

SAINT PAUL AREA ASSOCIATION OF REALTORS®

2022 ENGAGEMENT & SPONSORSHIP OPPORTUNITIES

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

(nar.realtor, 2017)



CONTACT US.

Saint Paul Area Association of REALTORS® 325 Roselawn Avenue East, Saint Paul MN 55117 Phone: (651) 776-6000 | spaar@spaar.com

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

The sponsorships published in this booklet are subject to change based on event planning availability. Additional opportunities and events may be added throughout the year. Watch the weekly email newsletters and social media for any additional opportunities.

The Saint Paul Area Association of REALTORS® (SPAAR) was founded in 1886, and has grown to more than 8,000 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 homeownership and protecting private property rights for all through the active engagement and professional development of our members.

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 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.

Amid civil unrest in the cities, a pandemic and wide-spread shutdowns in 2020, SPAAR's seven committees each identified local charitable organizations as a way to give back. A total of \$14,000 was donated and distributed among the following 13 organizations: Habitat for Humanity, Hallie Q Brown Center, Hearts and Hammers, Hope Breakfast Bar, International Institute of Minnesota, Longfellow Business Association, Model Cities, NeDA, Neighborhood House, Sanneh Foundation, St. Paul Public Schools, We Love St. Paul and West Side Community Organization.

These funds were donated for immediate needs for community recovery, rebuilding and reconciliation.

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. For many years, with your gracious support, SPAAR members have been 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. 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.

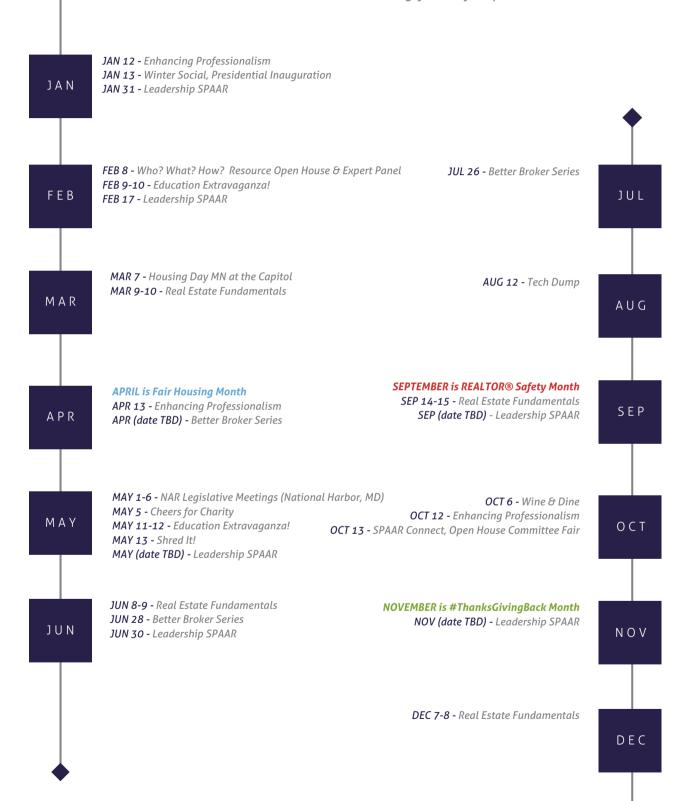
What does a year of SPAAR events and education look like? Many opportunities throughout the year at varying events for sponsorship that include opportunities for media exposure, networking, face-to-face presentations, and more, subject to MN Department of Commerce regulations. Sponsorship details are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



SPAAR Jurisdiction Area

2022 SAMPLING OF SPAAR EVENTS

SPAAR offers many opportunities throughout the year at varying events for involvement and sponsorship that may include media exposure, networking, face-to-face presentations, and more...





2022 SPAAR SIGNATURE SPONSOR

\$4,000

Annual Sponsorship Package

Limit: 4

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.

Metro YPN Kick Off

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

Summer Social Outing

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

COMMUNICATIONS BENEFITS

SPAAR Weekly E-Newsletter

 Company name/logo listed as SPAAR Signature Sponsor on quarterly recognition "Thank You" included in electronic newsletter to members.

SPAAR Social Media

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

SPAAR Lobby TV/Video

• Company name/logo listed as SPAAR Signature Sponsor on SPAAR's lobby televisions (one full year included)

SPAAR Community Campus

• Company name/logo listed as sponsor on Campus Home page (one full year included)

Better & Better Podcast

• Company recognition as SPAAR Signature Sponsor on quarterly recognition "Thank You" included

PROFESSIONAL DEVELOPMENT

Real Estate Fundamentals - Quarterly Networking & Lunch

- Company name/logo listed on select event marketing media including print & online; Recognition at each event.
- 1 Table to set up an information display in hallway outside classroom during 45-minute lunch break.
- Promotional branded items allowed, provided they can be put away (out of sight) by students during the CE portions of the day's class.

Biggest Tuesday Sales Meeting Ever!

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- $\bullet \quad \hbox{1 Table to set up an information display in hallway outside classroom before \varTheta after education session.}$
- Promotional branded items allowed, provided they can be put away (out of sight) by students during the CE portions of the day's class.

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

Community Outreach Partner

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch
- Opportunity to attend and engage with committee members at one SPAAR Community Engagement Committee meeting.

Cheers for Charity - Event Sponsor

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

Wine & Dine Experience - Experience Sponsor

- Company name/logo listed on select event marketing media including print, online, & throughout venue (display varies); Recognition at the event.
- 8 complimentary event tickets at a reserved table





2022 COMMUNITY SPOTLIGHT SPONSOR

\$2,000

Annual Sponsorship Package

Limit: 6

COMMUNICATIONS BENEFITS

SPAAR Weekly E-Newsletter

• Company name/logo listed as SPAAR Community Spotlight Sponsor on quarterly recognition "Thank You" included in electronic newsletter to members.

SPAAR Social Media

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

SPAAR Lobby TV/Video

• Company name/logo listed as SPAAR Community Spotlight Sponsor on SPAAR's lobby televisions (one full year included)

SPAAR Community Campus

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

Better & Better Podcast

• Company recognition as SPAAR Community Spotlight Sponsor on quarterly recognition "Thank You" 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

Community Outreach Partner

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- Networking opportunity during lunch
- Opportunity to attend and engage with committee members at one SPAAR Community Engagement Committee meeting.

Service-in-a-Box - Lunch Sponsor

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

Cheers for Charity - Event Sponsor

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

Wine & Dine Experience - Experience Sponsor

- Company name/logo listed on select event marketing media including print, online, & throughout venue (display varies); Recognition at the event.
- 8 complimentary event tickets at a reserved table

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





2022 PROFESSIONAL SPOTLIGHT SPONSOR

\$2.000

Annual Sponsorship Package

Limit: 4

COMMUNICATIONS BENEFITS

SPAAR Weekly E-Newsletter

• Company name/logo listed as SPAAR Professional Spotlight Sponsor on quarterly recognition "Thank You" included in electronic newsletter to members.

SPAAR Social Media

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

SPAAR Lobby TV/Video

• Company name/logo listed as SPAAR Professional Spotlight Sponsor on SPAAR's lobby televisions (one full year included)

SPAAR Community Campus

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

Better & Better Podcast

• Company recognition as SPAAR Professional Spotlight Sponsor on quarterly recognition "Thank You" included

PROFESSIONAL DEVELOPMENT & YPN

Metro YPN Kick Off

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

Summer Social Outing

- 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!

- 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 (in-person session only, if applicable)
- Video included on Sponsor page of SPAAR Community Campus program module (virtual session only, if applicable)

Real Estate Fundamentals - Quarterly Networking & Lunch

- Company name/logo listed on select event marketing media including print & online; Recognition at each event.
- 1 Table to set up an information display in hallway outside classroom during 45-minute lunch break.
- Promotional branded items allowed, provided they can be put away (out of sight) by students during the CE portions of the day's class.

Biggest Tuesday Sales Meeting Ever!

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
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- Promotional branded items allowed, provided they can be put away (out of sight) by students during the CE portions of the day's class.

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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.

2022 will see this event return in-person for the installation ceremony of the new Leadership and Board of Directors members at the Dellwood Country Club on January 13th, 2022.

Reception Sponsors

\$1,000

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 2 complimentary event tickets. (subject to any event/attendance restrictions implemented due to COVID)
- Full-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com

Program Insert

\$250

 Half-page advertisement/editorial space in the event program. *must follow SPAAR advertising policy found on spaar.com

SUMMER SOCIAL OUTING

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

Event Sponsor

\$100

- 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)

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.

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

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

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. Affiliate sponsors typically bring cookies or other snacks in to share, and can network with all of the new members during that time.

2022 Dates:

- January 19 & 20
- February 16 & 17
- March 16 & 17
- April 20 & 21
- May 18 & 19
- June 15 & 16
- July 20 & 21
- August 17 & 18
- September 21 & 22
- October 19 & 20
- November 16 & 17
- December 14 & 15

Affiliate Resource Tables MEMBERS ONLY

Available Table/Booths: 3 per day

- 1 Table to set up an information display in hallway outside classroom during 45-minute lunch break.
- 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.

Contact Kristin at kparker@spaar.com for questions or to reserve a space.

REAL ESTATE FUNDAMENTALS

Real Estate Fundamentals is a two-day program, offering 7.5 hours of continuing education, and is designed to follow the New Member Orientation giving a next step comprehensive overview of the fundamentals of real estate. From topics such as taxes and financial planning, professionalism, marketing and more, Real Estate Fundamentals will give a hands-on learning approach to the business.

This program will help practice professionalism, leadership, and success for our members. Real Estate Fundamentals is aimed towards newer members; however, this program is not only for new members, but all members can benefit from the program and the continuing education credits associated with it.

50-person maximum class size per session.

2022 Dates:

- March 9 & 10
- June 8 & 9
- September 14 & 15
- December 7 & 8

Affiliate Resource Tables

\$50

Available Table/Booths: 3 per day

- 1 Table to set up an information display in hallway outside classroom during lunch break.
- 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.

WHO? WHAT? HOW?

REAL ESTATE RESOURCES OPEN HOUSE & EXPERT PANEL

A new event in 2022, SPAAR Affiliates are invited to be a resource vendor at this openhouse fair, designed to bring Affiliate and REALTOR® members together for networking, offering REALTORS® an opportunity to add more resources to their toolbox and to learn what they don't know from industry experts. This event will be held on February 8, 2022 at the SPAAR Office.

Unlimited open-house and fair attendance. 50-person maximum class size for the Panel Discussion scheduled during the event as an additional bonus for REALTOR® members.

Questions? Contact Kristin at kparker@spaar.com

Event Sponsor

\$50

Available Table/Booths: 18

- 1 Table to set up an information display. Promotional branded items are allowed
- Networking opportunity with all attendees during open house event
- Lunch provided

GOOD MORNING YPN!

Four 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

Available: 4

- 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 (in-person session only, if applicable)
- Video included on Sponsor page of SPAAR Community Campus program module. Recommended video length: 1-3 mins. (virtual session only, if applicable)
- Networking Opportunity with YPN members (REALTORS® & Affiliates)

BIGGEST TUESDAY SALES MEETING EVER!

SPAAR REALTORS® convene for a morning of networking and education. On May 2022, up to 300 attendees will socialize with old friends over breakfast, and network with real estate industry affiliates.

The last time this even was held in 2019, more than 300 people registered to attend.

Networking Sponsorship

\$500

Available Booths: 20

- Company name/logo listed on select event marketing media including print & online; Recognition at the event.
- 1 table/booth to set up an information display outside classroom only accessible outside class time.
- 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.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

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.

Save the date for May 5, 2022 at Lake Monster Brewing. This year will be a special one, with the return of the event, it's bound to be a fiesta!

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

Food & Beverage Sponsor

\$300

- Company name/logo listed on select event marketing media including print, online, & throughout venue (display varies); Recognition at the event.
- Company name/logo on branded souvenir beer pub glasses
- 1 complimentary event ticket.

Raffle Sponsor

\$100

- Company name/logo listed on select event marketing media including print, online, & displayed at raffle area (display varies); Recognition at the event.
- 1 complimentary event ticket.

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.

Mark your calendar for October 6th at Mendakota Country Club. 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 non-profit charity chosen by the SPAAR Affiliate Committee.

Event Sponsor

\$300

- Company name/logo listed on select event marketing media including print, online, & throughout venue (display varies); Recognition at the event.
- 2 complimentary event tickets at a reserved table.

Networking Sponsor

\$500

- All inclusions from Event Sponsorship included.
- Company name/logo on branded appetizer napkins

Wine Pull/Raffle Sponsor

\$750

- All inclusions from Event Sponsorship included.
- Company name/logo on Wine Pull signage and/or branded souvenir corkscrews

Wine Tasting Sponsor

\$1,000

- All inclusions from Event Sponsorship included.
- Company name/logo on branded souvenir wine glasses

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

SPRING OR FALL ART CRAWL

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 LGBTQ Real Estate Alliance).

Event Sponsor

\$100

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

SERVICE-IN-A-BOX

New for 2022, SPAAR's Community Engagement Committee will offer real estate teams, offices and brokerages the opportunity to host ondemand volunteer service opportunities designed to engage REALTORS® and make a direct impact in the community! These are one-time, 1-2 hour volunteer projects that will be recognized on social and community media channels. Sponsors will support lunch or snacks provided to event volunteers and/or offset expenses related to service opportunity.

Lunch Sponsor

\$100

- Company name/logo listed on select event marketing media including print & online
- Opportunity to introduce and network with participants during Service-in-a-Box event
- Following the event, company name/logo will be included in press release and social media recognition

COMMUNITY OUTREACH PARTNER

SPAAR's Community Engagement Committee coordinates on-site service opportunities with nonprofits serving the community. Projects range from planting flowers, painting and yard clean-up to assisting with craft projects. These direct service opportunities connect real estate professionals with communities, building networks and developing community expertise. Sponsors will support lunch or snacks provided to event volunteers and/or offset expenses related to service opportunity. Your business will be identified as presenter of the event, in partnership with SPAAR's Community Engagement Committee.

Questions? Contact Joe at jmckinley@spaar.com.

Partner \$250

Available: 6

- Company name/logo listed on select event marketing media including print & online
- Opportunity to introduce and network with participants during Service-in-a-Box event
- Following the event, company name/logo will be included in press release and social media recognition



Printed Name

A YEAR OF OPPORTUNITY.

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 8,000 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 COMMITTMENT FORM Company Name_____ Contact Name _____ ______ Telephone _____ Address ___ Email Payment Options (please select one): Please email me an invoice. I will make a payment online at www.spaar.com (my member portal account) Please find an enclosed check #_____ made payable to SPAAR for \$_____. Please email me a receipt. Sponsorship Signature Sponsorship, \$4,000 Community Spotlight Sponsorship, \$2,000 Professional Spotlight Sponsorship, \$2,000 Package: _____. Makes selections below. Build-Your-Own Sponsorship Package: \$____ A package total of \$1,500 or more includes the Communications Benefits add-on for free! **Individual Event Opportunities:** \$ 100 ☐ Spring Art Crawl ☐ SPAAR Winter Social - Program only \$ 250 ☐ Cheers for Charity - Food/Beverage \$ 300 \$ 100 ☐ Fall Art Crawl ☐ SPAAR Winter Social - Reception \$ 1,000 ☐ Cheers for Charity - Raffle \$ 100 \$ 100 □ Summer Social Outing \$ 100 □ Wine & Dine - Event □ Toastmasters - Chapter Sponsor \$ 150 □ Wine & Dine - Networking ☐ Service-in-a-Box \$ 300 \$250 ☐ Community Outreach Partner \$ 500 ☐ Who? What? How? \$ 50 \$ 250 ☐ Wine & Dine - Wine Pull/Raffle \$ 750 Good Morning, YPN! ☐ Wine & Dine - Wine Tasting \$ 1,000 Biggest Tuesday Sales Meeting Ever! \$ 500 Real Estate Fundamentals \$50/ea _ (dates) ☐ 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.

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



Signature

Thank your for your generosity and support.



2022

SAINT PAUL AREA ASSOCIATION OF REALTORS®

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Email spaar.com

Website www.spaar.com

