



DENVER METRO
ASSOCIATION OF REALTORS®



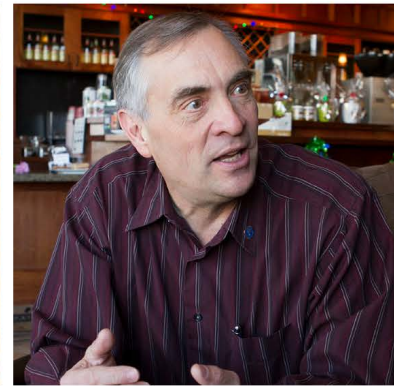
Sponsorship Proposal

Coffee Break

A DMAR Original Blog Series

01. WHAT IS COFFEE BREAK?

An original blog series by DMAR that brings you flavorful real estate talk featuring industry giants & best coffee spots in town. Blog posts include the interview with valuable content, and vibrant images, as well as a short 30 second video. The Denver Metro Association of REALTORS® is excited to announce a new sponsorship opportunity and a chance to support the development of our monthly blog series, Coffee Break.



02. ABOUT OUR REACH

1. AUDIENCE

6,000+ DMAR members (REALTORS®
and Affiliates)

2. EMAIL LIST

6,897 subscribers

3. WEBSITE TRAFFIC

5,230+ monthly users

4. SOCIAL MEDIA FOLLOWING

4,088 across platforms

03. SPONSORSHIP PACKAGE

COST

\$400 with exposure for an entire month

PERKS

- Logo placed on a homepage banner of the website
- Logo placed on CFA banner on DMAR's Education landing page
- Logo placed on all digital collateral including blog banner, blog post icons, teaser trailer and social media banners
- Company description included in blog post
- Social Media mentions: 5 Facebook mentions, 5 Twitter mentions and 3 Instagram mentions
- Logo included in a dedicated email blast for blog series as well as 2 additional emails per month




04. EXAMPLES OF SPONSORSHIP FEATURES

BLOG BANNER


Coffee Break with Greg Zadel Part II

12/16/2015

Coffee Break News



Flavorful Real Estate Talk
with
Greg Zadel,
Broker-Owner of Zadel Realty

Sponsored by: 

Missed Part One of Coffee Break with Greg Zadel? Check it out [HERE](#)

DMAR: How do you think the rental market has affected housing?

GREG: It's helped push the people who can buy back into buying. But there are plenty of

04. EXAMPLES OF SPONSORSHIP FEATURES

BLOG FOOTER LOGO WITH COMPANY DESCRIPTION

D: That was a really insightful answer.

P: It's funny because everyone thinks YPN-ers are all about the tech. We're really not. I'm the old-fashioned, pick up the phone and write a note person.



D: Since this is the *Coffee Break* series and we are here at *Steam Espresso Bar*, we have to ask... how would you describe your relationship with coffee?

P: This is a really good question. So coffee for me is very personal. I am really, really close with my dad, he's truly my best friend. I love my dad. When I was a kid, we always had coffee together. He was a single dad and it was always part of our mornings together. We always had coffee together... and donuts. For me, even now, I'll brew a pot of coffee, sit on the porch, and call my dad. So to me, coffee is my dad.

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About Our Sponsor:

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04. EXAMPLES OF SPONSORSHIP FEATURES

CTA BANNER ACROSS THE WEBSITE

Home › Education

Education

We are proud that our members are inquisitive, passionate, and well-informed. That's why we are continually evaluating our education program and make changes where needed, to keep our classes relevant. This means that there is always something new to learn. With about 100 classes a year, the value of DMAR's education program makes up for more than double in membership dues.

Suggested post:

Coffee Break

Flavorful Real Estate Talk
with
Greg Zadel,
Broker-Owner of Zadel Realty

YOUR LOGO HERE

[Read Here](#)

Online Education

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Continuing Education & Renewals


Partners

FAQ

Events & Programs →

04. EXAMPLES OF SPONSORSHIP FEATURES

WEEKLY FEATURE IN DMAR DIGEST BLOG AND eNEWSLETTER




Featured Content

► **Coffee Break with Greg Zadel Part II**

With 35 years of experience, we simply couldn't fit everything into one blog post. Check out Part II to learn more about Greg Zadel and his take on the rental market, working with millennials, and volunteering. Plus, find out why he decided to finally say goodbye to his trademark 'stache...[Read more](#)

DMAR's Coffee Break Series Sponsored By:



► **Last Week to Invest in RPAC for 2015!**

The \$25 voluntary investment in the REALTORS® Political Action Committee (RPAC) is a suggested fair share yearly contribution that goes towards protecting REALTOR® interests and homeownership rights. This yearly contribution goes to fighting...[Read more](#)

► **THANKS(for)GIVING: Spotlight on the Runners-up**

This year's THANKS(for)GIVING Food Drive included a friendly competition between participating offices to up the anti and see which offices would come out on top. Each of

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VIDEO + SOCIAL POSTS PRESENCE

The image shows a screenshot of a Facebook post from the Denver Metro Association of REALTORS. The post is titled "New Coffee Break is out! This one is a must-read. Greg Zadel of Zadel Realty shares valuable insights over a cup of coffee. #dmarCoffeeBreak Read here: <http://bit.ly/GregZadel>". The video thumbnail features a man, Greg Zadel, smiling, with a play button icon and the text "Greg Zadel Zadel Realty". A yellow box highlights a circular logo placeholder that says "YOUR LOGO HERE". The post shows 1,872 people reached, 688 views, and 2 shares. A comment from Carla Su Spencer is visible, stating "Wow awesome".

Denver Metro Association of REALTORS
Published by Dee Barsan [?] · December 9 at 11:48am · 🌐

New Coffee Break is out! This one is a must-read. Greg Zadel of Zadel Realty shares valuable insights over a cup of coffee. #dmarCoffeeBreak
Read here: <http://bit.ly/GregZadel>

1,872 people reached View Results

688 Views

Like Comment Share Hootlet

Amy Davies, Julie Gates, Steve Konecny and 8 others like this. Chronological ▾

2 shares

View 1 more comment


Carla Su Spencer Wow awesome
Unlike · Reply · Message · 👍 1 · December 10 at 7:09am

Write a comment...


04. EXAMPLES OF SPONSORSHIP FEATURES


eNewsletter

NEW ON THE BLOG: Coffee Break with Greg Zadel



Flavorful Real Estate Talk
with
Greg Zadel,
Broker-Owner of Zadel Realty





Sponsored by: 

We sit down with **Greg Zadel, Broker-Owner at Zadel Realty**, at Zigg's Coffee House to learn more about his views on Upstream, how he manages his office, and why he said good-bye to his trademark 'stache.

[Read Here](#)

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