

Marketing & Advertising Opportunities

Residential Brokerage Division

RESIDENTIAL COMMITTEE MEETINGS

\$250 per Meeting

Immerse yourself in the REBNY community with more than 17 residential committees focusing on different geographical areas and specialties within NYC real estate. Throughout the program year, these committees serve our residential members throughout the community through programs developed to support learning and industry advancement. These committees engage and educate members and the general public on issues related to professional best practices, new industry trends, and new developments in the Residential Real Estate market.

This particular opportunity spotlights our sponsor with a 5-10 minute speaking opportunity and inclusion in our post-event email to all attendees. Committee meetings draw about 30-50 residential brokers. Additional sponsor inclusions feature a list of attendees (names and firm) for future outreach.

Other entitlements include:

- Send screenshot of sponsorship presentation
- Sponsor logo on all event invitations and marketing assets
- Verbal recognition as event sponsor

REBNY LEARNING SERIES

\$250 per Session

REBNY is expanding its offerings within the virtual world by providing live distance learning courses! We have partnered with industry experts to deliver best-in-class professional development, open to members and non-members across New York City. This learning series is targeted to groups of 40+ real estate professionals at every stage of their career and creates the perfect environment for collaboration and education.

This opportunity spotlights our sponsor with a 5-10 minute speaking opportunity and inclusion in our post-event email to all attendees. These learning courses engage 20-40 residential and/or commercial brokers, depending on course content. Additional sponsor inclusions feature a list of attendees (names and firm) for future outreach.

Other entitlements include:

- Send screenshot of sponsorship presentation
- Sponsor logo on all event invitations and marketing assets
- Verbal recognition as event sponsor

REBNY Webinars

\$500 per Webinar

REBNY consistently offers members informational professional development webinars on our most-requested topics. These highly anticipated webinars bring together notable real estate experts to present up-to-date market trends and insights in residential real estate.

Join up to 500 Residential Real Estate members in one of REBNY's highly engaging and relevant webinars. Designed to cover current issues affecting our community, these webinars have served as an opportunity to bring timely, relevant content directly to our members.

Marketing entitlements include:

- Digital marketing to 14,000 association members via weekly newsletters and @REBNY social channels
- Sponsor logo and headshot of speaker on event invitations and marketing assets
- Verbal recognition from moderator
- 5-10 minute Talk time / Presentation to audience
- Post-event email to be sent to all event attendees
- Speaker slide on screen
- List of attendees (names and firm) for future outreach



Virtual Event Sponsorship Opportunities

Residential Deal of the Year Charity & Awards Gala

The Residential Deal of the Year Charity & Awards Gala is 2020's most anticipated Residential Event of the Year! This annual fundraising event benefits the REBNY Member in Need Fund through the REBNY Foundation to support community members facing financial hardship. Throughout the evening, prestigious awards are presented to REBNY members who have displayed creativity or ingenuity in their efforts to close a successful deal and who have performed with both integrity and service toward their community and private organizations.

This awesome virtual experience and fundraiser will be live streamed online featuring musical guests and community leaders with an expected audience of 1,500+ residential brokerage leaders and agents in attendance. During the event, sponsors will have the opportunity to be featured in a variety of areas, from raffles and awards presentations to ad space.

As an added bonus, you will be provided with the following benefits in addition to your virtual entitlements:

- Gold Sponsors will receive a post-event list of all attendees (Name & Firm only) and contributors for future outreach
- Gold Sponsors will receive 10 activated participation links to the virtual event. Silver and Bronze Sponsors will receive 5 activated participation links to the virtual event
- Digital marketing and exposure to 14,000 members (email and social media marketing)
- Inclusion in List of Contributors and mention in See Who's Attending leading up to event day
- Call to Action Links activated in Chatterbox during the sponsored segment. A clickable link to Website/Product/Development in event ChatterBox to all attendees watching the event
- Logo on Virtual Event Step & Repeat
- Logo included in Sponsor Showcase to play on loop during the Virtual Dance Party

Virtual Event Sponsorship Opportunities

Residential Deal of the Year Charity & Awards Gala Sponsorship Opportunities

GOLD

GOLD SPONSOR: AWARDS

Nine (9) opportunities – \$5,000 each

Be visible throughout the gala by featuring your logo during a segment(s) of our 1 hour awards program and presentation. With this package, you can join in on the fun as we place your logo on a virtual background behind the EMCEE when presenting an award.

Additionally, we will play a ~30 second clip or short commercial (provided by you) to give you direct, on screen airtime before the announcement of the sponsored award winner.

GOLD SPONSOR: MIXOLOGY BREAK

Four (4) opportunities – \$5,000 each

Help us get members engaged in the mixology portion of the evening by featuring your logo on our mixologist's attire and accessories or dress up our mixologist in your finest attire and branded swag to be worn or displayed during the cocktail break for a fun and unique sponsor opportunity! *Added bonus: your sponsor logo will also be included in a Drink Kit sent to attendees before the event.*

GOLD SPONSOR: DAILY RAFFLE COUNTDOWN

Seven (7) opportunities – \$5,000 each

Build anticipation for this year's fundraising gala with our Daily Raffle Countdown in the week leading up to the event! With this package, your logo will be featured on screen as we announce the raffle item of the day, featuring your brand in emails sent to 14,000+ industry members.

In addition, this package includes ad space for a short 15-30 second commercial to be featured before the raffle item of the day is announced.

SILVER

SILVER SPONSOR: RAFFLE PRESENTATION

Exclusive Opportunity – \$3,000

Be part of the evening's most exciting moment – where we announce the raffle winners and feature your logo throughout the announcement.

SILVER SPONSOR: PAY IT FORWARD

Four (4) opportunities – \$3,000 each

Appeal to our viewers' charitable side and show your support for the MIN fund with our Sponsor Matching package. Attendees will be notified that their donations will be matched during a set time frame within the program. *"For the next 15 minutes, XXX sponsors will be MATCHING donations up to \$3000!"* Sponsor logo on screen for duration of MIN testimonial.

SILVER SPONSOR: INSIDE SCOOP

Exclusive Opportunity – \$3,000

"This inside scoop is brought to you by..." Help us promote the DOY Gala in the days leading up to the event with our Inside Scoop marketing opportunities. In these promotional emails, our team will be sending out sneak peeks and teaser trailers to boost registration and donations prior to the big event. Get in on the excitement as we build anticipation, send attendees a Virtual Swag Bag and thank everyone afterwards with a post-event wrap up email.

BRONZE

BRONZE SPONSOR: PRE-EVENT WAITING ROOM

Exclusive Opportunity – \$2,500

Join us as our Waiting Room Sponsor and welcome attendees as they enter the virtual event space. The waiting room will feature a still image and sponsor logo for 10 minutes pre-event while attendees enjoy music and wait to get the evening started.

Sponsorship Application

REBNY Brokerage Division Marketing and Advertising

Sponsorship Packages:

REBNY Webinar – \$500 per Webinar

Quantity: _____

REBNY Learning Series – \$250 per Session

Quantity: _____

Residential Committee Meeting – \$250 per Meeting

Quantity: _____

Commercial Committee Meeting – \$250 per Meeting

Quantity: _____

Return applications to:

Residential: Olivia Byun – Manager, Residential Brokerage Services | 212-616-5210 | obyun@rebny.com

Commercial: Hayley Torswick – Coordinator, Commercial Brokerage Services | 212-616-5256 | htorswick@rebny.com

*Please forward an .eps and a high resolution .jpg version of your company logo with your payment information.

Terms and Conditions:

This sponsorship application is subject to the Terms and Conditions for REBNY Sponsorship/Advertising Opportunities available at www.rebny.com/sponsorship-terms-and-conditions, which are hereby incorporated by reference.

Contact: _____ Title: _____

Company: _____ Membership ID: _____

Address: _____

City: _____ State: _____ Country: _____ Zip/Postal Code: _____

Email: _____ Phone: _____

Social Media Handles: _____

Payment Information: Check Mastercard Visa AMEX Discover Total: _____

Credit Card Number: _____ Expiration Date: _____
(include all digits) (month/year)

Name: _____ Signature: _____
(as it appears on credit card)