

2024

# AFFILIATE MARKETING PROGRAM



757-253-0028



[waarealtor.com](http://waarealtor.com)



@waarealtor



# ABOUT US

**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.

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.



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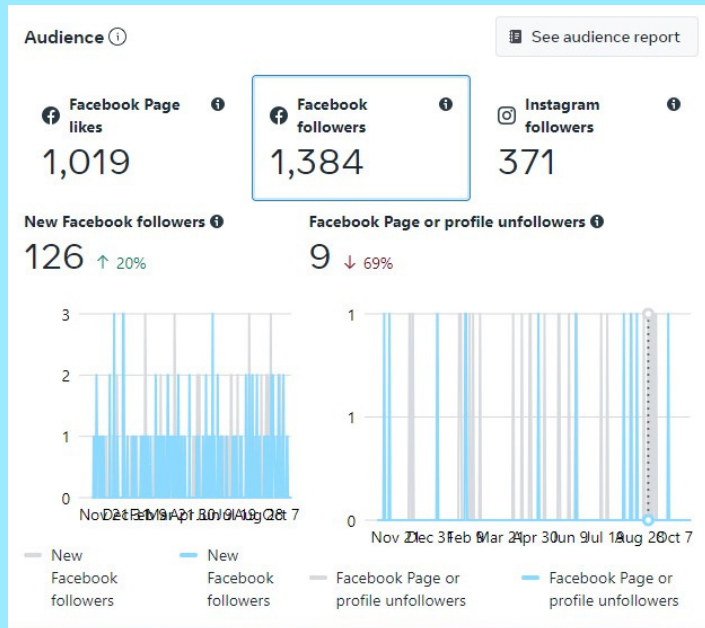


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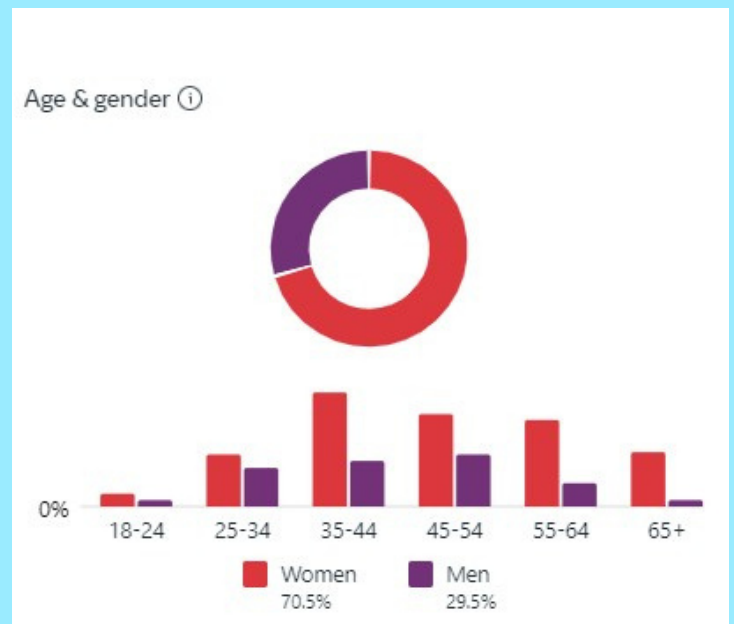
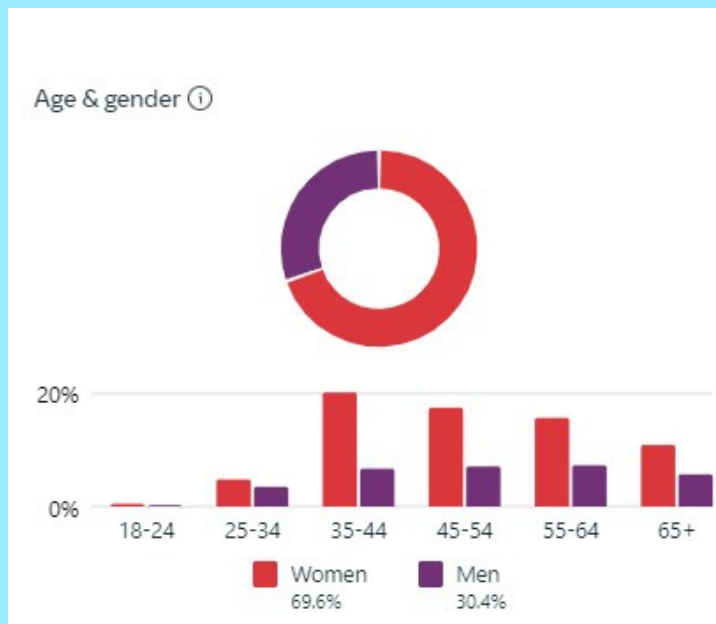
# SOCIAL MEDIA FOLLOWERS



## Facebook



## Instagram



### Video summary

Page	React ions...	Likes and...	Com me...	Shar es	Link clie...	New foll...	Unfol lo...
Williamsburg Real... Real Estate Service	3,344	2,668	366	310	683	126	9



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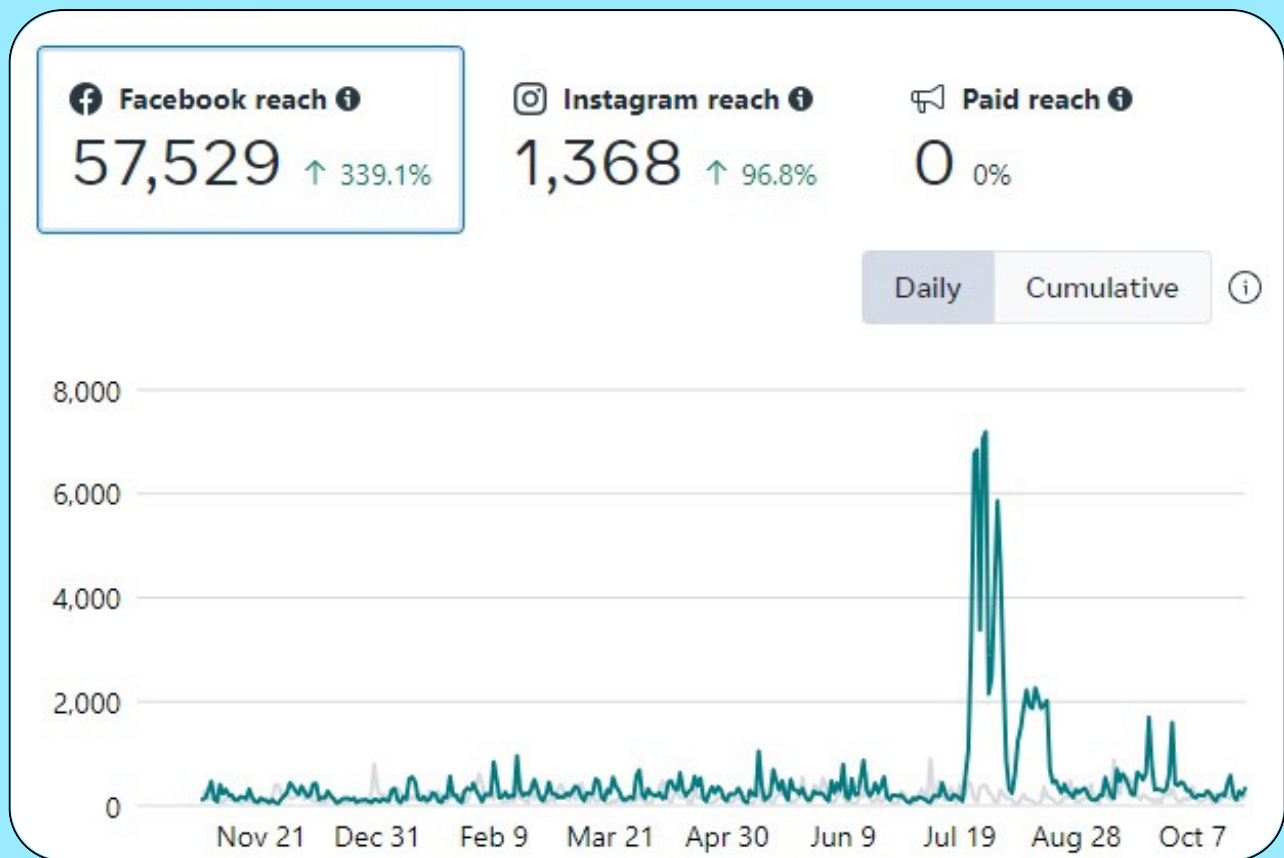
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# Nov 2022- Oct 2023

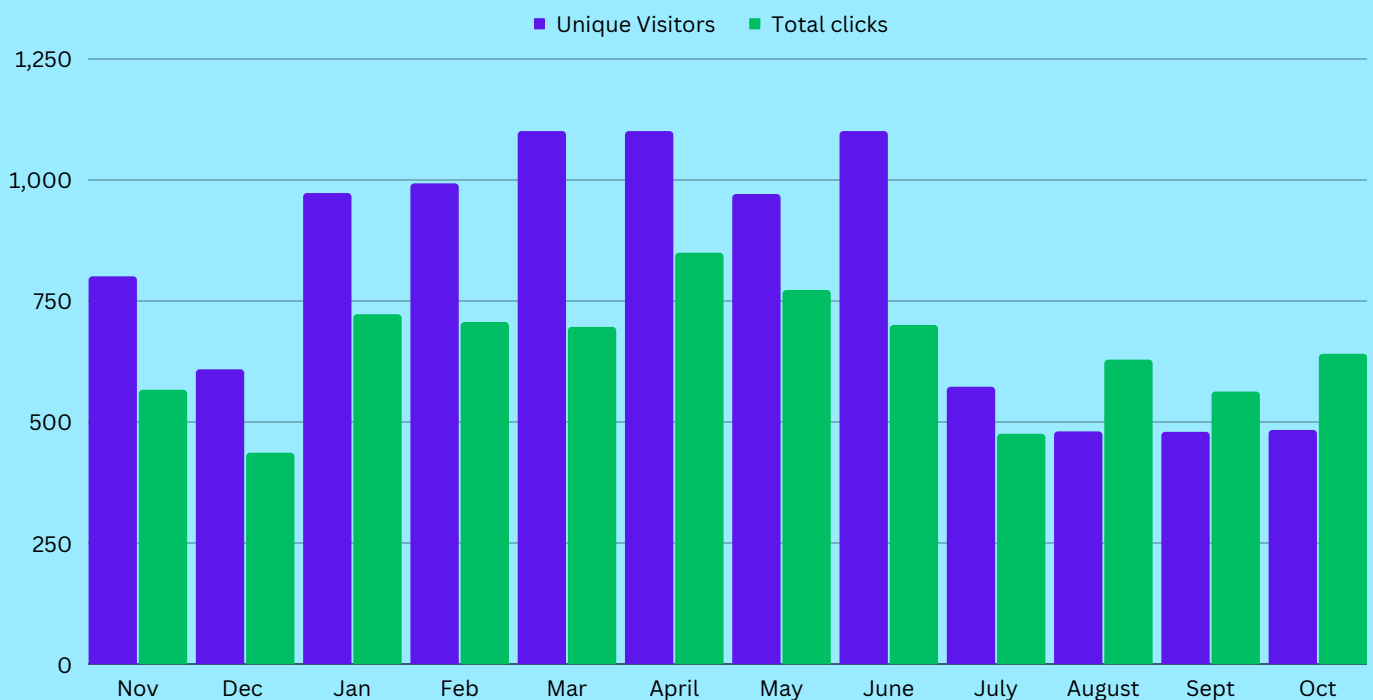
## AUDIENCE REACH



## WAAR Website

Unique visitors

Total clicks



waarealtor.com



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Nov 2022- Oct 2023

## Membership Reach via Email

avg. # recipients

Unique Open Rate

WAAR Newsletters

627

48%

WMLS Newsletters

855

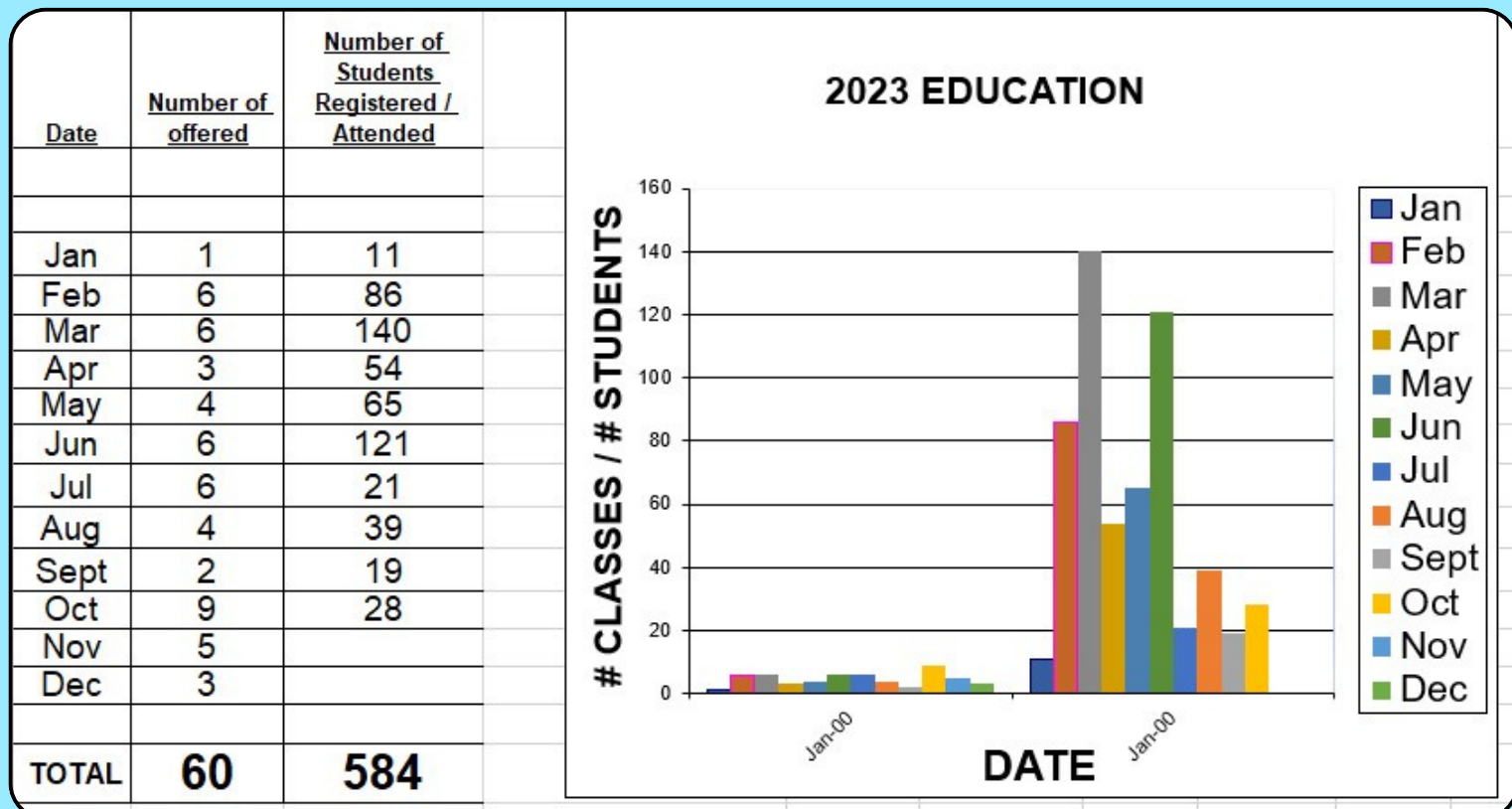
48%

Education  
Newsletters

1035

36%

## Class Offerings/Attendance



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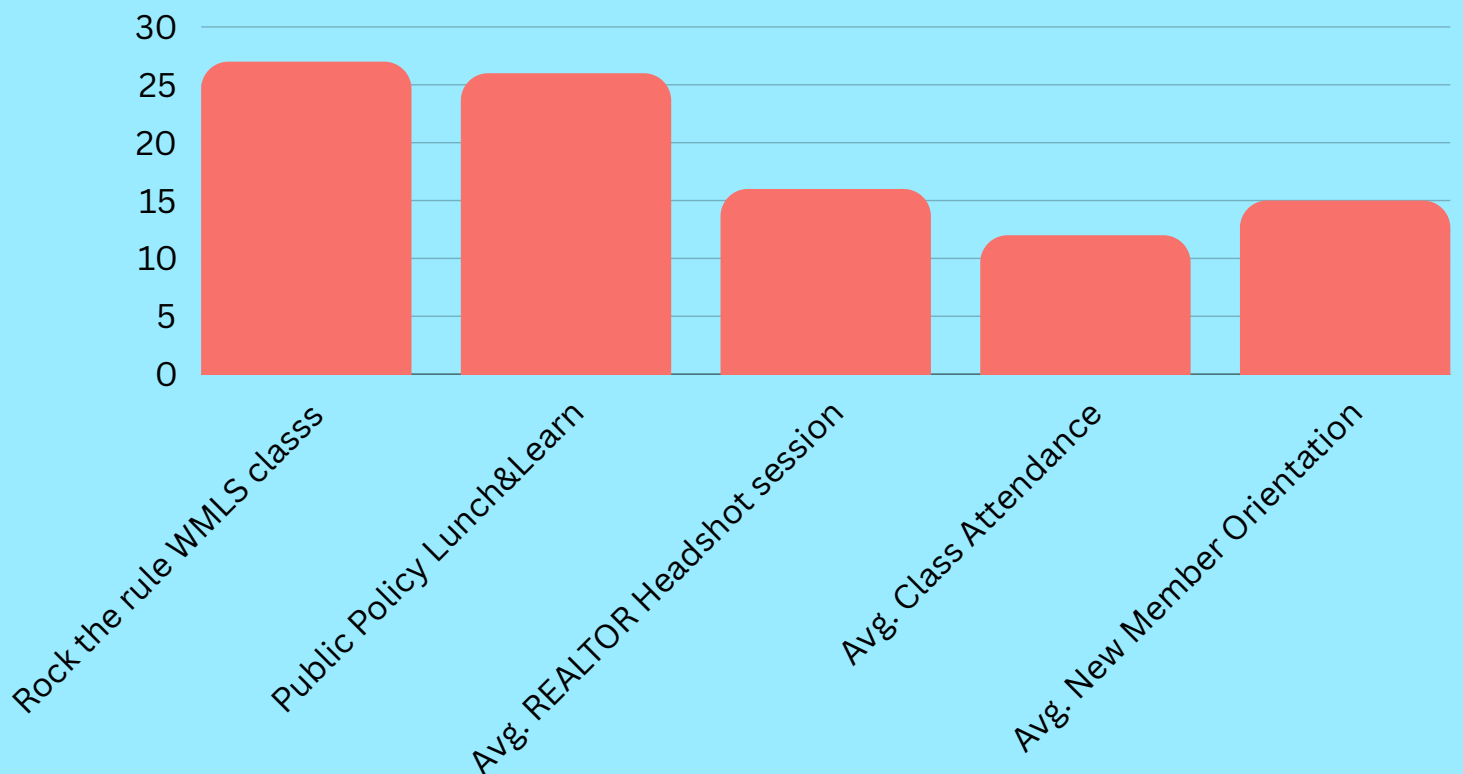
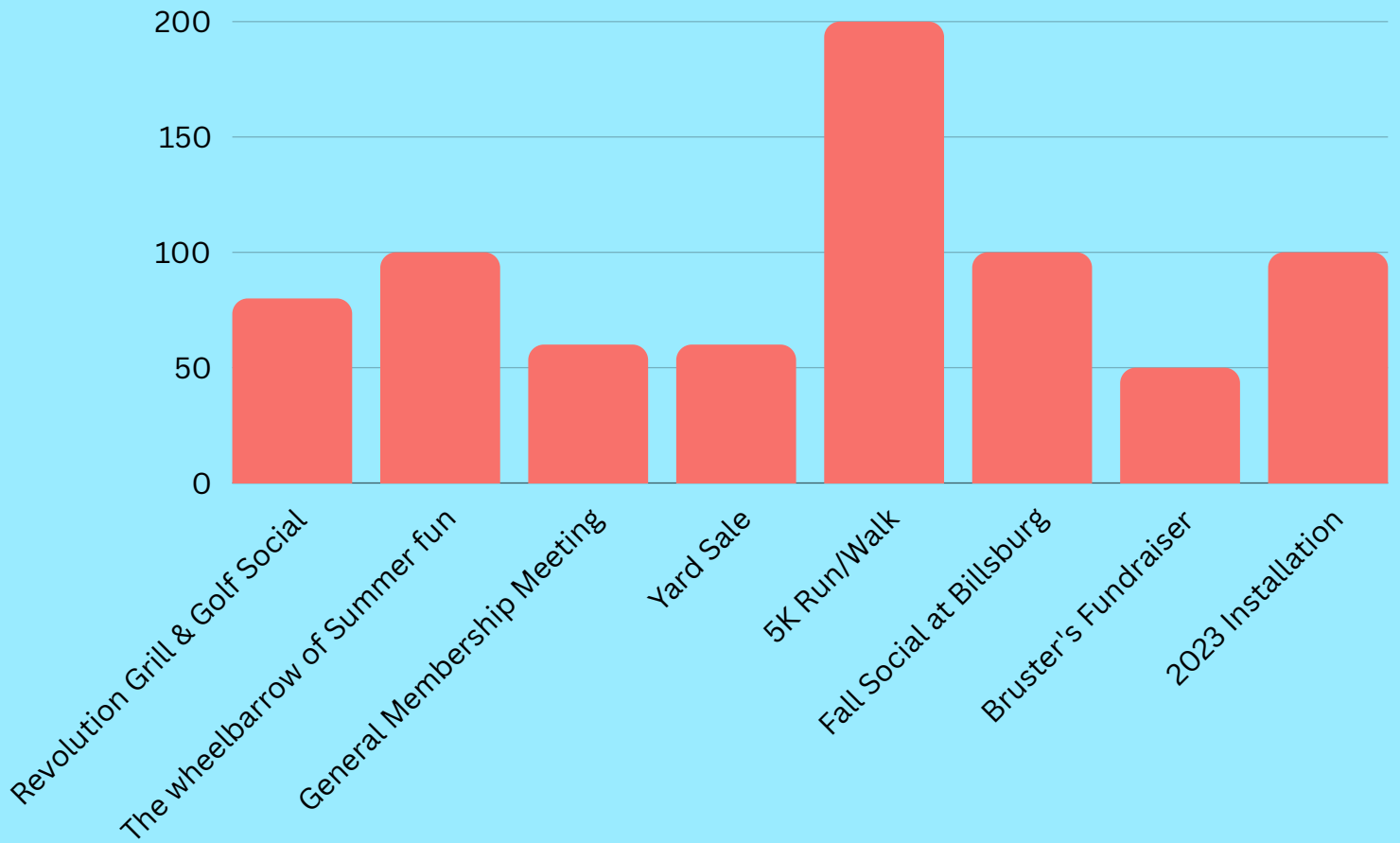


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Nov 2022- Oct 2023



# Events Offerings/Attendance



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# 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!



# PARTNERSHIP LEVELS

## PLATINUM PARTNER

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**\$3,700**

4 authorized  
representatives

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Each additional  
representative -  
\$25

## GOLD PARTNER

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**\$2,650**

3 authorized  
representatives

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Each additional  
representative -  
\$75

## SILVER PARTNER

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**\$1,600**

2 authorized  
representatives

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Each additional  
representative -  
\$100

## ENTRY LEVEL PARTNER

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**\$610**

1 authorized  
representative

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Each additional  
representative -  
\$160



# PLATINUM PARTNER BENEFITS

**\$3,175**

**MONTHLY  
EXPOSURE**

**WEBSITE  
PRESENCE**

**OFFICE DISPLAY**

**NETWORKING  
OPPORTUNITIES**

**SME opportunity**

**ENGAGEMENT  
OPPORTUNITIES**

**ADDITIONAL**

of Sponsorship money, that can be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, Lunch & Learns, etc.

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Educational Newsletter
- advertisement on Social Media
- advertisement on TV at WAAR office

Your company has a full page on WAAR website, includes your company logo, description, contact information and representatives.

Your company exhibits business cards and brochures on the display wall in the WAAR classroom.

By volunteering on a Committee your company representative receives many opportunities throughout the year to participate in planning socials, membership meeting, community service projects, and fundraisers.

Position yourself as Subject Matter Expert (SME) by teaching a seminar. All seminar topics must be approved by WAAR leadership.

Attend fun, energetic & enriching events throughout the year including socials, Installation & Holiday Celebration, General Membership Meeting. Your company receives additional 2 non-member complimentary tickets for Installation.

- FREE use of classroom 4 TIMES A YEAR
- Membership roster provided quarterly
- Your company is a Sponsor of a holiday on social media 6 TIMES A YEAR. Example: "Happy 4th of July! Presented by our sponsor [Your company name]."

# GOLD PARTNER BENEFITS

**\$2,075**

**MONTHLY  
EXPOSURE**

**2/YEAR  
EXPOSURE**

**WEBSITE  
PRESENCE**

**OFFICE DISPLAY**

**NETWORKING  
OPPORTUNITIES**

**SME opportunity**

**ENGAGEMENT  
OPPORTUNITIES**

**ADDITIONAL**

of Sponsorship money, that can be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, Lunch & Learns, etc.

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Educational Newsletter
- advertisement on Social Media
- advertisement on TV at WAAR office

Your company has a full page on WAAR website, includes your company logo, description, contact information and representatives.

Your company exhibits business cards and brochures on the display wall in the WAAR classroom.

By volunteering on a Committee your company representative receives many opportunities throughout the year to participate in planning socials, membership meeting, community service projects, and fundraisers.

Position yourself as Subject Matter Expert (SME) by teaching a seminar. All seminar topics must be approved by WAAR leadership.

Attend fun, energetic & enriching events throughout the year including socials, Installation & Holiday Celebration, General Membership Meeting. Your company receives additional 1 non-member complimentary tickets for Installation.

- FREE use of classroom 3 TIMES A YEAR
- Membership roster provided quarterly
- Your company is a Sponsor of a holiday on social media 4 TIMES A YEAR. Example: "Happy 4th of July! Presented by our sponsor [Your company name]."



# SILVER PARTNER BENEFITS

**\$1,075**

**QUARTERLY  
EXPOSURE**

**YEARLY  
EXPOSURE**

**WEBSITE  
PRESENCE**

**OFFICE DISPLAY**

**NETWORKING  
OPPORTUNITIES**

**SME opportunity**

**ENGAGEMENT  
OPPORTUNITIES**

**ADDITIONAL**

of Sponsorship money, that can be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, Lunch & Learns, etc.

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Educational Newsletter
- advertisement on Social Media
- advertisement on TV at WAAR office

Your company has a full page on WAAR website, includes your company logo, description, contact information and representatives.

Your company exhibits business cards and brochures on the display wall in the WAAR classroom.

By volunteering on a Committee your company representative receives many opportunities throughout the year to participate in planning socials, membership meeting, community service projects, and fundraisers.

Position yourself as Subject Matter Expert (SME) by teaching a seminar. All seminar topics must be approved by WAAR leadership.

Attend fun, energetic & enriching events throughout the year including socials, Installation & Holiday Celebration, General Membership Meeting.

- FREE use of classroom 2 TIMES A YEAR
- Membership roster provided quarterly
- Your company is a Sponsor of a holiday on social media 2 TIMES A YEAR. Example: "Happy 4th of July! Presented by our sponsor [Your company name]."

# ENTRY LEVEL PARTNER BENEFITS

## YEARLY EXPOSURE

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Educational Newsletter
- advertisement on TV at WAAR office

## WEBSITE PRESENCE

Your company has a paragraph about your company on AMP page on WAAR website.

## OFFICE DISPLAY

Your company exhibits business cards and brochures on the display wall in the WAAR classroom.

## NETWORKING OPPORTUNITIES

By volunteering on a Committee your company representative receives many opportunities throughout the year to participate in planning socials, membership meeting, community service projects, and fundraisers.

## SME opportunity

Position yourself as Subject Matter Expert (SME) by teaching a seminar. All seminar topics must be approved by WAAR leadership.

## ENGAGEMENT OPPORTUNITIES

Attend fun, energetic & enriching events throughout the year including socials, Installation & Holiday Celebration, General Membership Meeting.



# 2024



## SPONSORSHIP OPPORTUNITIES

<b>\$50</b>	<b>WAAR FOYER SPONSOR OF THE MONTH</b> <ul style="list-style-type: none"><li>• The opportunity to place a company banner and one 4' display table (table provided by WAAR) in the association foyer.</li><li>• Please note: Foyer displays are subject to approval by WAAR; Limit 1 sponsor per month, limit 3 months.</li></ul>
<b>\$50</b>	<b>WAAR REALTOR® STORE SPONSOR OF THE MONTH</b> <ul style="list-style-type: none"><li>• Choose a month during which your company will be advertised.</li><li>• A flyer with your company logo will be featured throughout the month at the WAAR store.</li><li>• Your company name will be mentioned on social media ads about featured store items. Example: "This store item was sponsored by [your company name]."</li></ul>
<b>\$100</b>	<b>WAAR WEBSITE SPONSOR OF THE MONTH</b> <ul style="list-style-type: none"><li>• Advertisement on the WAAR website FRONT PAGE.</li><li>• Presence for 1 month duration period.</li><li>• Logo + contact information display, or any promo coupons, marketing materials (provided by sponsor).</li><li>• Limit 1 sponsor/month, based on availability &amp; conflict of interest.</li></ul>
<b>\$50</b>	<b>REALTOR® HEADSHOT PHOTO SESSION</b> <ul style="list-style-type: none"><li>• Offered two times during the year.</li><li>• Your company name will be mentioned on social media ads about featured store items. Example: "REALTOR® Headshot Photo Session was sponsored by [your company name]."</li><li>• A flyer with your company logo will be featured during the photo session.</li><li>• Sponsors may hand out materials, meet and greet members at the event.</li></ul>
<b>\$50</b>	<b>SOCIAL MEDIA SPONSOR OF THE MONTH</b> <ul style="list-style-type: none"><li>• Williamsburg REALTORS® recognize the following RE related months: REALTOR® Safety Month, Homeownership Month, Fair Housing Month. Property Management Month.</li><li>• During that month we create 3-4 promo materials on the featured topics.</li><li>• Choose a month during which your company will be advertised. Limit 1 sponsor/month, based on availability &amp; conflict of interest.</li><li>• During that month your company name will be mentioned on all social media promo materials about the featured topic.</li></ul>

<b>\$250</b>	<b>GENERAL MEMBERSHIP MEETING</b>
	<ul style="list-style-type: none"> <li>• It typically draws between 60-100 attendees.</li> <li>• Sponsors are recognized as sponsors on all promotional materials, on the WAAR website, in the WAAR Newsletters, with signage at the event and in the program.</li> <li>• Sponsors may have a display table for promotional materials and will be recognized by the WAAR president.</li> <li>• Sponsor may provide a door prize if desired.</li> <li>• If the event is held via Zoom, sponsors will be given an opportunity to speak and present information about their company.</li> </ul>
<b>\$375</b>	<b>ANNUAL INSTALLATION &amp; HOLIDAY CELEBRATION</b>
	<ul style="list-style-type: none"> <li>• Average Attendance: 100-120 people.</li> <li>• This event occurs every year and includes the installation of the Board of Directors for both WAAR and WMLS for the coming year.</li> <li>• Sponsors are recognized as event sponsors on all promotional materials, WAAR website, Newsletters and with signage at the event or in the program.</li> <li>• Sponsors will also be recognized by the WAAR president.</li> <li>• Sponsor display table if space allows.</li> <li>• Sponsor may provide a door prize if desired.</li> </ul>
<b>\$350</b>	<b>WAAR SOCIALS</b>
	<ul style="list-style-type: none"> <li>• Average Attendance: 80-100 people.</li> <li>• WAAR is scheduled to hold 2 social events in 2024 to allow for networking, etc. in either the afternoon or the morning.</li> <li>• Sponsors are recognized on all promotional materials, WAAR website, Newsletters and with signage at the event.</li> <li>• Depending on location, Sponsor may be offered the opportunity to briefly introduce themselves and their company.</li> <li>• Sponsor may provide a door prize if desired.</li> <li>• WAAR furnishes food and beverages for this event.</li> </ul>
<b>\$350</b>	<b>WAAR FUNDRAISERS</b>
	<ul style="list-style-type: none"> <li>• Williamsburg REALTORS® is raising \$110,000 to build a Habitat house in JCC in partnership with Habitat for Humanity.</li> <li>• We will hold 2-3 fundraisers and a Community &amp; Beautification Day. Average Attendance: 100-200 people.</li> <li>• All sponsors will be recognized on all promotional materials, on the WAAR website, social media, Newsletters, local publications and signages at the events.</li> </ul>

<b>\$50</b>	<b>8 HOUR MANDATORY CE CLASS</b>
	<ul style="list-style-type: none"> <li>Includes WAAR-hosted MANDATORY classes, such as Legal Update, Code of Ethics, etc. Average Attendance: 8-12 members.</li> <li>Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters, and with signage at the event.</li> <li>Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>
<b>\$50</b>	<b>8 HOUR REAL ESTATE RELATED CLASS</b>
	<ul style="list-style-type: none"> <li>Includes WAAR-hosted real estate related or elective classes.</li> <li>Average Attendance: 8-12 members.</li> <li>Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters and with signage at the event.</li> <li>Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>
<b>\$50</b>	<b>8 HOUR BROKER MANAGEMENT &amp; SUPERVISION CLASS</b>
	<ul style="list-style-type: none"> <li>This event is specific to the brokers and provides highly-targeted information, industry updates and changes relevant to their daily work.</li> <li>Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters and with signage at the event.</li> <li>Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>
<b>\$75</b>	<b>NEW MEMBER ORIENTATION</b>
	<ul style="list-style-type: none"> <li>All new WAAR members are required to attend this event.</li> <li>Held 4 times per year. Average Attendance: 12-15 members.</li> <li>Sponsors are recognized on all promotional materials, WAAR website, Newsletters and with signage at the event.</li> <li>Sponsors will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>Sponsors will provide either morning refreshments and lunch.</li> <li>Setup should be completed no less than 15 minutes prior to start time.</li> </ul>



<b>\$50</b>	<b>WMLS BRUNCH BYTES</b>
	<ul style="list-style-type: none"> <li>• WMLS classes that teach about core ancillary products.</li> <li>• Offered 6-10 times a year.</li> <li>• Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters, and with signage at the event.</li> <li>• Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>• Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>
<b>\$25</b>	<b>ROCK THE RULES, WMLS R&amp;R Class</b>
	<ul style="list-style-type: none"> <li>• WMLS class that teaches about WMLS Rules and Regulations.</li> <li>• Offered 2x a year: 1 virtual, 1 in-person.</li> <li>• Average Attendance: 20-30 members.</li> <li>• Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters and with signage at the event.</li> <li>• Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>• Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>
<b>\$25</b>	<b>PUBLIC POLICY POWER HOUR</b>
	<ul style="list-style-type: none"> <li>• Lunch &amp; Learn, organized by the Public Policy Committee and Susan Gaston.</li> <li>• Topics vary. Last year topics were: Community Diversity Demographics &amp; Data; State Of The Housing Market In Williamsburg; and Panel Discussion.</li> <li>• Offered 2-3 times a year: virtual or in-person.</li> <li>• Average Attendance: 20-30 members.</li> <li>• Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters and with signage at the event.</li> <li>• Sponsor will be offered the opportunity to briefly introduce themselves and their company or provide a door prize if desired.</li> <li>• Sponsor will provide refreshments for in person classes. Set up should be completed no less than 15 minutes prior to start time.</li> </ul>



## 2024 PARTNERSHIP FEES WORKSHEET

Total Amount of sponsorship money allotted by partnership level:

- *Silver \$1,075*
- *Gold \$2,075*
- *Platinum \$3,175*

Choose the sponsorship	Time frame	Cost	Qty	Total
Annual Business Meeting & Installation	Nov. 2024	\$375		
General Membership Meeting	April 2024	\$250		
WAAR social	Spring 2024	\$350		
WAAR social	Fall 2024	\$350		
5K Run/Walk, a fundraiser for Habitat for Humanity	Aug 17 <sup>th</sup>	\$350		
WAAR Fundraiser for Habitat for Humanity	TBD	\$350		
REALTOR® Headshot Photo session	Spring	\$50		
	Fall	\$50		
WAAR Foyer Sponsor <i>(Please, write the months you'd like to sponsor)</i>		\$50		
WAAR REALTOR® Store Sponsor <i>(Please, write the months you'd like to sponsor)</i>		\$50		
WAAR Website Sponsor <i>(Please, write the months you'd like to sponsor)</i>		\$100		
WAAR Social Media Sponsor <i>(Please, pick which of the following months you'd like to sponsor)</i>		\$50		
Fair Housing Month	April			
Homeownership Month	June			

REALTOR® Safety Month		September			
Property Management Month		November			
8 Hour Broker Management & Supervision Class Day, Please, select Month AND Time:			\$50		
TBD	Am or pm				
TBD	Am or pm				
TBD	Am or pm				
8 Hour Mandatory CE Class Day, please, select the date & time			\$50		
Spring	Am or pm				
Summer	Am or pm				
Fall	Am or pm				
8 Hour Real Estate Related Class Day Please, Select the Month AND Time:			\$50		
TBD	Am or pm				
TBD	Am or pm				
TBD	Am or pm				
Individual CE Classes sponsorships			\$25		
New Member Orientation Events Please Select Month AND Time			\$75		
February	Am or pm				
May	Am or pm				
August	Am or pm				
November	Am or pm				
WMLS Brunch Bytes			\$25		
Rock the Rules, WMLS R&R Class		March 27	\$50		
		September 25			
Public Policy Power Hour			\$25		
If your chosen sponsorships from above total more than the amount stated in your Partnership Level (Silver \$1,075, Gold \$2,075, Platinum \$3,175), please insert that amount on the contract and payment form.					
<b>TOTAL</b>					