



# 2019 MEDIA KIT

DETAILS FOR EVENTS, PRINT, DIGITAL, SOCIAL MEDIA & PODCASTS



# ABOUT US

## VIRGINIA REALTORS®



Virginia REALTORS® is the state-level REALTOR® association that equips members with tools to keep their businesses running successfully. The largest and most diverse trade association in the Commonwealth, Virginia REALTORS® protects the interests of REALTORS® and their clients. Membership provides REALTORS® with resources for risk management and professionalism.

### MISSION STATEMENT:

Virginia REALTORS® enhances the ability of our members to achieve career success in an ethical and professional manner. We serve as advocates, promoting and protecting private property rights in the Commonwealth. As the state association of REALTORS®, we unite the local associations across Virginia in a collective effort to influence matters impacting real estate and to elevate the industry's professional standards.

### SERVICES:

- Legal Support
- Tech Support
- Market Reports
- Events
- Continuing Education
- Advocacy
- Forms
- Online Courses & Podcasts

### BY THE NUMBERS:

- Founded in 1920
- Nearly 34,000 members strong
- Over 16,000 legal podcast plays
- Nearly 1,500 members attended our annual events
- Over 3.3 million downloads of our tools and resources
- Over 1,600 legal hotline calls

### OUR MEMBERSHIP:

We are the largest and most diverse trade association in the Commonwealth. Our members are an active and driving force in the community that work diligently to promote the interests of property owners and fellow REALTORS®. This wide range of unique individuals resides and works in all parts of Virginia and works with everyone from first-time homebuyers to real estate investors and even commercial real estate.

### CONTACT:

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WE ARE SOCIAL!



# 2019 - 2020

## CONFERENCES & EVENTS

### Virginia REALTORS® 2019 Annual Convention

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September 17-19, 2019

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Williamsburg Lodge  
Williamsburg, Virginia

The Virginia REALTORS® Annual Convention proves year after year to be the perfect opportunity for sponsors to interact face-to-face with a large cross section of the Virginia REALTORS® membership. Between 600-800 engaged members attend this premier annual event. They enjoy hearing from top-notch speakers, networking, attending fun-filled special events, and (of course!) getting to mingle with sponsors.

On the following page, you will see a chart featuring our basic packages. À la carte options for other sponsorship opportunities are available upon further request.





## ALL package-purchasing sponsors (regardless of level) receive:

Company logo on convention webpage

Company logo in event emails

Company logo on the "Thank You, Sponsors" board(s)

Two (2) complimentary conference registrations

Vendor booth

Signage at booth denoting sponsorship level

## BRONZE

This is the basic sponsorship that gives you the base-level of deliverables, which is listed to the left.

## SILVER

Recognition as the sole sponsor of either an attendee coffee break, one of two charging stations, beverage break, or registration bags\*\*. Includes the opportunity to introduce one (1) session presenter\*. Subject to availability. In addition, silver sponsors will have an ad in the convention app. Silver sponsors will be given two (2) complimentary conferences registrations.

\*Excludes the conference keynote and general sessions

\*\* Registration bags must be purchased by the sponsor and delivered to the Virginia REALTORS® Glen Allen headquarters by September 1, 2019.

## GOLD

A company representative will be given the opportunity to provide opening remarks\* at the Prayer Breakfast or other available speaking opportunities. In addition, gold sponsors will have an ad in the convention app and submit a postcard/flyer as a bag stuffer in attendee swag bags. Gold sponsors will be given four (4) complimentary conferences registrations.

\*Remarks must be 2-minutes or less and must be submitted to/subject to review/approval by Virginia REALTORS® by no later than September 1, 2019.

## PLATINUM

A company representative will be given the opportunity to provide opening remarks\* at the conference keynote, one of the two general sessions, or the Awards & Installation Banquet. Platinum sponsors will be given priority booth placement and four (4) complimentary all-access conferences registrations. In addition, platinum sponsors will have an ad in the convention app and submit a postcard/flyer as a bag stuffer in attendee swag bags.

\*Remarks must be 2-minutes or less and must be submitted to/subject to review/approval by Virginia REALTORS® by no later than September 1, 2019.



## 2019 Virginia REALTORS® PMX-Property Management Conference

October 23–25, 2019

Hotel Madison & Shenandoah Valley Conference Center  
Harrisonburg, VA

PMX is an annual event bringing in between 300 to 400 energetic and involved members. This event combines the most up-to-date information on property management with networking opportunities. Hint! Property managers LOVE meeting sponsors and are often on the hunt for new vendors to work with for their rental properties.

ALL package-purchasing sponsors (regardless of level) receive:

- Company logo on convention webpage
- Company logo in event emails
- Company logo on the “Thank You, Sponsors” board(s)
- Two (2) complimentary conference registrations
- Vendor booth

The Thursday night event is a ticketed networking event, which provides a prime opportunity to engage with a captive audience.

### BRONZE

This is the basic sponsorship that gives you the base-level of deliverables, which is listed to the left.

### SILVER

Recognition as the sole sponsor of either an attendee coffee break, beverage break, or \*registration bags. Includes the opportunity to introduce one (1) session presenter\*\*.

\* Registration bags must be purchased by the sponsor and delivered to the Virginia REALTORS® Glen Allen headquarters by October 1, 2019.

\*\*Excludes the conference keynote and general sessions.

### GOLD

A company representative will be given the opportunity to provide opening remarks\* at the Opening Session or the special event on Thursday evening, logo recognition on the printed on-site agenda respectively, AND the opportunity to introduce one conference speaker.

\*Remarks must be 2-minutes or less and must be submitted to/subject to review/approval by Virginia REALTORS® by no later than October 1, 2019.

# OTHER EVENT OPPORTUNITIES

## PMX: Spring Update

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April 30, 2019

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PMX: Spring Update is a NEW property management focused day of learning that offers required Continuing Education credits, networking, and valuable updates with a special focus: advocacy.

## 2020 Leadership Summit

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January 2020

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When sponsoring this event, you'll be able to speak with around 200 of the who's who of decision makers in the industry. This captive audience has a lot of influence and is eager to interact with you.

## 2020 BROKERPLUS

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March 2020

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We're bringing back this popular event for 2020! This event is the perfect place to interact face-to-face with 150-200 key decision makers— brokers, managers, and industry leaders. Stay tuned for detailed information about this event.

# DIGITAL SPONSORSHIP OPPORTUNITIES

BLOGS

DIGITAL NEWSLETTERS

SOCIAL MEDIA

PODCASTS



## 2019 e-news

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E-news is a weekly digital newsletter that is published to all 34,000 members. This is the premier way to reach our audience. Clickable Banner Ads and Sponsored Content opportunities are available at limited quantities that are subject to availability. Opting for Sponsored Content allows your blog to live not only on the blog site, but to receive the “full e-news treatment” in this highly-viewed publication.

## 2019 Broker News

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This NEW, monthly newsletter goes out to broker members only. This niche publication offers very limited availability for sponsorship. Please reach out if you are interested in this opportunity for current information on offerings.

**PACKAGE 1** (3 months consecutive)

**PACKAGE 2** (6 months consecutive)

**PACKAGE 3** (12 months consecutive)

## Home Sales Reports

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There is a total of 12 home sales reports published at a rate of one per month. This sponsorship is subject to availability because only ONE (1) company or organization may sponsor each publication at a time. Purchase of this opportunity locks you in for 12 months of EXCLUSIVE sponsorship of this product. This monthly report is one of the most-requested resources by REALTORS®. The publication of a new home sales report is announced in both Broker News and e-news.

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The sponsor's logo will be on the front cover of the report AND listed in the caption of the webpage posting.  
Example of caption: August 2018 Home Sales Report  
Sponsored by: L. Jones, LLC

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**HSR PACKAGE** (12 months)



# DIGITAL PACKAGES

## BRONZE

- ▶ 4 Blogs – Quarterly, guest-authored post on your company or a specific product or program to be sent for dissemination by Virginia REALTORS®
- ▶ 1 e-news Clickable Banner Ad
- ▶ 4 Facebook Posts

## SILVER

- ▶ 5 Blogs – 1 blog per quarter with one (1) blog published at a mutually-agreed upon date. Each guest-authored post must be on the sponsor's company or a specific product or program to be sent for dissemination by Virginia REALTORS®
- ▶ 2 e-news Clickable Banner Ads (bi-annual) ▶
- ▶ 4 Facebook Posts
- ▶ 1 Instagram Post
- ▶ 1 Broker News Clickable Banner Ad

## GOLD

- ▶ **Sponsored content AND e-news placement (cannot purchase more than 1 round per year. Subject to availability. Disseminated to all 34,000 members)** Four weeks in-a-row of sponsored content in e-news displayed as sponsored content and given conclusion placement in the layout. This will feature: a linked graphic, one hyperlink in the 50-word blurb, and a headline. ▶
- ▶ 8 Facebook Posts
- ▶ 4 Instagram Posts
- ▶ 1 Broker News Clickable Banner Ad
- ▶ 1 Facebook Live OR Instagram Takeover

## SAMPLE E-NEWS





## Caveat REALTOR® Podcast

Virginia REALTORS® legal podcast, Caveat REALTOR®, is produced each week (on Tuesdays at 10:00 am EST) and published on iTunes, Stitcher, GooglePlay, and [virginiarealtors.org](http://virginiarealtors.org).

Podcast Description: Take your legal team with you by subscribing to the Caveat REALTOR® podcast. Our lawyers keep you in-the-know with updates and insight relevant to YOUR bottom line.

## REAL Politics Podcast

REAL Politics is the governmental relations podcast and is produced every other week (on Fridays) with additional late-breaking updates as needed. This is published on iTunes, Stitcher, GooglePlay, and [virginiarealtors.org](http://virginiarealtors.org).

Podcast Description: Where politics meets Virginia real estate. In the REAL Politics podcast, the Virginia REALTORS® government relations team keeps you updated on issues critical to your business... down from Capitol Square and straight to you.

### PACKAGE 1 (3 months/12 episodes)

- ▶ Verbal recognition from host at beginning and end of episode
- ▶ 15-30 second commercial (either pre-recorded/produced or verbiage provided to be read by podcast host)
- ▶ Studio naming rights for 12 months (i.e., this podcast is produced and recorded at the <company name> studio by Virginia REALTORS®).

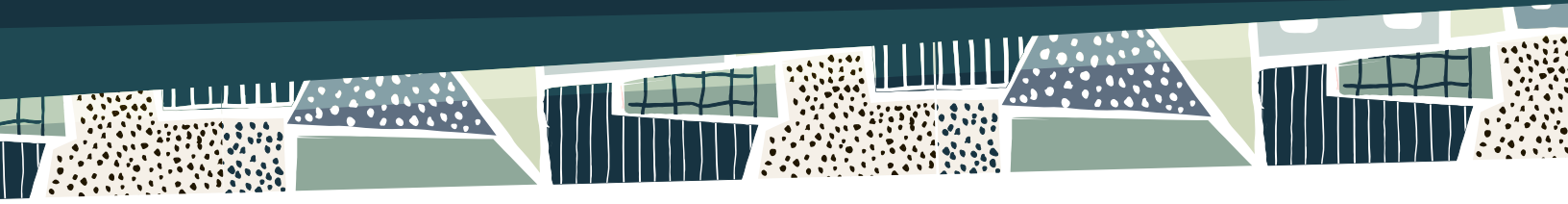
### PACKAGE 2 (6 months/26 episodes)

- ▶ Verbal recognition from host at beginning of podcast (brought to you by \_\_\_\_)
- ▶ 15-second commercial (either pre-recorded/produced or verbiage provided to be read by podcast host)

### PACKAGE 3 (12 months/52 episodes)

- ▶ Verbal recognition from host at beginning of podcast (brought to you by \_\_\_\_)
- ▶ 15-second commercial (either pre-recorded/produced or verbiage provided to be read by podcast host)

All podcast sponsorships are subject to Virginia REALTORS® review/approval AND availability.



# 2019 MEDIA KIT

**CONTACT:**

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