



2024 Sponsorship Opportunities





Sponsor Opportunities

With over 3,000 REALTOR® members throughout New Haven and Middlesex counties, NHMR offers ongoing opportunities to network and build relationships with our members through free networking/social events, educational offerings, committees, and an Annual Trade Show.

Partnering with NHMR will help you maximize your marketing dollars by providing targeted access to our Realtor audience in numerous ways throughout the year. Gain the exposure and new business leads your company is looking for! We offer a variety of options designed to meet your goals and work within your budget.



Annual Sponsorship

Benefit from a year-round presence and exclusive access to NHMR's 3,000 Realtor Members! Gain ongoing exposure to our members in multiple settings, from our free Member cocktail parties to ongoing touches in our e-newsletter, website, social media channels, signage and much more. Significantly increase your company's visibility and reach your target audience.



Affiliate Membership/Industry Partner

Companies and individuals who are associated with the real estate profession are welcome to become Affiliate Members of NHMR. Becoming one of our Industry Partner gives you access to all our member events, individual sponsor and power lunch opportunities, and a listing in our online Partner Directory.



A la Carte Event Sponsorships

Individual Sponsorship opportunities of our larger networking events are also available. Annual events include:

- **After the Holidays Party (January 26, 2024)**
- **Summer Happy Hour (July 11, 2024)**
- **Trade Show (October 29, 2024)**
- **NHMR Foundation Golf Tournament Fundraiser (September 19, 2024)**

Individual sponsor packages to be announced with each event. The monthly Affiliate newsletter is your best source for staying on top of NHMR happenings and knowing how to maximize your benefits with us!

We invite you to review our Annual, Affiliate and Individual Sponsorship opportunities to see which option best suits your needs. Questions? Contact Bernadette Blaze

Phone: (203) 234-7700 | Email: Bernadette@nhmrealtors.com

EXCLUSIVE ANNUAL SPONSORSHIP BENEFITS

SPONSOR LEVEL	Premier \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,500
NHMR MEMBER EVENTS				
Sponsorship credit which can be applied to any of our standard annual events in 2024	\$1,500	\$1,000	\$500	\$250
*Power Lunches	4 (\$3,000 value)	2 (\$1,500)	1 (\$750)	
Invitations to NHMR Member Networking events (After the Holidays Party, Summer Happy Hour or Trade Show)	6 reps (\$500+ value)	5 reps (\$450)	4 reps (\$360)	3 reps (\$270)
**CE Sponsorship – in-person @ NHMR HQ <i>(must be requested in advance)</i>	4 (\$2,000 value)	3 (\$1,500)	2 (\$1,000)	1 (\$500)
New Member Orientation Webinar Sponsorship	1 (\$250 value)			
Optional YPN (Your Professional Network) (see pg. 4)	✓ (\$1,000 value)	✓ (\$1,000)	✓ (\$1,000)	✓ (\$1,000)
MEMBER COMMUNICATIONS				
*Submit an article or promote an event you are hosting in NHMR bi-weekly E-news or Broker News	6 (\$900 value)	4 (\$600 value)	2 (\$300 value)	1 (\$150 value)
*Solo email blasts sent on your behalf	6 (\$1,800 value)	4 (\$1,200)	2 (\$600)	1 (\$300)
*Share your reviews, company news or event announcements on our social media channels	12/year (\$900)	6/year (\$450)	4 (\$300)	2 (\$150)
Company logo & link in NHMR member E-News	✓	✓	✓	✓
SIGNAGE & RECOGNITION				
Recognition on ALL pages of nhmrealtors.com	✓	✓	✓	✓
Special recognition on our Industry Partners webpage	✓	✓	✓	✓
Digital display ad in NHMR lobby	12/year (\$1,200)	6/year (\$600)	4 (\$400)	2 (\$200)
Annual Sponsor recognition at ALL NHMR events	✓	✓	✓	✓
Sponsor recognition on digital display in NHMR lobby	✓	✓	✓	✓
Recognition in quarterly Annual Sponsor solo email	✓	✓	✓	✓
Banner in NHMR classroom (supplied by sponsor)	✓			
NHMR AFFILIATE MEMBERSHIP - \$275 value				
	Included	Included	Included	Included

*See following page for redemption requirements/timelines for these benefits by level.

**CE course sponsors will get: recognition in registrant emails, a table in the classroom, the option to provide refreshments/lunch, 1-2 minutes to speak, and an opportunity to do a giveaway.

SPONSOR LEVEL	Power Lunches	eNews ad	Solo emails	Social media posts
Premier	4 (1 per quarter)	6 (bi-monthly)	6 (bi-monthly)	12 (1 per month)
Platinum	2 (Q1-2/Q3-Q4)	4 (1 per quarter)	4 (1 per quarter)	6 (bi-monthly)
Gold	1 per year	2 (Q1-2/Q3-Q4)	2 (Q1-2/Q3-Q4)	4 (1 per quarter)
Silver	N/A	1 per year	1 per year	2 (Q1-2/Q3-Q4)

AFFILIATE MEMBERSHIP BENEFITS		\$275
EVENTS		
Invitations to NHMR After the Holidays Party, Summer Happy Hour, and Trade Show		1
Discounted Pricing for Exhibit table at Annual NHMR Trade Show		✓
Opportunities to promote your business through Power Lunch Presentations, CE Course Instruction, and Committee meetings		✓
First choice of Individual sponsorship opportunities for Member events		✓
Opportunities to network and create business relationships with other Affiliate members to expand visibility and market reach		✓
COMMUNICATION & PROMOTIONS		
A listing in the online Industry Partners Directory		✓
Receive monthly e-Newsletter, "The Affiliate Advantage", ensuring you are always in-the-know regarding NHMR happenings		✓
Additional updates and event notices through NHMR E-News		✓
ADDITIONAL BENEFITS		
Free Notary Public services		✓
Our in-house computer tech available to come to you for a minimal fee		✓
Reduced rates to rent our state-of-the-art classroom, conference room or parking lot for your meetings and events		✓
Exclusive opportunities to advertise to our membership by email, e-newsletters and on our social media channels at great rates		✓
Access to many of the same discounts and benefits offered to our REALTOR® members through the NHMR Member Benefits Program		✓

Additional Exclusive Advertising Opportunities

For Added Exposure When You Need It!	
Available Exclusively to Affiliate Members and Annual Sponsors	
Solo Email Blast <i>Sent from NHMR to members on your behalf. Includes only your content. (Max of one per quarter allowed per company.)</i>	\$300
Ad/announcement/article in NHMR bi-weekly E-news or Broker News <i>(Max of 1 per month allowed per company. Limited number of spots available in each issue.)</i>	\$150
Social media post on NHMR social channels <i>(Max of 1 per month allowed per company.)</i>	\$75

You can find our complete Advertising Policy on our website on the "Become an Affiliate Member" page.

Your Professional Network (YPN)

MORE EVENTS BEING PLANNED FOR 2024!

As part of NHMR's Annual Membership package, Annual Sponsors enjoy complimentary attendance to all YPN meetings - a great place to network and market your services!

Open to all NHMR Members, YPN is a dynamic entry point for real estate professionals striving to become more successful in their careers. YPN meets regularly with guest speakers at each meeting.

The group also hosts social events and participates in various community service activities.



Annual sponsors who opt to participate in YPN and attend 3 YPN meetings/events per year will also be recognized as an Annual YPN Sponsor and receive the following recognition:

YPN Sponsor Recognition	
Opportunity to present at a YPN meeting	✓
Opportunity to sponsor a YPN Meeting Lunch or Social event	✓
Sponsor logo and link on the YPN webpage	✓
Sponsor logo & link in NHMR member E-News as YPN sponsor	✓
Recognition at all YPN Meetings, Activities and Social Events	✓
Annual YPN sponsor signage in NHMR classroom	✓
Annual YPN Sponsor signage at all Association events	✓



NHMR Foundation Fundraiser

Charity Golf Tournament & Networking Event



The NHMR Foundation's mission is "Improving Lives in Our Communities".

Our Foundation supports a number of charitable causes with a primary focus on reducing homelessness. The golf tournament is the Foundation's BIGGEST fundraising effort. Join us in a fun-filled day for a great cause!

- Open to ALL (do not have to be an NHMR Member or Affiliate Member)
- Sponsor opportunities to fit any budget
- Non-golfers welcome, come for dinner, drinks & networking!

Watch for sponsor, golfer and participant opportunities coming soon!

Can't wait to find out more?

Contact Bernadette@nhmrealtors.com



2024 Affiliate/Annual Sponsor Application

I, (print full name), _____, hereby apply for 2024 Membership with New Haven Middlesex Association at the Affiliate/Sponsor level indicated below and will pay by credit card below or enclose my check.

Membership/Sponsorship Type:

_____ \$10,000 **Premier** _____ \$5,000 **Platinum** _____ \$2,500 **Gold** _____ \$1,500 **Silver**

_____ Please check if you would like to be included as an Annual **YPN** Sponsor at no additional cost.

(Annual Sponsors only)

_____ **Affiliate** - \$275 **Please note:** Affiliate Membership is linked and accessible to one individual at a company/business, not an entire company. Event sponsorships are à la carte.

Please complete the following:

Today's Date: _____

Contact Information:

Company Name: _____

Type of Business: _____

Company Address: _____

Preferred Phone Number: _____ Office Cell

Email: _____

Website: _____

Referred by (if applicable): _____

Optional secondary contact name/email (this person will also receive communications):

Are you presently a member of any other Association of REALTORS®? Yes No

If yes, which Association(s): _____

Payment Information:

_____ Check enclosed in the amount of \$ _____ (made payable to NHMR) **OR...**

_____ Please charge \$ _____ to:

Name (as it appears on card): _____

Credit Card #: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Please email your application to Bernadette Blaze: Bernadette@nhmrealtors.com

Signature: _____

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