



# 2010 Partnership Program

**Affiliate Networking Program**



## **The Partnership Program Team**

- Rita Miller—757-253-0028
- Cindy Homewood—757-253-0028
- Linda Kinsman—757-253-0028

# WILLIAMSBURG AREA ASSOCIATION OF REALTORS®

## MISSION STATEMENT

The mission of the Williamsburg Area Association of REALTORS® (WAAR) is to serve its members by providing the necessary framework for professionalism and success. We continue to protect private property rights and promote the value of our members as professionals who are essential to the real estate transaction.

## PARTNERSHIP PROGRAM

### PURPOSE

The Partnership Program has been designed to provide Affiliate and REALTOR® members with a unique opportunity to network, exchange ideas, conduct business and provide valuable products and services. This relationship creates unique opportunities to develop new contacts, increase exposure and gain visibility.

Through the support received under this Partnership Program, the Association is able to provide meetings, educational seminars and other beneficial events to the entire membership. As a result of this alliance, the business and REALTOR® communities unite to create a positive environment in an ever-increasing competitive marketplace.

### ENROLLMENT

Industry professionals who enroll in the Partnership Program receive complimentary Affiliate Membership valued at \$279. Platinum and Gold levels receive free application fees of \$200; Silver receives a 50% discount; Bronze receives 25% discount. A complete list of additional benefits for each level is included in this brochure as well as application forms for Affiliate membership and Partnership Program. Both forms should be completed for enrollment in the Partnership Program.



The Williamsburg Area Association of REALTORS® is located in Virginia's Historic Triangle with over 700 agents and REALTORS® servicing the City of Williamsburg, James City County, Bruton District of York County, Town of Yorktown, parts of Charles City and New Kent Counties.



**Platinum Partner**  
\$3300

<u>Benefits</u> (New 2010 Benefits are in bold print)	<u>Value</u>
Free application fee (first time applicants only)	\$200
Free Affiliate dues	\$279
Free 'additional company representatives' (limit 3)	<b>\$837</b>
<i>Website</i>	
Free hotlink to your company website from your Affiliate roster listing	\$ 35
<b>Free hotlink to your company website from the public 'Find a Home' search page</b>	<b>\$250</b>
<b>Free unique Partnership icon attached to your Affiliate roster listing</b>	<b>\$ 75</b>
Free hotlink of your company logo on homepage	\$150
<i>Advertising</i>	
<b>Four (4) free Business Card size Ads in News e-Line</b>	<b>\$200</b>
<b>Four (4) free Business Card size Ads in WMLS News at Home</b>	<b>\$200</b>
<b>Back Page Ad in WAAR REALTOR® Expo Brochure (size TBD)</b>	(see value below)
<b>Back page ad in Golf Tournament Brochure (size TBD)</b>	(see value below)
<b>Back page ad in WAAR Installation Gala Brochure (size TBD)</b>	(see value below)
<b>Back page ad in WAAR Awards Gala Brochure (size TBD)</b>	(see value below)
<i>WAAR REALTOR® Expo-Annual Trade Show</i>	
<b>Free double booth at WAAR REALTOR® Expo</b>	<b>\$525</b>
<b>Provide &amp; give out personalized Trade Show Bags to all attendees (approx.150)</b>	
<b>Back Page Ad in Event brochure (size TBD)</b>	<b>\$150</b>
<i>Golf Tournament</i>	
<b>Free Golf team (4 players)</b>	<b>\$400</b>
Free Golf hole Sponsorship	<b>\$100</b>
May provide Golf Goodie Bags to all golfers	
<b>Free Golf Beverage Cart Sponsorship</b>	<b>\$150</b>
<b>Back page ad in Event Brochure (size TBD)</b>	<b>\$150</b>
<i>Annual WAAR Installation Gala</i>	
One Free Ticket	\$ 60
<b>Back page ad in Event Brochure (size TBD)</b>	<b>\$150</b>
Event Sponsorship with recognition at Function	\$100
<i>Annual WAAR Awards Gala</i>	
One Free Ticket	\$ 60
<b>Back page ad in Event Brochure (size TBD)</b>	<b>\$150</b>
Event Sponsorship with recognition at Function	\$100

*Night Court Sponsor Publicity-may also speak & distribute handouts at class*

**Total Value: \$4321**

**All Partners have the following opportunities:**

- Sponsor Education Sessions: speak 3-5 minutes at beginning of class; distribute handouts and business cards; assigned on a first-come first-serve basis
  - Coffee Breaks
  - Legal Seminars
  - Broker/Manager Seminar
  - Trade Show Classes
- Sponsor REALTOR® Day on the Hill (provide snacks and/or beverages): assigned on a first-come first-serve basis
- Sponsor and/or provide door prizes at Association Events (excluding FISH/CDR and Blood Drive)
- Receive Electronic Newsletters
- Display promotional materials at WAAR

**\*Payment Options Available:**

1. Pay in Full (cash, check, MC or VISA)
2. Quarterly Payment Schedule (cash, check, MC or VISA)
  - February 28, 2010
  - May 31, 2010
  - August 31, 2010
  - November 30, 2010



## Gold Partner

\$2000

<b>Benefits</b> (New 2010 Benefits are in bold print)	<b>Value</b>
<i>Free application fee (first time applicants only)</i>	\$200
<i>Free Affiliate dues</i>	\$279
<b>Free 'additional company representatives' (limit 2)</b>	<b>\$558</b>
<i>Website</i>	
Free hotlink to your company website from your Affiliate roster listing	\$ 35
<b>Free unique Partnership icon attached to your Affiliate roster listing</b>	<b>\$ 75</b>
<i>Advertising</i>	
<b>Two (2) free Business Card size Ads in News e-Line</b>	<b>\$100</b>
<b>Two (2) free Business Card size Ads in WMLS News at Home</b>	<b>\$100</b>
<b>Half (1/2) page ad in WAAR REALTOR® Expo Brochure</b>	(see value below)
<b>Half (1/2) page ad in Golf Tournament Brochure</b>	(see value below)
<b>Half (1/2) page ad in WAAR Installation Gala Brochure</b>	(see value below)
<b>Half (1/2) page ad in WAAR Awards Gala Brochure</b>	(see value below)
<i>WAAR REALTOR® Expo-Annual Trade Show</i>	
<b>Free single booth at WAAR REALTOR® Expo</b>	<b>\$275</b>
<b>Half (1/2) page Ad in Event Brochure</b>	<b>\$ 75</b>
<i>Golf Tournament</i>	
<b>Free Golf team players (2 players)</b>	<b>\$200</b>
<b>Free Golf Cart Sponsorships (4 @ \$25)</b>	<b>\$100</b>
<b>Half (1/2) page ad in Event Brochure</b>	<b>\$ 75</b>
<i>Annual WAAR Installation Gala</i>	
<b>Half (1/2) page ad in Event Brochure</b>	<b>\$ 75</b>
Event Sponsorship with recognition at Function	\$100
<i>Annual WAAR Awards Gala</i>	
<b>Half (1/2) page ad in Event Brochure</b>	<b>\$ 75</b>
Event Sponsorship with recognition at Function	\$100
<b>Lem Marshall Class Sponsor (to exclude Broker/Mgr Seminar)</b>	

**Total Value: \$2422**

### All Partners have the following opportunities:

Sponsor Education Sessions: speak 3-5 minutes at beginning of class; distribute handouts and business cards assigned on a first-come first-serve basis

- Coffee Breaks
- Legal Seminars
- Broker/Manager Seminar
- Trade Show Classes

May Sponsor REALTOR® Day on the Hill (provide snacks and/or beverages): assigned on a first-come first-serve basis

Sponsor and/or provide door prizes at Association Events (excluding FISH/CDR and Blood Drive)

Receive Electronic Newsletters

Display promotional materials at WAAR

### \*Payment Options Available:

1. Pay in Full (cash, check, MC or VISA)
2. Quarterly Payment Schedule (cash, check, MC or VISA)
  - February 28, 2010
  - May 31, 2010
  - August 31, 2010
  - November 30, 2010



## Silver Partner

\$1000

<u>Benefits</u> (New 2010 Benefits are in bold print)	<u>Value</u>
<b>50% Discount Application fee</b> (first time applicants only)	<b>\$100</b>
Free Affiliate dues	\$279
Free 'additional company representatives' (limit 1)	\$279
<i>Website</i>	
Free hotlink to your company website from your Affiliate roster listing	\$ 35
<b>Free unique Partnership icon attached to your Affiliate roster listing</b>	<b>\$ 75</b>
<i>WAAR REALTOR® Expo-Annual Trade Show</i>	
<b>50% price discount on single booth at WAAR REALTOR® Expo</b>	<b>\$140</b>
<i>Golf Tournament</i>	
<b>Free Golf team player (1 player)</b>	<b>\$100</b>
<b>Free Golf Cart Sponsorships (2 @ \$25)</b>	<b>\$ 50</b>
<i>Quarterly Chair/Vice Chair Meeting Sponsorship</i>	
<i>Association Events—FISH Food &amp; Clothing Drives; Child Development Resources (CDR) Book Drives</i>	
<b>Ads with all publications</b>	<b>\$100</b>
<b>Participate in pick-ups</b>	
<b>Photo opportunities-published in local newspapers</b>	<b>\$ 50</b>
<b>Ads on collection bags for food</b>	<b>\$100</b>
<i>Association Event—Blood Drive &amp; Cookout Sponsor</i>	
<b>Ads with all publications</b>	<b>\$100</b>
<b>Meet &amp; greet/network with donors</b>	
<b>Photo opportunities-published in local newspapers</b>	<b>\$ 50</b>
<b>Company Banner on site</b>	
<b>Distribute Company Materials</b>	

**Total Value: \$1458**

**All Partners have the following opportunities:**

Sponsor Education Sessions: speak 3-5 minutes at beginning of class; distribute handouts and business cards assigned on a first-come first-serve basis

Coffee Breaks

Legal Seminars

Broker/Manager Seminar

Trade Show Classes

May Sponsor REALTOR® Day on the Hill (provide snacks and/or beverages): assigned on a first-come first-serve basis

Sponsor and/or provide door prizes at Association Events (excluding FISH/CDR and Blood Drive)

Receive Electronic Newsletters

Display promotional materials at WAAR

**\*Payment Options Available:**

1. Pay in Full (cash, check, MC or VISA)

2. Quarterly Payment Schedule (cash, check, MC or VISA)

February 28, 2010

May 31, 2010

August 31, 2010

November 30, 2010



## Bronze Partner

\$650

<u>Benefits</u> (New 2010 Benefits are in bold print)	<u>Value</u>
<b>25% discount application fee</b> (first time applicants only)	<b>\$ 50</b>
Free Affiliate dues	\$279
<i>Website</i>	
Free hotlink to your company website from your Affiliate roster listing	\$ 35
<b>Free unique Partnership icon attached to your Affiliate roster listing</b>	<b>\$ 75</b>
<i>WAAR REALTOR® Expo-Annual Trade Show</i>	
<b>20% discount on single booth at WAAR REALTOR® Expo</b>	<b>\$ 55</b>
<i>Golf Tournament</i>	
<b>Free Golf Cart Sponsorship (limit 1)</b>	<b>\$ 25</b>
<b>Beer Keg Sponsorship (limit 1)</b>	<b>\$150</b>
<b>Free Golf Dinner Ticket (limit 2)</b>	<b>\$ 50</b>
<i>Shredder Sponsor</i>	<b>\$100</b>

**Total Value: \$819**

### All Partners have the following opportunities:

Sponsor Education Sessions: speak 3-5 minutes at beginning of class; distribute handouts and business cards assigned on a first-come first-serve basis

Coffee Breaks  
Legal Seminars  
Broker/Manager Seminar  
Trade Show Classes

Sponsor REALTOR® Day on the Hill (provide snacks and/or beverages): assigned on a first-come first-serve basis

Sponsor and/or provide door prizes at Association Events (excluding FISH/CDR and Blood Drive)

Receive Electronic Newsletters

Display promotional materials at WAAR

### \*Payment Options Available:

1. Pay in Full (cash, check, MC or VISA)
2. Quarterly Payment Schedule (cash, check, MC or VISA)
  - February 28, 2010
  - May 31, 2010
  - August 31, 2010
  - November 30, 2010

## **GLOSSARY OF BENEFITS**

**Advertising:** Opportunities to advertise in-News e-Line, WMLS News at Home, WAAR REALTOR® Expo Brochure, Golf Tournament Brochure, Golf Goodie Bags, and in the Golf, Installation and Awards Brochures.

**Association Events:** Sponsor an event and reach out to neighbors in need. WAAR 'gives back' to the community through projects such as FISH Food Drive, Community Revitalization, Blood Drive/Cookout, School Supply Drive, Bell Ringing for the Salvation Army, Angel Tree and more.

**Display Promotional Materials at WAAR:** Market your company's products and/or services directly to members by displaying your brochures and business cards in the education classroom and/or WAAR's front office.

### **Education Sessions:**

***Coffee Breaks***-Partners are given the opportunity to speak and/or give a brief presentation on his/her products and services during education classes held throughout each month. The Partner can also distribute materials and has the option of providing refreshments for the class.

***Night Court***, a class held 1-2 times/year in the evening, is instructed by a local or regional attorney and draws 40-50 students.

***Lem Marshall***, special counsel with the VA Association of REALTORS®, is invited to speak to the WAAR membership 2-3 times/year. Lem Marshall is well respected and his classes are well attended.

***Broker/Manager Seminar*** is an annual seminar which focuses on the needs of Principal and Managing Brokers.

***Legal Seminars***-Presented throughout the year by local and regional attorneys to educate the members on new and changing aspects of the law.

***WAAR REALTOR® Expo-Annual Trade Show classes***- classes are offered throughout the day to REALTORS® in attendance.

**Golf Tournament:** An opportunity to have a fun day on a local golf course and socialize with new and established business contacts. The event is held late Spring and features a round of golf followed by a cookout. Partnership benefits include the following sponsorships: Hole Sponsor-signage at the hole; Golf Cart Sponsor-signage on the cart; Beverage Cart Sponsor-signage on the cart and the opportunity to drive the cart throughout the day; Beer Keg Sponsor-signage at the beer keg.

**News e-Line:** The News e-Line is delivered electronically each month and posted on the Association's website for easy reference. It includes a variety of informational items, links to more in-depth topics, Board of Directors' meeting highlights, committee reports, etc.

**Quarterly Chair/Vice-Chair Meeting Sponsorship:** Committee Chairs and Vice-Chairs meet to share information, promote participation and work to reach goals as set forth by the Association's Board of Directors.

**Socials:** WAAR holds four socials per year at local restaurants or businesses which typically attract 75+ members. The chili cook-off, held in September, allows the membership to show off their cooking skills, win prizes and network in a fun relaxed atmosphere.

**Shredder Truck:** Last year, 2009, was the first year WAAR furnished a Shredder Truck as a free service to the membership. Many took advantage of this service and appreciated knowing that their confidential papers were properly destroyed. Because it was such a success, WAAR plans to make this an annual event. Bronze level Partners may choose to sponsor this service and receive marketing and signage benefits.

## **GLOSSARY OF BENEFITS**

**WAAR Awards Gala:** This gala provides an opportunity to network, dine and support the winners of the annual awards presented to REALTORS® and Affiliates recognizing their dedication and commitment to the local REALTOR® Association and real estate industry. The event is held at a local hotel in early March and typically attracts 150+ members.

**WAAR Installation Gala:** This first event of the Association's fiscal year (November 1-October 31) is normally held the first Wednesday in November at a local hotel. Association and Affiliate members gather to network and support the newly elected officers and directors of both the Association and WMLS corporations. The event culminates in the recognition of nominees for the Rising Star, REALTOR® of the Year, Affiliate of the Year, the Carolyn L. Moseley Code of Ethics and the Lifetime Achievement Awards to be presented in March. This function typically attracts 200+ members.

**WAAR REALTOR® Expo-Annual Trade Show:** The Expo includes Vendors from surrounding areas displaying their products and services to the REALTOR® community in an exciting and fun-filled day. The third annual Expo is scheduled for the fall of 2010 and will be held at a local hotel.  
Booth sizes- Double booth: 20' x 8'; Single Booth: 10' x 8'

**Website - [www.WAARealtor.com](http://www.WAARealtor.com):** The Association's Website contains up-to-date information on general Association news and special events. The site also includes special links for Partners, classes and registration, invoice payments, government agencies and much more. Partnership benefits include a hotlink to your company website from your Affiliate roster listing, a 'hotlink to your company website from the public 'Find a Home' search page, a unique Partnership icon attached to your Affiliate roster listing and a hotlink of your company logo on the homepage. These benefits may vary depending on Partnership level.

**WMLS News At Home:** The *WMLS News At Home* is transmitted electronically and posted on the Association's website. This publication will include educational and informational items about the WMLS, Board of Directors' meeting highlights, the MLS Alliance, the key system, etc.



## *Affiliate Membership*

*Why settle for less???*  
*Join the Partnership Program for only \$171 more!*

### **Fees:**

One Time Application Fee: \$200  
Annual Affiliate Dues: \$279

### **Benefits:**

*Listing on Website Member Roster*

*Electronic Newsletters*

*Membership Discounts*

*Event Networking*

*Committee Membership*

*Discount Facility Rental*

Contact Name: \_\_\_\_\_

Name of Company: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Please list your website address: \_\_\_\_\_

**I would like to participate in the following "A La Carte" items:**

**\$\$ TOTAL**

\_\_\_\_\_ **Co-Sponsor a WAAR Social at a local restaurant @ \$200 (Affiliates only). Includes Table Promotion, Food, Drinks**  
     February 2010  
     May 2010  
     September 2010  
     December 2010

\_\_\_\_\_ \* **Total WAAR Installation Luncheon:** Luncheon Sponsorship: Recognition & Business Card size ad @ \$250 = \$ \_\_\_\_\_  
     Reserved Company Tables: \_\_\_\_\_ tables @ \$100 per table = \$ \_\_\_\_\_

\_\_\_\_\_ \* **Total WAAR Awards Ceremony & Gala:** Gala Sponsorship: Recognition & Business Card size ad @ \$250 = \$ \_\_\_\_\_  
     Reserved Company Tables: \_\_\_\_\_ table(s) @ \$100 per table = \$ \_\_\_\_\_

\_\_\_\_\_ **Total 2010 Golf Tournament Sponsorships:**

Hole Sponsor _____ hole(s) @ \$100	= \$ _____
Golf Cart Sponsor _____ carts @ \$25	= \$ _____
Beverage Cart Sponsor (limit 3) _____ @ \$150	= \$ _____
Lunch Sponsor (limit 2) _____ @ \$100	= \$ _____
Dinner Sponsor (limit 2) _____ @ \$100	= \$ _____

\_\_\_\_\_ **Total 2010 WAAR REALTOR Expo Sponsorships:**

Breakfast Sponsor _____ @ \$50	= \$ _____
Lunch Sponsor _____ @ \$50	= \$ _____
Coffee Station _____ @ \$50	= \$ _____
Reception Table _____ @ \$50	= \$ _____

\_\_\_\_\_ **Website Banner on WAAR homepage (limit 4):** \_\_\_\_\_ @ \$250 = \$ \_\_\_\_\_

\*Tickets to the WAAR Awards Ceremony & Gala in November and Installation Gala in March may be purchased separately.

<b>PAYMENT INFORMATION</b>	
Printed Name: _____	
Firm Name: _____	
Firm Address: _____	
City: _____	State: _____ Zip: _____
Phone: _____	Fax: _____ E-Mail: _____
____ Check Enclosed – Payable to WAAR in the amount of \$ _____	
Bill Me \$ _____	Authorized Signature _____
____ Credit Card – Please charge \$ _____ to my ____ Visa ____ MasterCard ____	
Credit Card # _____	Exp Date (required): _____
Cardholder's Name: _____	Cardholder's Signature: _____



Williamsburg Area Association of REALTORS®  
5000 New Point Road Suite 1101  
Williamsburg, VA 23188

Office: 757.253.0028  
Fax: 757.253.1559  
[www.WAAREaltor.com](http://www.WAAREaltor.com)