

ANNUAL CORPORATE SPONSORSHIP PACKAGE

OCTOBER 2026 - SEPTEMBER 2027

**Every day, REALTORS® are asked one important question:
"Who do you recommend?"**

Those recommendations shape thousands of home buying and selling experiences each year. At the South Metro Denver REALTOR® Association, we connect our Corporate Partners with the trusted professionals who influence those decisions. Through education, networking, advocacy, and meaningful engagement, our Sponsorship Program helps your business build credibility, develop lasting relationships, and become a trusted resource for Colorado REALTORS®. This isn't simply a sponsorship, it's a strategic partnership designed to help your business grow.



PLATINUM
\$8,000



OVERALL BENEFITS

Benefits include year-round recognition on the SMDRA website, smdra.com and at the South Metro Denver REALTOR® Association Event Center and Lobby as a Platinum Level Partner. Access to over 4,168+ members, including the following:

- Four (4) Individual Affiliate Memberships (October 1, 2026 - September 30, 2027) - 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 In-House Lobby 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 - Exclusive to Platinum
- Complimentary PDF Member Roster* (roster includes attendee name and company name ONLY, no email addresses or phone numbers are given) Upon Request
- Logo on back cover of SMDRA Member Benefits Guide
- Logo featured in printed SMDRA Community Directory & SMDRA Connects App
- SMDRA Scoop eNewsletter Premier Banner Ad for 1 quarter and logo on bottom of each SMDRA Weekly Newsletter eBlast - Publication has a 60+% open rate
- Logo on Town Hall Talks, SMDRA Connects Live, Power Lunch Presentations

CORPORATE PARTNER OF THE MONTH FEATURE

- Featured across SMDRA social media platforms
- One month exclusive feature
- Dedicated social media spotlight
- Company logo and branded image
- Company overview, key services, website, social media and contact information

CEO CORPORATE PARTNER CONVERSATION VIDEO

- One exclusive video interview with SMDRA CEO Melissa Maldonado
- Featured during your designated month
- Promoted through SMDRA social media, website, and member newsletter
- Shareable for your company's own marketing channel

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
- Show up ready to share your expertise and connect with REALTORS® SMDRA handles the rest!

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
- PDF roster of New Member Orientation (roster includes attendee name and company name ONLY, no email addresses or phone numbers are given)
- Show up ready to share your expertise and connect with REALTORS® SMDRA handles the rest!

DIAMOND CIRCLE TOP PRODUCER AWARDS

350+ Attendees
1400 Carat Club Members Recognized
April 2027

- SMDRA's largest and most prestigious event of the year, celebrating our Top Producers and recognizing more than 1,400 Carat Club members for their achievements and contributions to the real estate industry.
- Red Carpet Level Sponsorship, a \$2500 value
- 4 Tickets to the Event
- Logo on Back Drop - Exclusive to Platinum Level
- Logo on signage at event
- Logo in presentation with emcee recognition at the event
- Inclusion in color ad in 5280 Magazine
- Acknowledgment on SMDRA website and social media

INAUGURAL AND AWARDS CELEBRATION

200+ REALTOR® & Affiliate Attendees
Other Association's Leadership
December 2027

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
- Name Badge Sponsor at event
- Company signage exposure during event
- Company name and logo in program and event presentation
- Recognition by emcee at event
- Acknowledgment on SMDRA website and social media

REALTOR® APPRECIATION BREAKFAST & VENDOR FAIR

300-400 REALTOR® Attendees
100-125 Affiliate Attendees
September 2027

Meet and engage with 300–400 REALTORS® in one morning at SMDRA's REALTOR® Appreciation Breakfast and Vendor Fair. Showcase your business, build meaningful relationships, and become a trusted resource for members seeking reliable partners for their clients and businesses. A prime placement \$450 value vendor table includes:

- A 6 foot draped table with 2 chairs
- 2 Tickets for Breakfast
- Inclusion in Event Program
- Roster of attendees (roster includes attendee name and company name ONLY, no email addresses and phone numbers are given)
- Premium Table location that you get to choose!

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 an update from DORA, just to name a few!

- 1 of 10 Opportunities
- 3-4 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)
- Display and distribute your promotional materials
- One of our most popular, and well attended events for REALTOR® Members

NEW SMDRA CONNECTS LIVE EVENTS

60-90 REALTOR® Members and
Affiliate Industry Partner Attendees

Includes four (4) themed SMDRA Connects Live networking events designed to bring REALTOR® and Affiliate Industry Partner members together to build relationships, strengthen connections, and grow their businesses.

- Assigned 1 of 4 exclusive opportunities
- Signage at event - digital and printed
- Sponsor table at event
- Opportunity to network

MONTHLY LOBBY TABLE SPONSOR FEATURE

Display and distribute your promotional materials with a featured Affiliate Table in the SMDRA Lobby for an entire month. Increase your brand recognition, connect with REALTOR® members, and keep your business top of mind as members visit the Association for classes, events, meetings, and networking opportunities.

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
- Sent to 4,723 REALTOR® and Affiliate Industry Partner Members
- 56-62% Open Rate - the current industry standard is 14-24%
- 35-45% Click Thru Rate - the current industry standard is 3%

ADDITIONAL OPPORTUNITIES

- SMDRA holds over 180+ 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.

ABOUT SMDRA REALTORS®

Founded in **1945**



#2 largest

local association in **Colorado**

New REALTOR® members per month: **25**
Committees: **8**



Member
RELIEF
Program

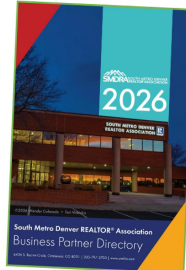
SUPPORT & ENGAGE in
charitable activities designed
to improve quality of life/home
ownership in neighborhoods
in our communities

1,500

printed copies featuring
our affiliate partners

THE SMDRA CONNECTS APP!

A way for members
to share your resources with
home buyers and sellers 24/7



50+
events per year

MANY opportunities to get
the word out about your business!

**LEARN
MORE** www.smdra.com
facebook.com/smdra Realtors
instagram.com/smdra Realtors

4168 members



3,704 Primary REALTORS®

280 Affiliates

184 Secondary REALTORS®

10 Staff Members

180+
classes per year



MORE ways to get
in front of our **MEMBERS!**

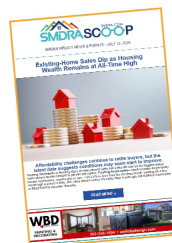


Diamond Circle Awards

Our largest event of the year

350+ attendees **1400+** Carat Club Member
Recognition

Celebrating **TOP PRODUCERS**
in Colorado



4,723

subscribers to our
weekly newsletter

QUARTERLY ads that feature
and link to your company's
content/website!

SMDRA SOUTH METRO DENVER
REALTOR ASSOCIATION