

2023 AFFILIATE MARKETING



PROGRAM

ABOUT US

REALTORS® are more than just real estate agents. Being a REALTOR® means you are a member of the National Association of REALTORS® and you abide by a Code of Ethics that dates all the way back to 1913. The REALTOR® Code of Ethics isn't just words on a page but is a pledge of honesty, integrity, professionalism, and community service.

The Williamsburg Area Association of REALTORS®, the Voice for Real Estate in America's Historic Triangle is part of the tri-level organization of the national, state and local associations of REALTORS®. As the local Association, we strive to be the collective force influencing and shaping the real estate industry.

Mission Statement: *To be an industry leader as a trusted resource to our members for professional growth, ethical conduct, and a local advocate for the communities we serve.*

Our Vision: *REALTORS® valued as a professional resource and respected partner for real estate related activities in our local communities.*

AUDIENCE REACH

SOCIAL MEDIA

 **1,200 FOLLOWERS**

 **273 FOLLOWERS**

 **303 SUBSCRIBERS**

EMAIL REACH

**600 WAAR MEMBERS
1,000 WMLS PARTICIPANTS**

WEB REACH

90 days period

**5,700 WEBSITE VISITORS
23,000 IMPRESSIONS
1,700 CLICKS**



ABOUT AFFILIATE MARKETING PROGRAM (AMP)

Williamsburg REALTORS proudly provides unparalleled opportunities to directly market and advertise to over 500 real estate professionals, managers, brokers and owners via the Affiliate Marketing Program. The AMP allows you to enhance your current marketing strategies and increase your company's visibility through numerous sponsorship opportunities, networking events and positioning yourself as Subject Matter Expert (SME)

WHO IS AN AMP PARTNER?

The AMP is best suitable for products and services that compliment a REALTOR's work and daily life

- Banks, Mortgage & Title Companies
- Pest Control
- Home Inspection Companies
- Home Owner's Insurance Companies
- Lawn Care Services
- Home Cleaning
- Auction/Estate Planning
- Senior Living Communities
- Building, Plumbing, Roofing Companies, etc.
- and many others

AMP PARTNER BENEFITS

- Directly market yourself or your company to more than 500 real estate professionals including REALTORS®, brokers, managers, etc.
- Advertising discounts
- Discounted classroom and meeting room rental
- Increase visibility in the marketplace in a highly targeted way
- Additional marketing on WAAR website, social media and email distribution to our members
- Inclusion in community volunteer opportunities
- Networking opportunities
- Sponsor a community service event, a continuing education class or a seminar about "hot topics"
- Demonstrate your expertise by teaching an educational seminar
- Help steer the future of WAAR! AMP Partners can serve on committees
- Partners receive weekly e-newsletters, industry reports & housing market statistics
- Ability to make a positive impact on the industry via contributions to REALTOR® Political Action Committee (RPAC)
- Membership rosters provided
- MAKE MORE SALES!





2022-2023 PARTNERSHIP

PLATINUM PARTNER



\$3,650

4 authorized
representatives

Each additional
representative -
\$25

GOLD PARTNER



\$2,600

3 authorized
representatives

Each additional
representative -
\$75

SILVER PARTNER



\$1,550

2 authorized
representatives

Each additional
representative -
\$100

ENTRY LEVEL PARTNER

\$600

1 authorized
representative

Each additional
representative -
\$150

WILLIAMS
BURG
VA
REALTORS

ADVERTISEMENT

- Member Moments newsletters
- Marketplace Messenger newsletters
- Broker Bulletins
- AMP newsletters
- Social Media
- Lunch Room TV screen
- WAAR website Advertisement, Event Advertisement, includes socials, classes, lunch & learns, board meetings, community outreach projects

- ✓ MONTHLY
 - ✓ MONTHLY
 - ✓ QUARTERLY
 - ✓ QUARTERLY
 - ✓ MONTHLY
 - ✓ MONTHLY
- \$3,100** IN PAID SPONSORSHIP OPPORTUNITIES

PRESENCE

- WAAR Affiliate membership
- WAAR website: LOGO, description, contact info and representatives
- Business cards & Brochure display in the WAAR classroom
- WAAR committee membership
- Position yourself as a Subject Matter Expert (SME) by teaching a seminar

4 REPS, each additional - **\$25**
FULL page on WAAR website



EVENTS

- Complimentary tickets to the Annual Installation Ceremony
- Signature **Event Sponsorship**, includes socials, General Membership Meetings, galas, etc. **Sponsorship of Classes**, New Member Orientations, Lunch & Learns, etc. **Other events Sponsorship**: monthly board meetings, Community Outreach projects, etc.

2 tickets

\$3,100 IN PAID SPONSORSHIP OPPORTUNITIES

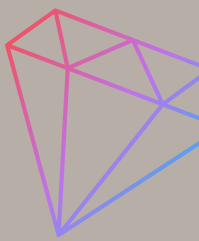
OTHER

- Membership rosters provided
- Discounted rates for WAAR classroom rental
- FREE use of WAAR classroom

✓ QUARTERLY



4 times /year



PLATINUM PARTNER

ADVERTISEMENT

- Member Moments newsletters
- Marketplace Messenger newsletters
- Broker Bulletins
- AMP newsletters
- Social Media
- Lunch Room TV screen
- WAAR website Advertisement, Event Advertisement, includes socials, classes, lunch & learns, board meetings, community outreach projects

✓ MONTHLY
 ✓ MONTHLY
 ✓ QUARTERLY
 ✓ QUARTERLY
 ✓ QUARTERLY
 ✓ QUARTERLY
 \$2,050 IN PAID SPONSORSHIP OPPORTUNITIES

PRESENCE

- WAAR Affiliate membership
- WAAR website: LOGO, description, contact info and representatives
- Business cards & Brochure display in the WAAR classroom
- WAAR committee membership
- Position yourself as a Subject Matter Expert (SME) by teaching a seminar

3 REPS, each additional - \$75
 FULL page on WAAR website



EVENTS

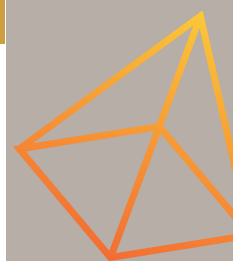
- Complimentary tickets to the Annual Installation Ceremony
- Signature **Event Sponsorship**, includes socials, General Membership Meetings, galas, etc. **Sponsorship of Classes**, New Member Orientations, Lunch & Learns, etc. **Other events Sponsorship**: monthly board meetings, community Outreach projects, etc.

—
 \$2,050 IN PAID SPONSORSHIP OPPORTUNITIES

OTHER

- Membership rosters provided
- Discounted rates for WAAR classroom rental
- FREE use of WAAR classroom

✓ QUARTERLY
 ✓
 3 times /year



GOLD PARTNER

ADVERTISEMENT

- Member Moments newsletters
- Marketplace Messenger newsletters
- Broker Bulletins
- AMP newsletters
- Social Media
- Lunch Room TV screen
- WAAR website Advertisement, Event Advertisement, includes socials, classes, lunch & learns, board meetings, community outreach projects

✓ QUARTERLY

✓ QUARTERLY

✓ QUARTERLY

✓ ONCE/YEAR

\$1,550 IN PAID SPONSORSHIP OPPORTUNITIES

PRESENCE

- WAAR Affiliate membership
- WAAR website: LOGO, description, contact info and representatives
- Business cards & Brochure display in the WAAR classroom
- WAAR committee membership
- Position yourself as a Subject Matter Expert (SME) by teaching a seminar

2 REPS, each additional - **\$100**

FULL page on WAAR website



EVENTS

- Complimentary tickets to the Annual Installation Ceremony
- Signature **Event Sponsorship**, includes socials, General Membership Meetings, galas, etc. **Sponsorship of Classes**, New Member Orientations, Lunch & Learns, etc. **Other events Sponsorship**: monthly board meetings, community Outreach projects, etc.

\$1,550 IN PAID SPONSORSHIP OPPORTUNITIES

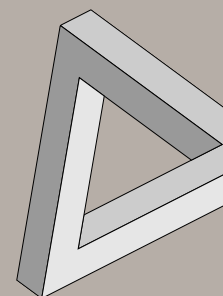
OTHER

- Membership rosters provided
- Discounted rates for WAAR classroom rental
- FREE use of WAAR classroom

✓ QUARTERLY







2 times /year






SILVER PARTNER

ADVERTISEMENT

- Member Moments newsletters
- Marketplace Messenger newsletters
- Broker Bulletins
- AMP newsletters
- Social Media
- Lunch Room TV screen
- WAAR website Advertisement, Event Advertisement, includes socials, classes, lunch & learns, board meetings, community outreach projects

 **QUARTERLY**

ADD ON
 based on
 availability

PRESENCE


- WAAR Affiliate membership
- WAAR website: LOGO, description, contact info and representatives
- Business cards & Brochure display in the WAAR classroom
- WAAR committee membership
- Position yourself as a Subject Matter Expert (SME) by teaching a seminar

1 REP, each
 additional - **\$150**
Paragraph on
WAAR website



EVENTS

- Complimentary tickets to the Annual Installation Ceremony
- Signature **Event Sponsorship**, includes socials, General Membership Meetings, galas, etc. **Sponsorship of Classes**, New Member Orientations, Lunch & Learns, etc. **Other events Sponsorship**: monthly board meetings, community Outreach projects, etc.



ADD ON
 based on
 availability

OTHER

- Limited access to WMLS database for sales info, stat reports, tax records, etc.
- Discounted rates for WAAR classroom rental
- FREE use of WAAR classroom



ENTRY LEVEL PARTNER

2023



SPONSORSHIP OPPORTUNITIES

\$150	WAAR FOYER SPONSOR <ul style="list-style-type: none">• The opportunity to place a company banner and one 4' display table (table provided by WAAR) in the association foyer.• Please note: Foyer displays are subject to approval by WAAR; Limit 1 sponsor per month, limit 3 months.
\$150	WAAR REALTOR STORE SPONSOR <ul style="list-style-type: none">• Sponsor must provide electronic advertisement no larger than 8.5 x 11• Advertisements will be handed out when purchases are made in the WAAR Store• Limit 1 sponsor/month• No limit on months purchased
\$250	WAAR WEBSITE SPONSOR OF THE MONTH <ul style="list-style-type: none">• Advertisement on the WAAR website FRONT PAGE• Presence for 1 month duration period• Logo + contact information display, or any promo coupons, marketing materials (provided by partner)• Limit 3 sponsors/month, based on availability & conflict of interest
\$75	WAAR MEMBER PHOTO DAY <ul style="list-style-type: none">• Offered two times during the year• Sponsors are asked to supply refreshments - water, snacks• Sponsors may hand out materials, meet and greet members, etc.
\$350	NEW WAAR MEMBER TOTE BAG SPONSOR <ul style="list-style-type: none">• Welcome new WAAR members with a personalized company tote bag filled with company goodies• WAAR will help stuff the bag with new member information and REALTOR® brochures - sure to help get the new REALTOR® off to a great start.• Sponsor must provide bags and company swag for approximately 40 new WAAR members.• WAAR will give a bag to new WAAR members at their initial meeting with WAAR staff and give Sponsor names of new members.• Combine this sponsorship with New Member Orientation!• Sponsorship is for 6 months.• Limit 1 sponsor per 6 month period (Jan-Jun; July-Dec).

\$75	WAAR BOD & COMMITTEE MEETINGS SPONSOR
	<ul style="list-style-type: none"> • Sponsor slide in meeting packet displayed at the beginning of each meeting. • Sponsor materials distributed to meeting attendees • Sponsor to provide light snacks. • Non-perishable snacks may be delivered at beginning of month for use by committees • Sponsor signage provided
\$350	GENERAL MEMBERSHIP MEETING
	<ul style="list-style-type: none"> • It typically draws between 80-100 attendees • Companies are recognized as sponsors on all promotional materials, on the WAAR website, in the WAAR News e-Line, with signage at the event and in the program • Sponsors may have a display table for promotional materials and will be introduced by the WAAR president • Sponsor may provide a door prize if desired • If the event is held via Zoom, sponsors will be given an opportunity to speak and present information about their company. • They may also have a drawing for a door prize.
\$350	ANNUAL INSTALLATION CELEBRATION
	<ul style="list-style-type: none"> • This event occurs every year and includes the announcement and induction of the Board of Directors for both WAAR and WMLS for the coming year • Sponsors are recognized as event sponsors on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event or in the program • Sponsors will also be introduced by the WAAR president • Sponsor display table if space allows
\$350	STAFF TO STAFF LUNCHEON
	<ul style="list-style-type: none"> • Sponsors are recognized on all invitations going out to company staff, brokers, etc. • A great way to meet the company staff and hand out materials • Sponsor will be allowed to briefly introduce themselves and their company, hand out promotional materials and/or provide a door prize

\$350	WAAR SOCIALS
	<ul style="list-style-type: none"> • Average Attendance: 80-100 people • WAAR is scheduled to hold 2 social events in 2022 to allow for networking, etc. in either the afternoon or the morning • Sponsors are recognized on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event • Depending on location, Sponsor may be offered the opportunity to briefly introduce themselves and their company; Sponsor will be able to provide a door prize if desired • WAAR furnishes food and beverages for this event
\$350	WAAR FUNDRAISERS
Sign up for each event separately	<p>This year WAAR Outreach Workgroup is raising \$100,000 to build a Habitat house in JCC in partnership with Habitat for Humanity. Committee members will hold at least 3 fundraisers:</p> <ul style="list-style-type: none"> • SPRING: Fundraiser 5K Run/Walk, open to public • SUMMER: Barrel of Booze, open to other associations • FALL: TBD, most likely another event open to public <p>All sponsors will be recognized on all promotional materials, on the WAAR website, social media, in WAAR publications and public signage during the events.</p>
\$75	8 HOUR MANDATORY CE CLASS
	<ul style="list-style-type: none"> • Includes WAAR-hosted MANDATORY classes like Legal Update, Ethics, etc. • Sponsors are recognized on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event • Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired • Sponsor must provide refreshments and set up should be completed no less than 15 minutes prior to start time
\$75	8 HOUR REAL ESTATE RELATED CLASS
	<ul style="list-style-type: none"> • Includes WAAR-hosted real estate related or elective classes. • Sponsors are recognized on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event • Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired • Sponsor must provide refreshments and set up should be completed no less than 15 minutes prior to start time

\$50	GRI DESIGNATION CLASS
	<ul style="list-style-type: none"> • This is an advanced level class that allows REALTORS® to earn the "Graduate, REALTOR® Institute" designation by exploring in-depth technical subjects as well as the fundamentals of real estate • Sponsors are recognized through the WAAR Education Corner Newsletter. • This is an electronic sponsorship, not in person. • The GRI classes will be held virtually in partnership with Virginia REALTORS® Association and will not be held at WAAR.
\$75	8 HOUR BROKER MANAGEMENT & SUPERVISION CLASS
	<ul style="list-style-type: none"> • This event is specific to the brokers and provides highly-targeted information, industry updates and changes relevant to their daily work • Sponsors are recognized on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event • Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired • Sponsor must provide refreshments and set up should be completed no less than 15 minutes prior to start time
\$75	NEW MEMBER ORIENTATION
	<ul style="list-style-type: none"> • All new WAAR members are required to attend this event, held 4 times per year • Sponsors are recognized on all promotional materials, WAAR website, WAAR News e-Line and with signage at the event • Sponsors will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired • Sponsors must provide morning refreshments and lunch. • Setup should be completed no less than 15 minutes prior to start time



2023 PARTNERSHIP FEES WORKSHEET

Total Amount of sponsorship money allotted by partnership level:

- *Silver \$1,050*
- *Gold \$2,050*
- *Platinum \$3,100*

Choose the sponsorship	Time frame	Cost	Qty	Total
Annual Business Meeting & Installation	<i>Nov. 2023</i>	\$350		
General Membership Meeting	<i>April 2023</i>	\$350		
WAAR spring social Bowling	<i>Spring 2023</i>	\$350		
WAAR fall social, TBD	<i>Fall 2023</i>	\$350		
Habitat for Humanity Fundraiser: 5K Run/Walk, public event	<i>Spring 2023</i>	\$350		
Habitat for Humanity Fundraiser: Barrel of Booze, will be publicized to other associations	<i>Summer 2023</i>	\$350		
Habitat for Humanity Fundraiser: TBD, public event	<i>Fall 2023</i>	\$350		
Staff to Staff Luncheon	<i>Summer 2023</i>	\$100		
New WAAR Members Tote Bag Sponsor <i>(Please select months)</i>	<i>Jan. -June</i>	\$350		
	<i>July - Dec.</i>	\$350		
WAAR Foyer Sponsor <i>(Please write months you'd like to sponsor)</i>		\$150		
WAAR REALTOR® Store Sponsor <i>(Please write months you'd like to sponsor)</i>		\$150		
WAAR Website Sponsor of the month <i>(Please write months you'd like to sponsor)</i>		\$250		

WAAR member photo day <i>(Please select month)</i>	Spring 2023		\$75		
	Fall 2023				
WAAR Board and Committee Meeting Sponsor <i>Please Select: Jan. Feb. March April May Sept. Oct. Dec</i>			\$75		
8 Hour Broker Management & Supervision Class Day, <i>Pease Select Month AND Time:</i>			\$75		
TBD	(8:30 am or 10:30 am)				
TBD	(8:30 am or 10:30 am)				
8 Hour Mandatory CE Class Day, <i>please select date & time</i>			\$75		
Spring	8:30 or 1:30				
Summer	8:30 or 1:30				
Fall	8:30 or 1:30				
8 Hour Real Estate Related Class Day <i>Please Select Month AND Time:</i>			\$75		
TBD	(8:30 am or 10:30 am)				
TBD	(8:30 am or 10:30 am)				
GRI Designation Class <i>(Please select months)</i>	Jan-June		\$50		
	July-Dec				
New Member Orientation Events <i>Please Select Month AND Time</i>			\$75		
Feb. 2 (8:30 or 1 pm)	May 4 th (8:30 or 1 pm)				
Aug. 3 rd (8:30 or 1 pm)	Nov 2 nd (8:30 or 1 pm)				
If your chosen sponsorships from above total more than the amount stated in your Partnership Level (Silver \$1,050, Gold \$2,050, Platinum \$3,100), please insert that amount on the contract and payment form.					
TOTAL					



2023 Affiliate Marketing Program (AMP)

CONTRACT AND PAYMENT FORM

Company: _____ Type of Business: _____
Street Address Line 1: _____
Street Address Line 2: _____
City _____ State _____ Zip _____
Primary Representative Name: _____ Job Title: _____
Office Phone: _____ Cell Phone: _____
Email Address: _____
Company Website: _____

The number of Affiliate Marketing Program company representatives is based upon the level of partnership chosen. Please provide contact information for EACH additional representative below.

Rep #2: Name _____ Email _____ Phone _____

Rep #3: Name _____ Email _____ Phone _____

Rep #4: Name _____ Email _____ Phone _____

Rep #5: Name _____ Email _____ Phone _____

Rep #6: Name _____ Email _____ Phone _____

PARTNERSHIP FEES

<input type="checkbox"/>	ENTRY LEVEL PARTNERSHIP	\$600
<input type="checkbox"/>	SILVER LEVEL PARTNERSHIP (includes \$1,050 of chosen sponsorship options)	\$1,550
<input type="checkbox"/>	GOLD LEVEL PARTNERSHIP (includes \$2,050 of chosen sponsorship options) ...	\$2,600
<input type="checkbox"/>	PLATINUM LEVEL PARTNERSHIP (includes \$3,100 of chosen sponsorship options)...	\$3,650

ADDITIONAL REPRESENTATIVES

- Entry Level (Additional representatives beyond the allotted one) _____ @ \$150 each \$ _____
- Silver (Additional representatives beyond the allotted two) _____ @ \$100 each \$ _____
- Gold (Additional representatives beyond the allotted three) _____ @ \$75 each \$ _____
- Platinum (Additional representatives beyond the allotted four) _____ @ \$25 each \$ _____

ADDITIONAL SPONSORSHIP FEES

If your chosen sponsorships from the worksheet allotted amount total more than the amount stated in your Partnership Level, please add the additional charges here.

\$ _____

TOTAL DUE: _____

2023 AFFILIATE MARKETING PROGRAM (AMP) CONTRACT & PAYMENT FORM

Contract Period: January 1, 2023 - December 31, 2023

Partnership Level: _____ Total Due: \$ _____

Payment Plans:

- ☐ Quarterly payments (January, April, July, October) 1st quarterly payment due at application, total due must be greater than \$1,000 to take advantage of quarterly payment plan
- ☐ I am paying in full

PAYMENT OPTIONS: *Please select one*

- ☐ Check Payable to WAAR (Check # _____)
- ☐ Charge my credit card automatically (*Please Check One: Visa* ☐ *MC* ☐ *DISCOVER* ☐ *AMEX* ☐)
Name on Credit Card: _____
Credit Card #: _____ Expiration Date: _____
Authorized Signature: _____ Today's Date: _____

TERMS & CONDITIONS

The Affiliate Marketing Partner Program (AMP) is sold and serviced exclusively by The Williamsburg Area Association of REALTORS® (WAAR). The contract terms and conditions are established for the mutual benefit and protection of WAAR partners and WAAR itself. References made to partners and/or partnerships in now way constitute any form of legal partnership.

In signing this agreement, you and your company agree to act as an Affiliate Marketing Partner of WAAR, as indicated above and acknowledge that you and your company are responsible for paying the total amount due. WAAR will invoice according to the instructions provided above for your selected partnership level.
Happy hour, bar and cocktail sponsorships are available. Monies must be received prior to the event in order to offer free alcohol to attendees.

Eligibility: WAAR shall determine the eligibility of any company, product or service. WAAR may decline sponsorship/partnership to any company who is not compatible in the sole opinion of WAAR, with the goals and objectives of WAAR. WAAR reserves the right to cancel, without advanced notice, any partnership/sponsorship deemed to be in direct violation with the goals and objectives of the program for all partners.

Force Majeur: Neither party shall be liable for failure to perform its obligations under this contract due to events beyond its control, including, but not limited to strikes, riots, wars, fire, acts of God and acts in compliance with any applicable law, regulation or order (whether valid or invalid) of any governmental body. WAAR shall not be liable to indemnify or reimburse the Sponsor in request of any damages or loss, direct or indirect, arising as a result thereof.

Marks and Logo: You and your company agree that WAAR is authorized to use you and/or your company's mark(s) and/or logo(s) in promoting the AMP program on an ongoing basis.

I acknowledge that I have read and understand the Terms & Conditions of this contract.

PRINTED NAME: _____ SIGNATURE: _____
JOB TITLE: _____ CONTACT PHONE: _____
DATE: _____

RULES & REGULATIONS

- Sponsorship will be reserved on a first come, first served basis, so reserve early!
- Sponsors shall provide food and refreshments for education classes, if this option is selected
- Happy hour, bar and cocktail sponsorships are available, as noted
- Payments for alcohol sponsorships must be received a minimum of 30 days prior to the event date
- Platinum AMP Partners receive one week advance notice to select sponsorship options before selection opens to other levels
- Partners will be notified of changes to sponsorship opportunities and additional sponsorship opportunities throughout the year
- Said sponsorships shall be reserved on a first-come, first-serve basis
- All displays at events are subject to WAAR approval
- Sponsorships are subject to change
- In the event a sponsorship event or class is postponed, the sponsor will be notified and allowed to transfer to a new date
- In the event a sponsored event is cancelled, you may opt to substitute other sponsorships of equal or lesser value

WAAR & WMLS STAFF & CONTACT INFORMATION

Cindy Homewood CEO	cindy@waarealtor.com	(757) 903 - 4014
Darragh Cutshaw, WMLS Operations Manager	darragh@waarealtor.com	(757) 903 - 4015
Debra Podish, Education & Office Administrator	debra@waarealtor.com	(757) 903 - 4016
Julia Koccev, Marketing & Communications	julia@waarealtor.com	(757) 253 -4017

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