



**DENVER METRO**  
ASSOCIATION OF REALTORS®

# DMAR DAY AT THE RACES SPONSORSHIP

Value, Levels & Perks



# ABOUT THE EVENT

*RPAC Investors, Managing Brokers, Top Producers & engaged members get together to celebrate and protect the real estate industry.*

## OUR ANNUAL FUNDRAISING FOR RPAC

"DMAR Day at the Races," a Derby-themed event, and fundraiser for the REALTORS® Political Action Committee (RPAC), allows DMAR to raise awareness and money for fighting real estate legislative issues, in a way that's both fun and engaging for members as well as their family and friends.



# Valuable Data

## AUDIENCE

REALTOR® & Affiliate members, local & national media, and the general public

**200+** ATTENDEES  
**6,000+** MEMBERS

## EMAIL LIST

Our growing, quality leads email list is comprised of our vast membership + anyone interested in receiving the monthly Market Trends Report

**7,000+** SUBSCRIBERS

## WEBSITE TRAFFIC & SOCIAL REACH

**6,000+** website users per month  
**26,600+** website pageviews per month  
**3,650+** homepage views per month  
**2,950+** unique homepage pageviews per month  
**12,600+** reach on Facebook per month  
**62** Twitter Klout



# Sponsorship Levels

## **TIER I → \$2.000**

Exclusive. Limit to one.  
See perks below.

## **TIER II → \$1.000**

Limit to three.  
See perks below.

## **TIER III → \$500**

Limit to 5.  
See perks below.

## **TIER IV → \$250**

**OR DOOR PRIZE DONATION**

Supporting Sponsor.  
See perks below.

# Tier I Perks → \$2,000 (Exclusive)

## At the Event

- 5 minute presentation/video during the event
- Main sponsor recognition by MC (with short company description)
- Logo placement on event collateral (organized by tiers)
- Tickets at the event (x2)
- Recognition in sponsor logo loop powerpoint presentation
- Opportunity to include promotional materials on tables
- Opportunity to set up company booth/table

## Email

- Banner ad in event eBlasts sent out to DMAR membership (x4)
- Main sponsor mention in event promo in weekly emails (x4)
- Post event eBlast with sponsor content (x1)

## Bonus

- Logo watermarked in post event pictures shared on Facebook
- Logo at the beginning of the event recap video shared on Facebook, blog and email

## Website

- Logo on homepage banner on dmarealtors.com (3 weeks)
- Logo and short company description under event registration page
- Logo and company description under special promo blog post
- Sponsored guest blog post or other type of sponsored content to be share on DMAR's website
- Event CTA with sponsor mention in three blog posts on the website

## Social

- Sponsor mention in FB post (x4)
- Sponsor mention in Twitter post (x4)
- Sponsor mention in Instagram post (x2)
- Sponsor mention in FB paid post (x2)
- Sponsored FB post (with the sponsor's specific copy) (x2)



# Tier II Perks → \$1.000 (Limit to three)

## At the Event

- Event recognition by MC
- Logo placement on event collateral (organized by tiers)
- Tickets at the event (x1)
- Logo displayed at the bar
- Recognition in sponsor logo loop presentation

## Email

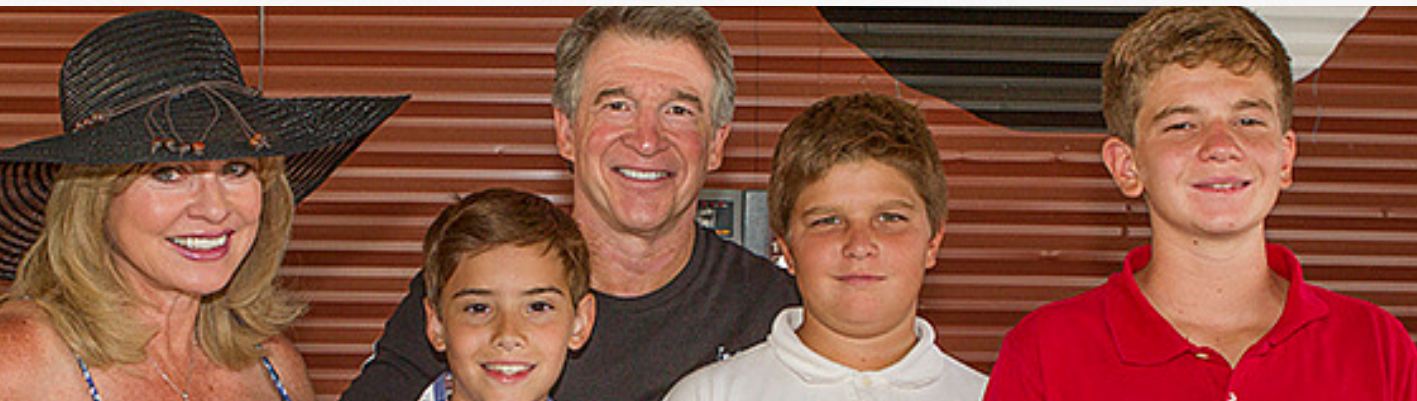
- Banner ad in event eBlasts sent out to DMAR membership (x3)
- Sponsor mention in event promo in weekly emails (x3)

## Website

- Logo and short company description under event registration page
- Logo under special promo blog post
- Sponsored guest blog post or other type of content

## Social

- Sponsor mention in FB post (x2)
- Sponsor mention in Twitter post (x3)
- Sponsor mention in Instagram (x1)
- Sponsor mention in FB sponsored post (x1)



## Tier III Perks → \$500 (Limit to five)

- Event recognition by MC
- Logo placement on event collateral (organized by tiers)
- Tickets at the event (x1)
- Recognition in sponsor logo loop presentation
- Banner ad in event eBlasts sent out to DMAR membership (x2)
- Sponsor mention in event promo in weekly emails (x1)
- Sponsor mention in FB post (x1)
- Sponsor mention in Twitter post (x2)

## Tier IV Perks → \$250

- Event recognition by MC (by tiers)
- Logo placement on event collateral (organized by tiers)
- Tickets at the event (x1)
- Recognition in sponsor logo loop presentation
- Sponsor mention in FB Post (x1)



# THANK YOU

For more information contact us at:  
[sponsorship@dmarealtors.com](mailto:sponsorship@dmarealtors.com)  
303 300 8490



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