



# WAYS TO ENGAGE 2021

**NETWORK + PROMOTE +  
DEVELOP + BUILD = ENGAGED**

*2021 Sponsorship Opportunities*

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**WC REALTORS**

*Unlock the World of Real Estate*

# WILLIAMSON COUNTY REALTORS®

## YOU MATTER. YOUR SUCCESS MATTERS.

You have a choice and we RESPECT it! We know the importance and understand the value of providing opportunities for you to engage with REALTORS®, as they are imperative to the success of your business. In turn, REALTORS® need your help and engagement to get their job done!

We all know REALTORS® sell more than real estate; REALTORS® are asked about a variety of products and services –

- Mortgage companies
- Cosmetic upgrades (paint, flooring)
- Handyman services
- Insurance
- Schools
- Favorite place to eat
- AND the list goes on!

**We want to help you reach over 1,800 REALTOR® members in Williamson County. We want you to be a part of the WCREALTORS culture and community. We want you to walk through the doors of WCREALTORS and feel welcome.**

In 2021 we are happy to implement a variety of ways for you to get your message across. We realize everyone's needs and budgets are different. We want to work with you on creating a personalized sponsorship plan that meets your 2021 goals!

This catalog highlights our top events by category; Platinum, Signature and Membership. In addition we have outlined ways you can sponsor our Continuing Education classes AND we have a section devoted to economical, yet efficient sponsorship opportunities for you to do within the walls of WCREALTORS. **Now it's time to start planning!**

*We want to help you  
engage in 2021!*



## PLATINUM EVENTS

# SUPER BOWL OF BUILDERS

To Be Determined



The Super Bowl of Builders is one of WCREALTORS most popular events. The Super Bowl of Builders takes a comprehensive look at new home construction throughout Williamson County; builders, remodelers, mortgage lenders, flooring companies and more! This event is modeled after a tradeshow (see sample floor plan).

In the past there have been approximately **40 vendors** and over **600 attendees** BUT we expect these numbers to increase in 2020 due to some exciting changes being made!

Participating in the Super Bowl of Builders is a great way for you to market your inventory, current specials/offers and network with REALTORS® and others in the real estate community.

# Super Bowl of Builders Sponsorship Opportunities

With the potential of this event becoming virtual, prices will be adjusted accordingly

## Title Sponsor - \$2,500 (1 available)

- Welcome guests into event & collect business cards for door prizes
- 10 x 10 booth
- Company name listed in program & flyer
- Company name/logo advertised on social media
- On-site signage
- Opportunity to offer a door prize
- 3-minute video commercial to be shared with the membership promoting sponsorship; filmed with WCREALTORS Leadership

## Gold Sponsor - \$1,750 (1 available)

- 10 x 10 booth
- Company name listed in program
- Company name on event flyer
- Company name/logo advertised on social media
- On-site signage
- Opportunity to offer a door prize

## Grand Prize Sponsor - \$1,500 (1 available)

- 10 x 10 booth to collect completed punch cards for grand prize drawing
- Company name listed on event program
- Company name on social media
- Opportunity to draw and announce grand prize winner at Happy Hour
- Prize to be bought by WCREALTORS (\$750 value)

## Early Bird Prize Sponsor - \$1,000 (1 available)

- 10 x 10 booth to collect business cards for early bird drawing
- Company name listed on event flyer/program
- Company name on social media
- Prize to be bought by WCREALTORS (\$500 value)

## Program Sponsor - \$500 (1 available)

- Company logo on the cover of event program
- Help distribute programs at the event
- Opportunity to offer a door prize

## Lunch Sponsor - \$500 (2 available)

- Network with attendees as they get their lunch
- Signage in the lunch area
- Company name/logo advertised on social media
- Opportunity to offer a door prize

## Happy Hour Sponsor - \$500 (4 available)

- Network with attendees during happy hour
- Company name/logo on social media
- Opportunity to provide a door prize
- Marketing materials at happy hour

## Coffee Sponsor - \$350

- Supply branded coffee cups
- Provide coffee\*
- Staff the coffee "booth"
- *\*coffee must be purchased from Dell Diamond*

## Vendor Booth

- 10 x 10 booth - \$525
- 8 x 8 booth - \$475
- 8 x 16 booth - \$800
- Lobby Booth - \$450
- All booths include a table & 2 chairs
- Electricity can be purchased

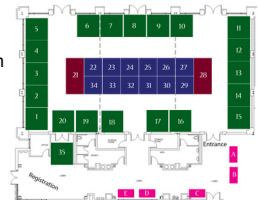
## Breakout Session Sponsor - \$250 (2 available)

- Acceptable sessions would include an economic and/or commercial update
- New Home Construction updates

## Program Ad Sponsor - \$100 (multiple available)

- Color ad in program (size TBD)

Sample floor plan



# PLATINUM EVENTS

## GOLF TOURNAMENT

FOREST CREEK

April 26, 2021  
October 4, 2021

144  
PLAYERS

NETWORKING



Enjoy a fun day of networking, team building and GOLF at one of Williamson County's premier golf courses.

As a sponsor you will have the opportunity to network with approximately 144 golfers, the majority of which are REALTORS® and real estate professionals. Your name and/or logo will be displayed on signage for event promotion and day-of event details.

Watch for details on the tournament theme!

# Golf Tournament Sponsorship Opportunities

## Two Available: Spring & Fall

### **Title Sponsor - \$2,500 (1 available)**

- Company logo in program, event flyer & marketing materials
- Company logo on golf cart placards, tournament scorecard & tournament rule sheet
- Speaking opportunity at tournament dinner
- Marketing materials in goodie bag
- Hole sponsor (Hole #1)
- Opportunity to offer a door prize

### **Dinner Sponsor - \$1,250 (2 available)**

- Company logo in program, event flyer & other marketing materials
- Assist with awards presentation during dinner
- Provide marketing materials for goodie bag
- Opportunity to provide a door prize

### **Lunch Sponsor - \$1,000 (2 available)**

- Company logo in program, event flyer & marketing materials
- Option to place company logo on boxed lunch (sticker provided by sponsor)
- Provide marketing materials for goodie bag
- Opportunity to offer a door prize

### **Beverage Sponsor- \$1,000 (2 available)**

- Signage on one beverage cart
- Company name/logo on drink tickets given to players
- Option to provide drink koozies/cups for beer & soda

### **Hole Sponsor - \$400 (16 available)**

- Hole sponsors are encouraged to set up at their assigned hole to network with players; bring a table, tent, chairs & giveaways
- Company name in program
- Option to supply bottled water & small, pre-packaged snacks
- Alcohol can be purchased through the golf course

### **Hole-in-One Sponsor - \$400 + Insurance Policy (1 available)**

- Hole sponsors are encouraged to set up at their assigned hole to network with players; bring a table, tent, chairs & giveaways
- Company name in program
- Option to supply bottled water & small, pre-packaged snacks
- Alcohol can be purchased through the golf course
- **Must provide hole-in-one witness**
- **Contact Natasha at WCREALTORS for details!**

### **Putting Contest Sponsor - \$350 + prize**

(1 available)

- Putting contest sponsor is encouraged to set up on practice green to network with players; bring table, tent, chairs & giveaways
- Work with golf course management to set up & manage the putting contest
- Company name in event program

### **Goodie Bag Sponsor - \$250 (1 available)**

- Provide 150 goodie bags
- Company name/logo on bags
- Provide marketing materials for goodie bags
- Company name in event program

### **Driving Range Sponsor - \$250 (1 available)**

- Network with players at the driving range prior to the tournament; bring table, tent, chairs & giveaways
- Provide marketing materials for goodie bags
- Company name in event program

### **Chipping Sponsor - \$250 (1 available)**

- Network with players at the chipping green prior to the tournament; bring table, tent, chairs & giveaways
- Provide marketing materials for goodie bags
- Company name in event program

## PLATINUM EVENTS

# INSTALLATION & AWARDS CELEBRATION

**December 2, 2021**

*REALTOR® of the Year*  
*Rookie of the Year*  
*Affiliate Company of the Year*  
*Affiliate Member of the Year*  
*Builder of the Year*  
*Top Producer Awards*



WCREALTORS Annual Installation & Awards Celebration is one for the books! At this event the Association takes a look back on the current year by honoring accomplishments, recognizing award winners and showing appreciation for leaders. The incoming Board of Directors is installed and the incoming President shares his or her goals for the upcoming year.

Approximately 225-250 REALTORS® and real estate professionals attend this event.



# Installation & Awards Celebration Sponsorship Opportunities

Sponsorship cost amounts TBD by April 2021

## Title Sponsor - (1 available)

- 8 tickets to Gala
- Signage on reserved table
- Opportunity to present an award from the stage
- 1-minute video commercial produced by sponsor
- Recognition in event program & slideshow
- Recognition in event script
- Opportunity to put high quality marketing materials in swag bags
- Recognition in all event marketing materials (social media, invitation, emails, etc.)

## After Party Sponsor - (2 available)

- 4 tickets to Gala
- Opportunity to have marketing materials at after party (napkins, etc.)
- Signage at after-party
- Recognition in event program & slideshow

## Cocktail Sponsor - (4 available)

- 4 tickets to Gala
- Signage by the bar
- Company logo on drink ticket
- Recognition in event program & slideshow
- Opportunity to put high quality marketing materials in swag bags

## Dessert Sponsor - (1 available)

- 2 tickets to Gala
- Branded dessert picks in each dessert (picks provided by WCREALTORS)
- Recognition in event program & slideshow
- Opportunity to put high quality marketing materials in swag bags

## Table Sponsor -

- 8 tickets to Gala
- Signage on reserved table
- Recognition in event program & slideshow
- Opportunity to decorate your own table - more details to follow!

## Program Sponsor - (1 available)

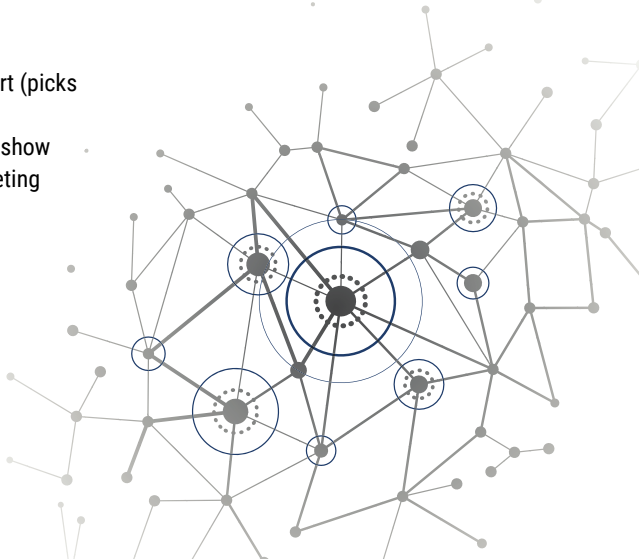
- 2 tickets to Gala
- Company logo on event program
- Opportunity to put high quality marketing materials in swag bags

## Commercial Sponsor - (5 available)

- 2 tickets to Gala
- 1-minute video commercial, produced by sponsor, shown during the event
- Recognition in event program
- Video due to WCREALTORS by November 15
- Contact Megan Moore (megan@wcrealtors.org) for details on video format, uploading video, etc.

## Swag Bag Sponsor - (1 available)

- Provide high quality "swag bags" for approximately 250 guests
- Company name on bags
- Opportunity to put high quality marketing materials in swag bags

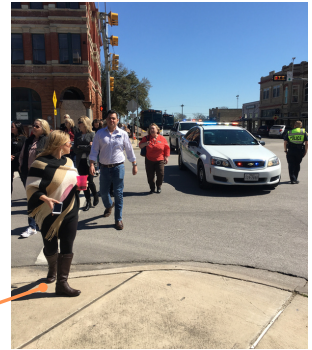


# SIGNATURE EVENTS

## BUS TOURS

To Be Determined

SHOWCASE  
YOUR MODEL  
HOME OR  
DEVELOPMENT



Sponsoring a bus tour is a great way to connect and have face-to-face time with over 100 REALTORS®. Tours are typically for 8 hours and include 5-8 stops at model homes, new developments, etc. There will be two bus tours in 2021.

Non-builders have the opportunity to sponsor drinks on the bus, meals (breakfast, lunch or happy hour), goodie bags and/or an ad in the bus tour program.

# Bus Tour Sponsorship Opportunities

2021 Bus Tours are subject to COVID-19 Restrictions\*

## Happy Hour Sponsor - \$1,500 (1 available)

- Provide drinks & light appetizers for 100 real estate professionals
- 10-15 minute presentation during happy hour
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

## Bus Stop Sponsor - \$1,000 (6 available)

- 15 minute presentation at your location to an estimated 100 real estate professionals
- Option to provide marketing materials for goodie bags
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

## Breakfast Sponsor - \$1,000 (1 available)

- Provide breakfast for 100 real estate professionals
- 10-15 minute presentation during breakfast
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

## Lunch Sponsor - \$1,000 (1 available)

- Provide lunch for 100 real estate professionals
- 10-15 minute presentation during lunch
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize

## Bus & Beverage Sponsor - \$600 (4 available)

- Provide beverages on bus (soda/water/beer) for approximately 50 people
- Opportunity to speak on the bus
- Option to provide marketing materials for goodie bags or handout on the bus
- Opportunity to offer a door prize
- 2 bus tickets

## Drive-By Sponsor - \$500 (2 available)

- Promote your business or property on bus while driving to and by your site
- Option to provide marketing materials for goodie bags
- Company name listed in program
- Color ad in program (size TBD)
- Opportunity to offer a door prize
- 2 bus tickets

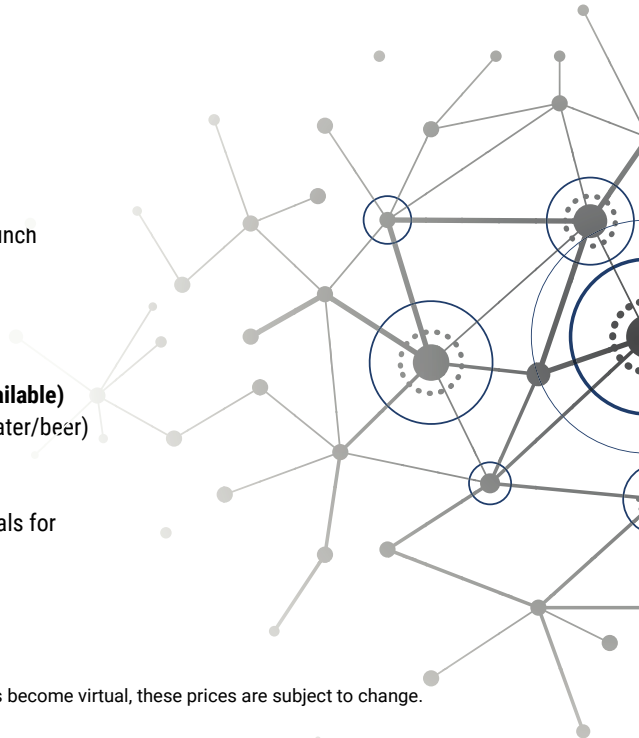
## Goodie Bag Sponsor - \$250 (1 available)

- Provide goodie bags for up to 100 real estate professionals
- Company name/logo on bags
- Option to provide marketing materials for goodie bags
- Opportunity to hand out bags at registration

## Program Sponsor - \$100 (unlimited)

- Color ad in program
- Option to provide marketing materials for goodie bags

\*In the case that these events become virtual, these prices are subject to change.



# WILLIAMSON COUNTY REALTORS®

## OTHER WAYS TO ENGAGE

### **SPONSOR AN EDUCATION CLASS**

We are always looking for sponsors for both our virtual and in-person classes. Sponsors will have the opportunity to provide food & drink and give a 2-3 minute presentation to class attendees. WCREALTORS offers classes regularly & sponsorship prices vary.

### **BOTTLED WATER SPONSOR - \$100/month or \$1000 for the year\***

- Sponsor provides bottled water for the building (Member Lounge, Boardroom, Auditorium)
- Signage in member lounge
- Bottled water can be branded with your company name/logo
- Sponsor responsible for providing & maintaining supply/inventory

### **LOBBY FLYER WALL- \$100/year for full page OR \$50/year for half page\***

Display your marketing materials on highly visible flyer wall in WCREALTORS lobby

- Sponsor responsible for providing and maintaining marketing materials

### **REALTOR® STORE SHOPPING BAG SPONSOR - \$250 for 6 months or \$400 for the year**

- Provide company branded shopping bags or goodie bags for REALTOR® store purchases (500 bags)

### **WI-FI PUBLIC ACCESS PASSWORD SPONSOR - \$75/month (12 available)**

- Choose public access Wi-Fi password for WCREALTORS
- Password will be displayed on signage in the auditorium, boardroom, small education room & in common areas
- Work with WCREALTORS staff to create password that meets character count, etc.

### **PROMO ITEM SPONSOR - \$100**

- Provide company branded "goodies" such as koozies, pens, notepads to be included in REALTOR® store shopping bags.

### **NEW MEMBER ORIENTATION SPONSOR - \$100/month (4)**

- Company name included on web advertising
- Opportunity to sponsor REALTOR® pins given to New Members who have passed the course (must provide business cards to be attached to pin)
- Option to provide promo materials with REALTOR® pins

### **ONLINE ADVERTISING- \$75-\$150/month**

- Banner ad on WCREALTORS website - homepage
- Affiliate Directory upgraded listing (4)

***All sponsors will be recognized on WCREALTORS social media accounts. Sponsors must provide a high quality JPEG/PNG file of their company logo.***

\*Prices subject to change based on COVID-19 Guidelines

# WILLIAMSON COUNTY REALTORS®

## OTHER WAYS TO ENGAGE

WCREALTORS will host several networking happy hours and updates in 2021.

### **Networking Happy Hours/Mixers**

The Happy Hours/Mixers will be held across Williamson County at various locations such as new restaurants and developments.

### **Williamson County Data Presentations**

These data presentations will focus on market data and other economic factors impacting the Williamson County and Central Texas housing market.

### **City Updates**

Attendees will hear from local government officials and elected officials about issues such as transportation, economic development and more.

**Sponsorships will be limited to two non-competing companies for each event at \$250-\$500 each.** This exclusive sponsorship will give you direct one-on-one access to REALTORS®.

There will also be sponsorships available for the WCREALTORS Annual Business Meeting, which takes place in October 2021.

### **Affiliate Dues\***

Annual Dues (primary members) =  
**\$282.00**

Annual Dues (secondary members) =  
**\$165.00**

\*includes WCREALTORS & Texas REALTORS® fees

Main Contact (AFF) pays for OFFICE + 4  
Free Secondary Contacts (AF2)

**Primary Member** - affiliate office address does not belong to another board

**Secondary Member** - affiliate office address has a board membership with the state already with another board

Affiliate board dues are calculated by Office Address & Main Contact (AFF) name. Firm locations that operate independently must join individually.



# WCREALTORS CALENDAR OF EVENTS

2021

JANUARY

FEBRUARY

MARCH

~~4 - Super Bowl of Builders~~  
\*Postponed Date TBD

25 - Bus Tour

APRIL

MAY

JUNE

26 - Golf Tournament

10 - Bus Tour

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

4 - Golf Tournament

2 - Installation & Awards

