



MEMPHIS AREA ASSOCIATION OF REALTORS®

Opportunities Guide

2025 SPONSORSHIPS





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BECOME A 2025 MAAR SPONSOR

With more than 4,700 members, the Memphis Area Association of REALTORS® is one of the largest REALTOR® Associations in the state. Our strength lies not only in our size but in the success of each individual member. MAAR's Affiliate members are a vital part of our Association.

Becoming a MAAR sponsor will expose your company and products to the most qualified and engaged real estate professionals across the Memphis area, and will provide you the platform to establish strong, lasting relationships with our REALTOR® members.

This guide outlines the opportunities available for 2025 so you can select the option that best fits your business goals.

Align your organization with our members and enjoy distinct advantages including, but not limited to:

- Elevated marketing exposure
- The ability to reach a large, targeted audience of real estate professionals
- The chance to promote your products and services through our Association
- Making impactful connections
- Multiple opportunities to foster and maintain relationships with members
- A unique way to support the real estate profession



"Great way to meet agents and competitors in a casual atmosphere."

BE ACCESSIBLE

Repetitive name placement in front of key industry contacts and media.

STAND OUT

Name recognition built through signage at MAAR office and events; placement on MAAR promotional materials and maar.org.

NETWORK

Your participation will put you in touch with REALTORS® and colleagues in the real estate community.

CONNECT

Increase the effectiveness of your company's outreach and sharpen your competitive edge by building preference, loyalty and brand value through Association involvement.



**"A very valuable
relationship.
Networking is the
key!"**





TITLE SPONSOR (\$10,000)

Includes all the benefits of Gold Sponsorship as well as:

- One (1) Primary Affiliate Membership (\$250) and Four (4) Secondary Affiliate Memberships (\$160 ea.)
- Unlimited number of representatives can attend all events included in your sponsor package free of charge for the entire year
- Sponsor Spotlight and first choice of location of tables and/or booths at events
- Two-minute Speaker Spotlight at two (2) of the events included in the sponsor package
- Five (5) weeks in the Weekly REALTOR®
- Promotional items with company logo used at Board of Director meetings and special meetings

PLATINUM SPONSOR (\$9,000)

**Includes all the benefits of
Gold Sponsorship as well as:**

- One (1) Primary Affiliate Membership (\$250) and Two (2) Secondary Affiliate Memberships (\$160 ea.)
- Three-minute Speaker Spotlight at MLS Orientation
 - All Platinum Sponsors will receive an equal number of orientation dates
 - Sponsor will be listed as such on associated materials and may mingle with new members prior to the start of each orientation
 - Classes will be held monthly with approx. 50 students per class
- Exclusive sponsorship of the MAAR Past Presidents' Luncheon
 - Sponsor will be given the opportunity to have one representative speak for a moment to this group
- Four (4) weeks in the Weekly REALTOR®





GOLD SPONSOR (\$7,500)

Advertising

- Three (3) mentions in the Weekly REALTOR®
- One (1) MAAR staff Outlook signature including link to sponsor website
- Logo placement and link to website on maar.org homepage
- Logo placement and link to website on maar.org rotating header
- Company name and website listed on Paragon homepage for the entire year

Brand Recognition

- Logo included on Sponsor Wall in the MAAR Lobby
- Logo included on banner at events included in sponsor package when applicable
- Logo included in PowerPoint presentation at events included in sponsor package
- Logo included in MAAR Board of Directors monthly meeting materials
- Logo included in New Member Orientation packets
- Logo included in Designated REALTOR® Orientation packets
- Logo included on MAAR member directory sponsor page

GOLD SPONSOR

Affiliate Membership Dues

One (1) Primary Affiliate Membership (\$250)

Marketing Benefits

- Sponsor Friday
- Gold Sponsors will be invited to do a two-minute speaker spotlight at one (1) event included in sponsor package
 - Available to Title, Platinum, Gold & Silver Sponsors
- Opportunity for one (1) of your company representatives to assist on-site at one (1) event included in sponsor package
- Table top to showcase your company with marketing materials, giveaways and drawings at events included in sponsor package
- Opportunity to donate a prize valued at \$100+ for a drawing to be done by you and the Emcee at the podium, and collect business cards as leads at one (1) event included in sponsor package
 - Available to Title, Platinum, Gold & Silver Sponsors

Personal MAAR Board of Director Liaison

You will be connected for the entire year with one MAAR Board of Director who will help you get the most mileage out of your sponsorship.



GOLD SPONSOR

Sponsor Pride

You will receive an elegant gift showing our appreciation to your company as a Gold Sponsor.

Membership Lists

- Quarterly (4) membership mailing lists in Excel format
- Monthly (12) lists of new members, transfers and terminations
- Electronic email lists for orientations

New Member Orientation

A monthly orientation session for approximately 50 of the newest REALTORS® & REALTOR-ASSOCIATES® at MAAR.

- Available only to Title & Gold Sponsors, all of whom receive an equal number of orientation dates
- Up to three (3) company representatives may attend
- Two-minute speaking opportunity
- Opportunity to distribute business cards and marketing materials promoting your company
- List of attendees with company names and contact information



GOLD SPONSOR

Events & Invitations

Installation & Awards

January 2025

400+ members attend this event in which the Board of Directors & Officers are installed and we celebrate the announcement of the previous year's award honorees.

- Up to four (4) company representatives who are not MAAR members can attend
- Logo on printed programs, if applicable
- Company name and sponsorship level introduced by the Emcee from the podium during the event and company representatives asked to stand

Member Appreciation & Affiliate Expo

June 2025

The perfect opportunity for face time with 400+ members in a fun, casual setting.

- Up to four (4) company representatives who are not MAAR members can attend
- Priority table placement as sponsor

Annual Meeting & Election

September 2025

This perennial favorite features the election of the coming year's Board of Directors and the annual business meeting, followed by a fun, casual party with 300+ members.

- Up to four (4) company representatives can sit in on the meeting but cannot vote
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event
- Sponsor table at the event



GOLD SPONSOR

Events & Invitations

Signature Event

One (1) opportunity to use a MAAR meeting room to execute your very own program for MAAR members during the 2025 calendar year.

- Available to Title, Platinum, Gold and Silver Sponsors
- Must be approved and booked at least one (1) month in advance & offered free of charge
- Cannot be open to the public or include alcoholic beverages
- MAAR will send one (1) promotional email invitation to sponsor-selected target members

Strategic Planning Event

One (1) opportunity to market your company to members at a strategic planning event during the 2025 calendar year.

SILVER SPONSOR

(\$6,000)

Advertising

- Two (2) mentions in the Weekly REALTOR®
- One (1) MAAR staff Outlook signature including link to sponsor website
- Logo placement and link to website on maar.org homepage
- Logo placement and link to website on maar.org rotating header
- Company name and website listed on Paragon homepage for the entire year

Brand Recognition

- Logo included on Sponsor Wall in the MAAR Lobby
- Logo included on banner at events included in sponsor package when applicable
- Logo included in PowerPoint presentation at events included in sponsor package
- Logo included in MAAR Board of Directors monthly meeting materials
- Logo included in New Member Orientation packets
- Logo included in Designated REALTOR® Orientation packets
- Logo included on MAAR member directory sponsor page



SILVER SPONSOR

Affiliate Membership Dues

One (1) Primary Affiliate Membership (\$250)

Marketing Benefits

- Silver Sponsors will be invited to do a two-minute speaker spotlight at one (1) event included in sponsor package
 - Available to Title, Platinum, Gold & Silver Sponsors
- Opportunity for one (1) of your company representatives to assist on-site at one (1) event included in sponsor package
- Table top to showcase your company with marketing materials, giveaways and drawings at events included in sponsor package
- Opportunity to donate a prize valued at \$100+ for a drawing to be done by you and the Emcee at the podium, and collect business cards as leads at one (1) event included in sponsor package
 - Available to Title, Platinum, Gold & Silver

Personal MAAR Board of Director Liaison

You will be connected for the entire year with one MAAR Board of Director who will help you get the most mileage out of your sponsorship.

Sponsor Pride

You will receive an elegant gift showing our appreciation to your company as a Silver Sponsor

Membership Lists

- Quarterly (4) membership mailing lists in Excel format
- Monthly (12) lists of new members, transfers and terminations



SILVER SPONSOR

Events & Invitations

Installation & Awards

January 2025

400+ members attend this event in which the Board of Directors & Officers are installed and we celebrate the announcement of the previous year's award honorees.

- Up to three (3) company representatives who are not MAAR members can attend
- Logo on printed programs, if applicable
- Company name and sponsorship level introduced by the Emcee from the podium during the event and company representatives asked to stand

Member Appreciation & Affiliate Expo

June 2025

The perfect opportunity for face time with 400+ members in a fun, casual setting.

- Up to three (3) company representatives who are not MAAR members can attend
- Priority table placement as sponsor

Annual Meeting & Election

September 2025

This perennial favorite features the election of the coming year's Board of Directors and the annual business meeting, followed by a fun, casual party with 300+ members.

- Up to four (4) company representatives who are not MAAR members can attend
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event



SILVER SPONSOR

Events & Invitations

Signature Event

One (1) opportunity to use a MAAR meeting room to execute your very own program for MAAR members during the 2025 calendar year.

- Available to Title, Platinum, Gold and Silver Sponsors
- Must be approved and booked at least one (1) month in advance & offered free of charge
- Cannot be open to the public or include alcoholic beverages
- MAAR will send one (1) promotional email invitation to sponsor-selected target members



5-STAR SPONSOR (\$4,500)

Advertising

- One (1) mention in the Weekly REALTOR®
- Logo placement and link to website on maar.org homepage
- Logo placement and link to website on maar.org rotating header
- Company name and website listed on Paragon homepage for the entire year

Brand Recognition

- Logo included on Sponsor Wall in the MAAR Lobby
- Logo included on banner at events included in sponsor package when applicable
- Logo included in PowerPoint presentation at events included in sponsor package
- Logo included in New Member Orientation packets
- Logo included in Designated REALTOR® Orientation packets
- Logo included on MAAR member directory sponsor page

Affiliate Membership Dues

One (1) Primary Affiliate Membership (\$250)

5-STAR SPONSOR

Personal MAAR Board of Director Liaison

You will be connected for the entire year with one MAAR Board of Director who will help you get the most mileage out of your sponsorship.

Marketing Opportunities

- Your company is invited to bring a designated number of representatives to events included in sponsor package
- Opportunity for one (1) of your company representatives to assist on-site at one (1) event included in sponsor package
- Table top to showcase your company with marketing materials, giveaways

Sponsor Pride

You will receive an elegant gift showing our appreciation to your company as a 5-Star Sponsor.

Membership Lists

- Quarterly (4) membership mailing lists in Excel format
- Monthly (12) lists of new members, transfers and terminations



5-STAR SPONSOR

Events & Invitations

Installation & Awards

January 2025

400+ members attend this event in which the Board of Directors & Officers are installed and we celebrate the announcement of the previous year's award honorees..

- One (1) company representative who is not a MAAR member can attend
- Logo on printed programs, if applicable
- Company name and sponsorship level introduced by the Emcee from the podium during the event and company representatives asked to stand

Member Appreciation & Affiliate Expo

June 2025

The perfect opportunity for face time with 400+ members in a fun, casual setting.

- Up to two (2) company representatives who are not MAAR members can attend
- Priority table placement as a sponsor

Annual Meeting & Election

September 2025

This perennial favorite features the election of the coming year's Board of Directors and the annual business meeting, followed by a fun, casual party with 300+ members.

- Up to four (4) company representatives who are not MAAR members can attend
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event



4-STAR SPONSOR

(\$3,000)

Advertising

- One (1) mention in the Weekly REALTOR®
- Logo placement and link to website on maar.org homepage

Brand Recognition

- Logo included on Sponsor Wall in the MAAR Lobby
- Logo included on banner at events included in sponsor package when applicable
- Logo included in PowerPoint presentation at events included in sponsor package
- Logo included in New Member Orientation packets
- Logo included in Designated REALTOR® Orientation packets
- Logo included on MAAR member directory sponsor page

Affiliate Membership Dues

One (1) Primary Affiliate Membership (\$250)

MAAR Board of Director Liaison

You will be connected for the entire year with one MAAR Board of Director who will help you get the most mileage out of your sponsorship.

4-STAR SPONSOR

Marketing Opportunities

- Your company is invited to bring a designated number of representatives to events included in sponsor package
- Opportunity for one (1) of your company representatives to assist on-site at one (1) event included in sponsor package
- Table top to showcase your company with marketing materials, giveaways and drawings at events included in sponsor package

Sponsor Pride

You will receive an elegant gift showing our appreciation to your company as a 4-Star Sponsor.



4-STAR SPONSOR

Events & Invitations

Member Appreciation & Affiliate Expo

June 2025

The perfect opportunity for face time with 400+ members in a fun, casual setting.

- Up to two (2) company representatives who are not MAAR members can attend
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event
- Priority table placement as sponsor

Annual Meeting & Election

September 2025

This perennial favorite features the election of the coming year's Board of Directors and the annual business meeting, followed by a fun, casual party with 300+ members.

- Up to two (2) company representatives who are not MAAR members can attend
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event

Strategic Planning Event

One (1) opportunity to market your company to members at a strategic planning event during the 2025 calendar year.



3-STAR SPONSOR (\$1,500)

Advertising

- Logo placement and link to website on maar.org homepage
- Company name and website listed on Paragon homepage for the entire year

Brand Recognition

- Logo included on Sponsor Wall in the MAAR Lobby
- Logo included on banner at events included in sponsor package when applicable
- Logo included in PowerPoint presentation at events included in sponsor package
- Logo included in New Member Orientation packets
- Logo included in Designated REALTOR® Orientation packets
- Logo included on MAAR member directory sponsor page

Affiliate Membership Dues

One (1) Primary Affiliate Membership (\$250)

Personal Board of Directors Liaison

You will be connected for the entire year with one MAAR Board of Director who will help you get the most mileage out of your sponsorship.

3-STAR SPONSOR

Marketing Opportunities

- Your company is invited to bring a designated number of representatives to events included in sponsor package
- Table top to showcase your company with marketing materials, giveaways and drawings at events included in sponsor package

Sponsor Pride

You will receive an elegant gift showing our appreciation to company as a 3-Star Sponsor.



3-STAR SPONSOR

Events & Invitations

Member Appreciation & Affiliate Expo

June 2025

The perfect opportunity for face time with 400+ members in a fun, casual setting.

- Up to two (2) company representatives who are not MAAR members can attend
- Logo when possible – name listing otherwise – on all advance marketing and promotion for the event
- Priority table placement as sponsor

Strategic Planning Event

One (1) opportunity to market your company to members at a strategic planning event during the 2025 calendar year.

SPONSORSHIP COMPARISON CHART

TITLE	PLATINUM	GOLD	SILVER	5-STAR	4-STAR	3-STAR
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PROMOTION

WEEKLY REALTOR®	Five Weeks	Four Weeks	Three Weeks	Two Weeks	One Week	One Week	○
MAAR WEBSITE ROTATOR	Five Weeks	Four Weeks	Three Weeks	Two Weeks	One Week	○	○
STAFF EMAIL TAGLINE	Three Weeks	Two Weeks	One Week	One Week	○	○	○
COMPANY LINKED IN MLS	●	●	●	●	●	●	●
LOGO ON MAAR HOMEPAGE	●	●	●	●	●	●	●
LOGO ON MAAR SPONSOR PAGE	●	●	●	●	●	●	●
LOGO ON MAAR SPONSOR WALL	●	●	●	●	●	●	●
LOGO ON BANNER & PRESENTATION AT EVENTS	●	●	●	●	●	●	●
LOGO IN BOD MEETING MATERIALS	●	●	●	●	●	○	○
LOGO IN NEW MEMBER ORIENTATION PACKETS	●	●	●	●	●	●	●
LOGO IN DR ORIENTATION PACKETS	●	●	●	●	●	●	●

MEMBERSHIP

PERSONAL BOD LIAISON	●	●	●	●	●	●	●
PRIMARY AFFILIATE MEMBERSHIP	One Membership	One Membership	One Membership	One Membership	One Membership	One Membership	One Membership
SECONDARY AFFILIATE MEMBERSHIP	Four Memberships	Two Memberships	○	○	○	○	○
QUARTERLY MEMBERSHIP LISTS	●	●	●	●	●	○	○
MONTHLY NEW MEMBER LISTS	●	●	●	●	●	○	○
ORIENTATION ATTENDEE LISTS	●	●	●	○	○	○	○

MARKETING

SPONSOR FRIDAY	●	●	●	●	●	○	○
APPRECIATION GIFT	●	●	●	●	●	●	●
PRIZE DRAWING AT EVENT	●	●	●	●	●	○	○
SPEAKER SPOTLIGHT AT EVENT	Two Events	One Event	One Event	One Event	○	○	○
SPEAKER SPOTLIGHT AT NEW MEMBER OR MLS ORIENTATION	New Member Orientation	MLS Orientation	New Member Orientation	○	○	○	○
ASSIST ON-SITE AT EVENT	Two Events	One Event	One Event	One Event	One Event	One Event	○
TABLE TOP AT EVENT	●	●	●	●	●	●	●
REPRESENTATIVES AT EVENTS	●	●	●	●	●	●	●

EVENTS

INSTALLATION & AWARDS	●	●	●	●	○	○	○
MEMBER APPRECIATION	●	●	●	●	●	●	●
ANNUAL MEETING	●	●	●	●	●	●	○
PAST PRESIDENT LUNCHEON	○	●	○	○	○	○	○
SIGNATURE EVENT	●	●	●	●	●	○	○
STRATEGIC PLANNING EVENT	●	●	●	●	●	●	●



SPONSORSHIP PRICING

Title Sponsor

- Be billed in full for \$10,000
- Be billed in monthly installments at \$835 per month beginning Jan. 1, 2025

Platinum Sponsor

- Be billed in full for \$9,000
- Be billed in monthly installments at \$750 per month beginning Jan. 1, 2025

Gold Sponsor

- Be billed in full for \$7,500
- Be billed in monthly installments at \$625 per month beginning Jan. 1, 2025

Silver Sponsor

- Be billed in full for \$6,000
- Be billed in monthly installments at \$500 per month beginning Jan. 1, 2025

5-Star Sponsor

- Be billed in full for \$4,500
- Be billed in monthly installments at \$375 per month beginning Jan. 1, 2025

4-Star Sponsor

- Be billed in full for \$3,000
- Be billed in monthly installments at \$250 per month beginning Jan. 1, 2025

3-Star Sponsor

- Be billed in full for \$1,500
- Be billed in monthly installments at \$125 per month beginning Jan. 1, 2025



THANK YOU
FOR BEING A SPONSOR

GET IN TOUCH

6393 Poplar Ave
Memphis, TN 38119

P: 901.685.2100
F: 901.761.4003

maar.org

