to change based on event planning availability.*

ENGAGEMENT OPPORTUNITIES TO INCREASE YOUR BUSINESS.

Do you prefer planning your entire calendar year of advertising at once?
Or do you enjoy seizing opportunities as they come along?

Either way, we can work with that.

The Saint Paul Area Association of REALTORS® sponsorship options include both annual packages and a la carte choices. With more than 7,500 members, SPAAR offers a network environment of successful professionals in which you can develop enduring relationships and a positive impact on the growth of your business. Whether you're looking to reach a specific segment of the REALTOR® community, such as broker or newly licensed agents, or want to build brand awareness through increased visibility over a multi-month or annual period, SPAAR has a variety of media-based and in-person marketing opportunities available to assist you in reaching your business goals.

The Annual Sponsorship Program provides the most consistent marketing over the course of the year. If you prefer to take each event as it comes, we've displayed a list of our annual events and sponsorship opportunities for your convenience. At any time, you can contact the staff liaison in charge of each event or contact Kristin Parker at (763) 489-3303 or kparker@spaar.com to learn more and to discuss your needs and goals. Sponsorships must be paid in full prior to any marketing services provided by SPAAR.

SPONSORSHIP COMMITMENT FORM

Company Name _____
Address _____

City / State / Zip _____

Contact Name _____
Telephone _____
Email _____

Payment Options (please select one):

- Please email me an invoice.
 Please find an enclosed check # _____ made payable to SPAAR for \$ _____.
 I will make a payment online at www.spaar.com (my member portal account)

- Sponsorship Package:** Premier Sponsorship, \$6,000 Signature Sponsorship, \$3,000 Community Spotlight Sponsorship, \$2,500
 Professional Spotlight Sponsorship, \$1,500 Build-Your-Own Sponsorship Package, \$1,500

Build-Your-Own Selections:	CHOOSE ONE:	CHOOSE ONE:	CHOOSE ONE:	CHOOSE TWO:
	<input type="checkbox"/> Cheers for Charity <input type="checkbox"/> Wine & Dine	<input type="checkbox"/> SPAAR Website <input type="checkbox"/> Better & Better Podcast	<input type="checkbox"/> MetroYPN Kick Off <input type="checkbox"/> Metro YPN Summer Social <input type="checkbox"/> Good Morning YPN!	<input type="checkbox"/> Spring Art Crawl <input type="checkbox"/> Fall Art Crawl <input type="checkbox"/> Volunteer Recognition Lunch <input type="checkbox"/> Annual Dresser Build

Individual Event Opportunities:

- SPAAR Winter Social: _____ SPAAR Community Campus: _____ Spring Art Crawl: _____
 Cheers for Charity: _____ Metro YPN Kick Off: _____ Fall Art Crawl: _____
 Wine & Dine Experience: _____ Metro YPN Summer Social: _____ Fair Housing Month Event: _____
 Better & Better Podcast: _____ Good Morning YPN!: _____ Volunteer Recognition Lunch: _____
 Toastmasters: _____ SPAAR Hero: _____ Annual Dresser Build: _____

- I/We commit to the individual sponsorship(s) or sponsorship package indicated above.
 I/We understand that no advertising or promotion of sponsorship shall be made until payment is received.
 I/We understand if I/we elect an invoice to be emailed, all sponsorship payments shall be made as soon as possible.

Signature _____

Printed Name _____

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