



ANNUAL CORPORATE SPONSORSHIP PACKAGE

OCTOBER 2023 - SEPTEMBER 2024



PLATINUM
\$8,000



REVISED: 08-08-23

OVERALL BENEFITS

Benefits include year-round recognition on the SMDRA website, smdra.com and at the South Metro Denver REALTOR® Association Event Center as a Platinum Level Partner. Access to over 5,100+ members, including the following:

- Four (4) Individual Affiliate Memberships (October 1, 2023 - September 30, 2024) - a \$1020 Value
- Corporate Sponsors are featured on the SMDRA website and includes a short bio of your company, complete with contact information and links to your website and social media
- Exclusive advertisement on the new SMDRA Digital Network – advertisement to be in rotation 8:00am to 5:00pm, Monday – Friday
- SMDRA Weekly Newsletter eBlast/Website Blog Featured Guest Article – 2 articles with choice of what week in calendar year
- Complimentary PDF roster of New Member Orientations
- Complimentary PDF Member Roster* (roster includes attendee name and company name ONLY, no email addresses or phone numbers are given)
- Logo in New Member Orientation handout materials
- Logo featured in printed/online SMDRA Community Directory
- SMDRA Scoop e-newsletter Premier Banner Ad for 1 quarter and logo on bottom of each SMDRA Weekly Newsletter eBlast
- Logo on Power Lunches & Connections & Cocktails Presentations

ANNUAL COMMISSION UPDATE CLASSES (ACU)

80 to 125 REALTOR® Attendees

A REALTOR® license education requirement

- Choice of 1 Class
- Agents are required to take this class once a year
- 2-4 minutes to present to attendees
- Signage with logo on food displays
- Opportunity to distribute your promotional materials
- SMDRA provides the food, you show up to present and give out your collateral

NEW REALTOR® ETHICS

85 to 150 REALTOR® Attendees

A new REALTOR® membership requirement to be completed in their first 90 days.

- Choice of 1 Class
- 2-4 minutes to present to attendees
- Display and distribute your promotional materials
- Signage with logos on snack display
- Logo included in handout materials
- PDF roster of New Member Orientation* (roster includes attendee name and company name ONLY, no email addresses or phone numbers are given)
- SMDRA provides the food, you show up to present and give out your collateral

INAUGURAL AND AWARDS CELEBRATION

200+ REALTOR® & Affiliate Attendees
Other Association's Leadership
November 1, 2023 at Cielo Castle Pines

A celebration where SMDRA welcomes the Incoming President and thanks the Outgoing President of the Board for their service.

- Platinum Level Sponsorship, a \$1000 value
- 4 Tickets to the event: includes cocktail reception and networking
- Name Badge Sponsor at event
- Company signage exposure during event
- Company name and logo in program
- Recognition by emcee at event
- Acknowledgment on SMDRA website and social media

DIAMOND CIRCLE TOP PRODUCER AWARDS

625+ Attendees
April 19, 2024 at Hyatt Regency DTC

SMDRA's largest event of the year, honoring our top producers.

- Red Carpet Level Sponsorship, a \$2500 value
- 4 Event tickets – Cocktail Reception, Dinner and After Party
- Logo on Red Carpet Event Entrance Back Drop Exclusive to Platinum Level
- Promotional item included in event Gift Bags
- Recognition by emcee at event
- Logo on signage at event
- Inclusion in full-page color ad in The Villager Newspaper
- Inclusion in full-page color ad in 5280 Home Magazine
- Acknowledgment on SMDRA website and social media

REALTOR® APPRECIATION BREAKFAST & VENDOR FAIR

300-400 REALTOR® Attendees
100-125 Affiliate Attendees

The REALTOR® Appreciation Breakfast and Vendor Fair is an exciting SMDRA Event! This event has been wildly successful in years past. A prime placement \$450 value vendor table includes:

- A 6 foot draped table with 2 chairs
- 2 Tickets for Breakfast
- Inclusion in Event Program
- Receive attendee list / contact information
- Premium Table location reserved for you!

POWER LUNCHES

125+ REALTOR® and Affiliate
Industry Partners Attendees

This year, SMDRA will host 10 Power Lunches featuring influential keynote speakers. Our goal is to deliver relevant content to our members on current exclusive topics of interest. Speakers may include Scott Peterson, General Counsel at Colorado Association of REALTORS®, Meet the Mayors from Local Municipalities and Tom Welle, President of Wildfire Preparedness Services, just to name a few!

- 1 of 10 Opportunities
- 2-3 Minute Presentation to Attendees
- Signage at event
- Roster of attendees* (roster includes attendee name and company name ONLY, no email addresses and phone numbers are given)
- Opportunity to network
- Display and distribute your promotional materials

CONNECTIONS & COCKTAILS NETWORKING

60-90 REALTOR® Members and
Affiliate Industry Partner Attendees

Includes ten (10) fun networking events, and serves as a networking mixer for all REALTOR® and Affiliate Industry Partner Members.

- Choice of 1 of 10 exclusive opportunities
- Signage at event
- Roster of attendees* (roster includes attendee name and company name ONLY, no email addresses or phone numbers are given)
- Opportunity to network
- Display and distribute your promotional materials, which includes FEATURED 'Affiliate' Table in the SMDRA Lobby for the month of your Connections & Cocktails sponsorship.

SMDRA SCOOP NEWSLETTER AD SPACE - BANNER/SQUARE

Sent Every Friday at 9:00am

The SMDRA Scoop is The Official Publication of the South Metro Denver REALTOR® Association. Our eNewsletter goes out every Friday at 9:00am.

- 1 Banner ad with links to your content, for a quarter of the year
- Send to 14,224 REALTOR® and Affiliate Industry Partner Members
- 47-58% Open Rate - the current industry standard is 14-24%
- 16-29% Click Thru Rate - the current industry standard is 3%

QUARTERLY CLASS SPONSORSHIP PRE-SALE

Quarterly sponsorship email sent to
Corporate Sponsors 1 day before all
other Affiliates

You asked, we delivered! NEW, choose a class to sponsor before anyone else!

- Choice of 1 per quarter, 1 per business
- Attendance will vary based on class chosen
- 2-3 minutes to present to attendees
- Display and distribute your promotional materials, signage in lobby
- PDF roster of class attendees* - Roster includes attendee name and company name ONLY, no email addresses or phone numbers are included.

1 FREE EVENT CENTER/ PATIO SPACE RENTAL

Contact SMDRA to schedule your
Event Space Rental

The SMDRA building features an amazing array of indoor/outdoor event, training and meeting spaces. These spaces feature state-of-the-art AV, WiFi, technology, including projection and sound system.

- Exclusive to Platinum Level Corporate Sponsors
- 1 - 4 hour event option, based on availability
- Monday through Friday, time slots available are 8:00am-12:00pm, 1:00pm 5:00pm & 6:00pm-10:00pm

ADDITIONAL OPPORTUNITIES

- SMDRA holds over 200+ classes each year, and there are many opportunities to sponsor other scheduled classes and events, not mentioned or included in this package. Additional fees may apply for these sponsorship opportunities.

2023-2024
PLATINUM LEVEL

DETAILS
SPONSORSHIP PACKAGE



ABOUT SMDRA

For more than 75 years, the South Metro Denver REALTOR® Association (SMDRA), a non-profit trade association, has provided REALTOR® Professionals with the resources they need to help them grow and prosper in the real estate profession. SMDRA exists for a highly skilled, diverse and successful REALTOR® membership.

SMDRA holds itself to a Value Proposition, which is our promise of only the highest membership value and excellent service to our members, and the professional standard to which we will hold ourselves.

It is our way of serving, protecting and advancing the REALTOR® brand.

