

2025

AFFILIATE MARKETING PROGRAM



757-253-0028



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® are 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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SOCIAL MEDIA STATISTICS

2024 Audience Reach



50K



1K



300

Audience Growth



1.5K

FB followers



411

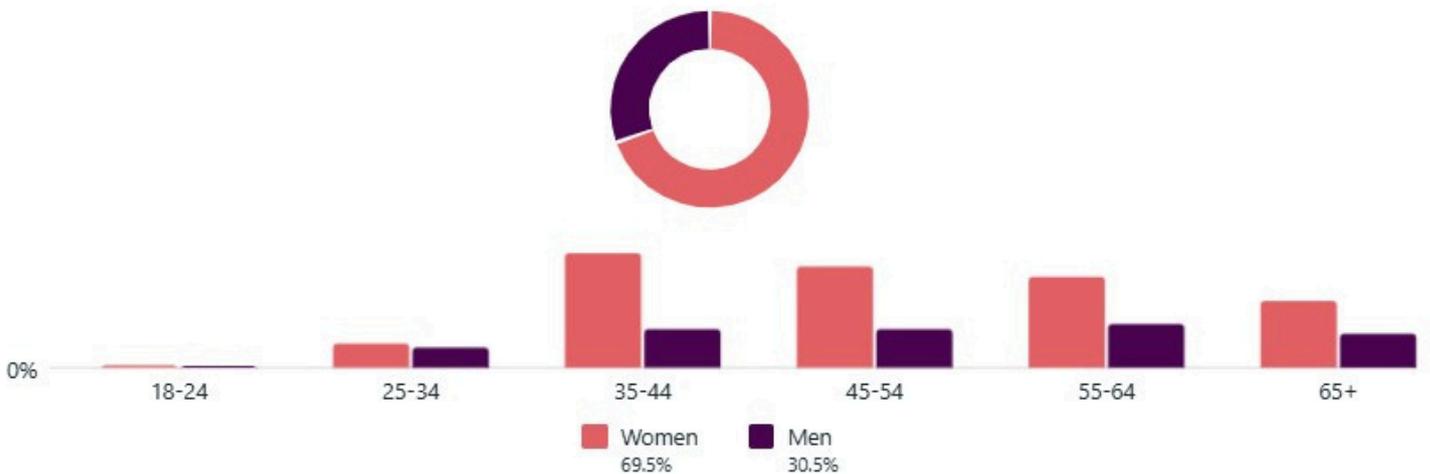
IG followers



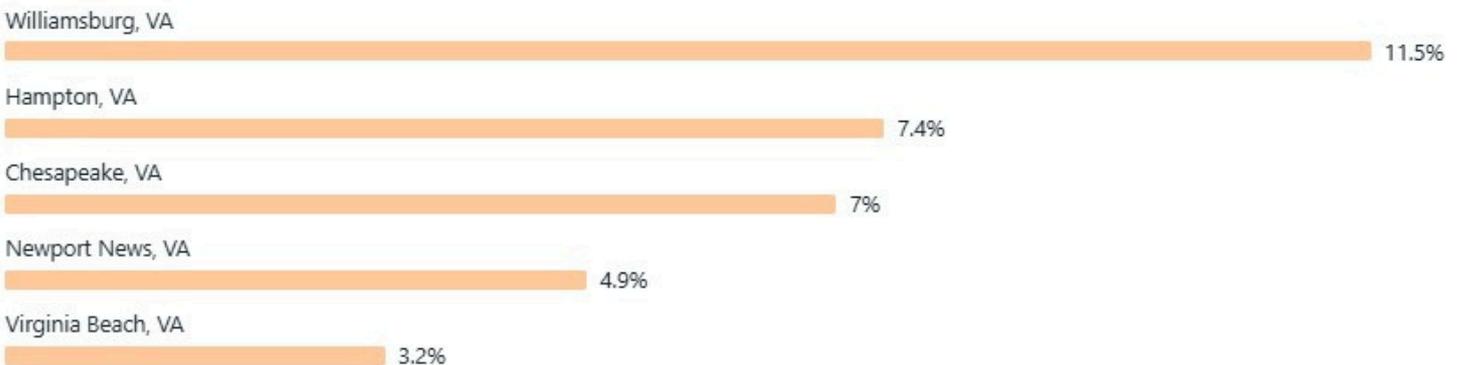
66

LinkedIn followers

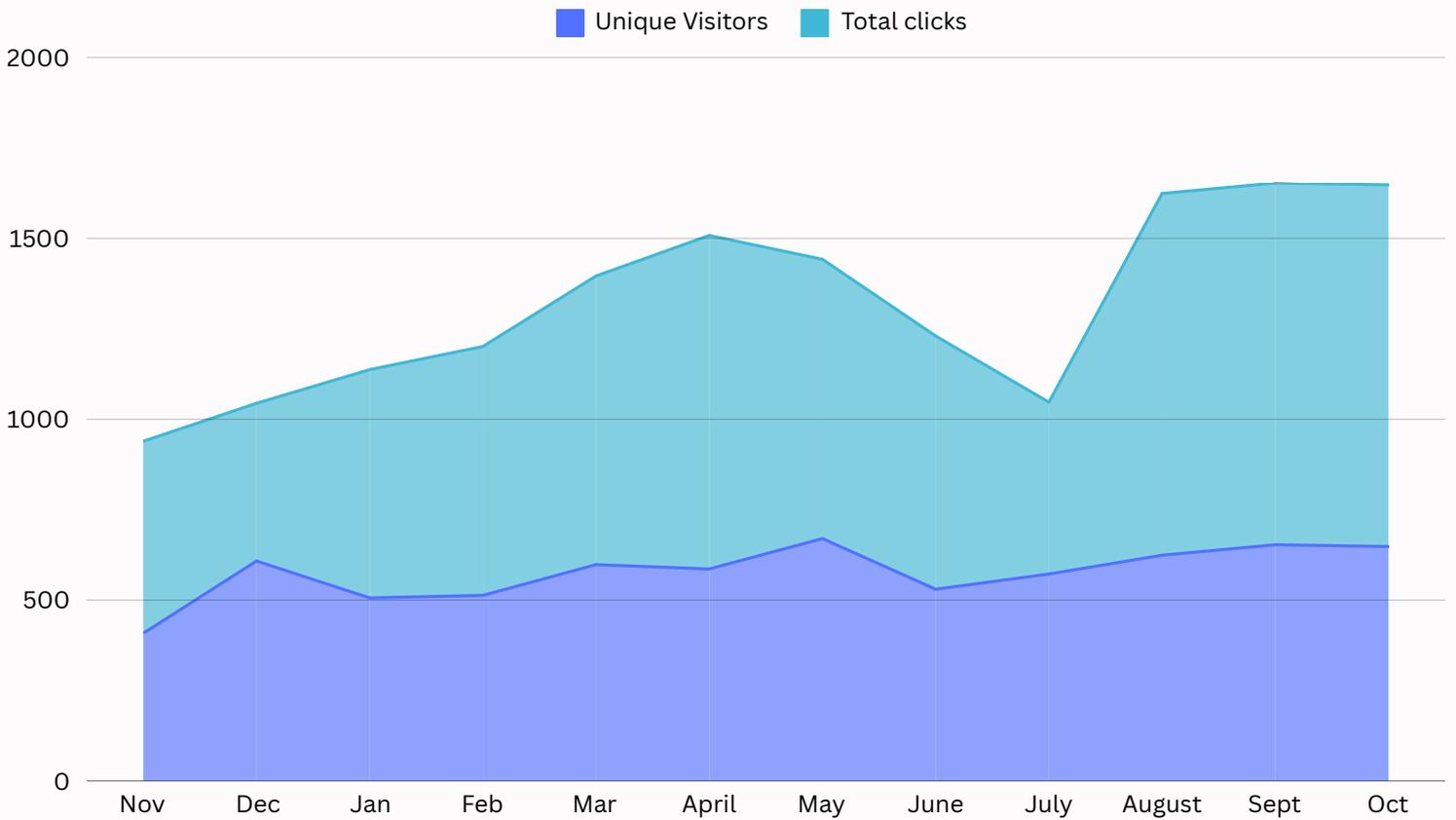
Age & gender



Top cities



Website Statistics



Membership Reach via Email

avg. # recipients

Unique Open Rate

WAAR Newsletters

582

34%

WMLS Newsletters

1015

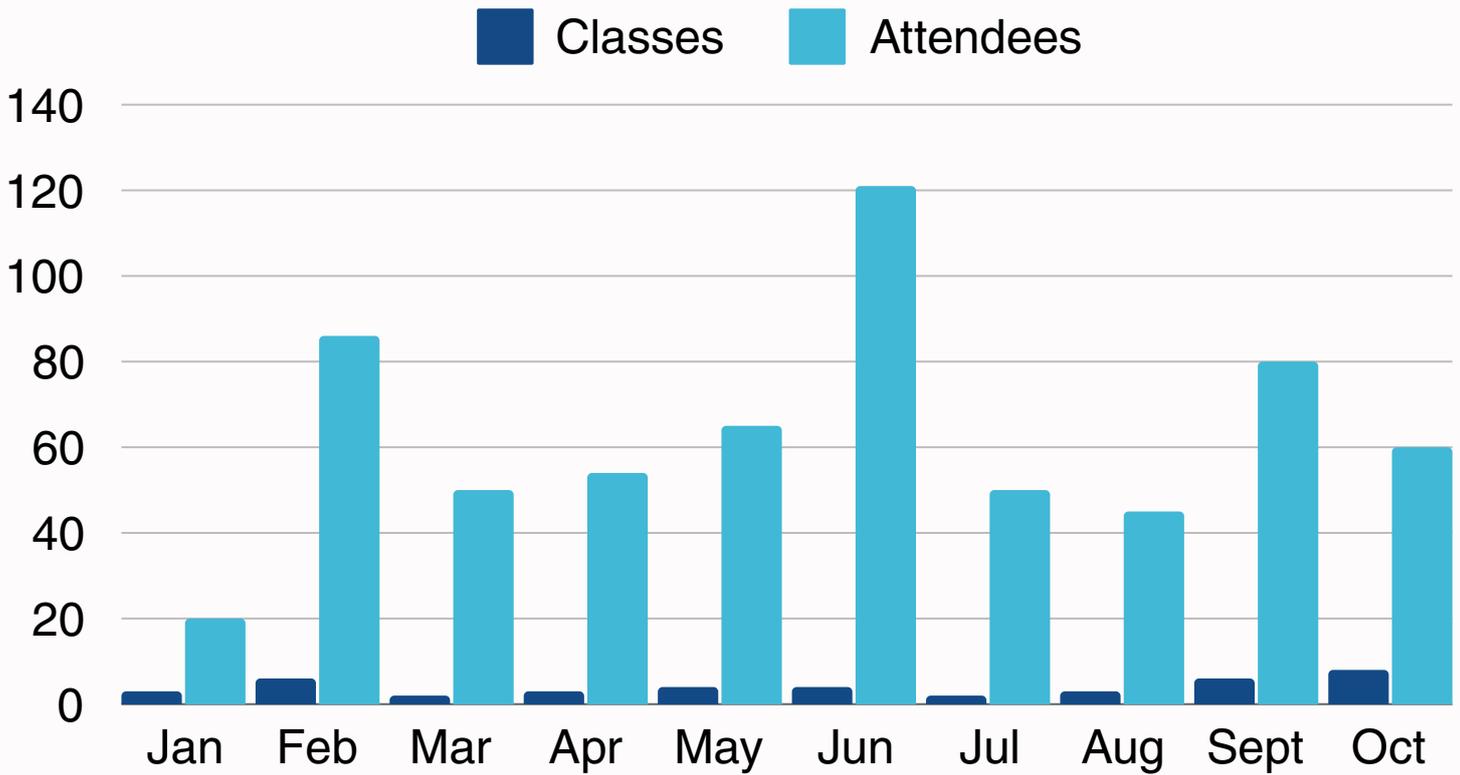
36%

Education Newsletters

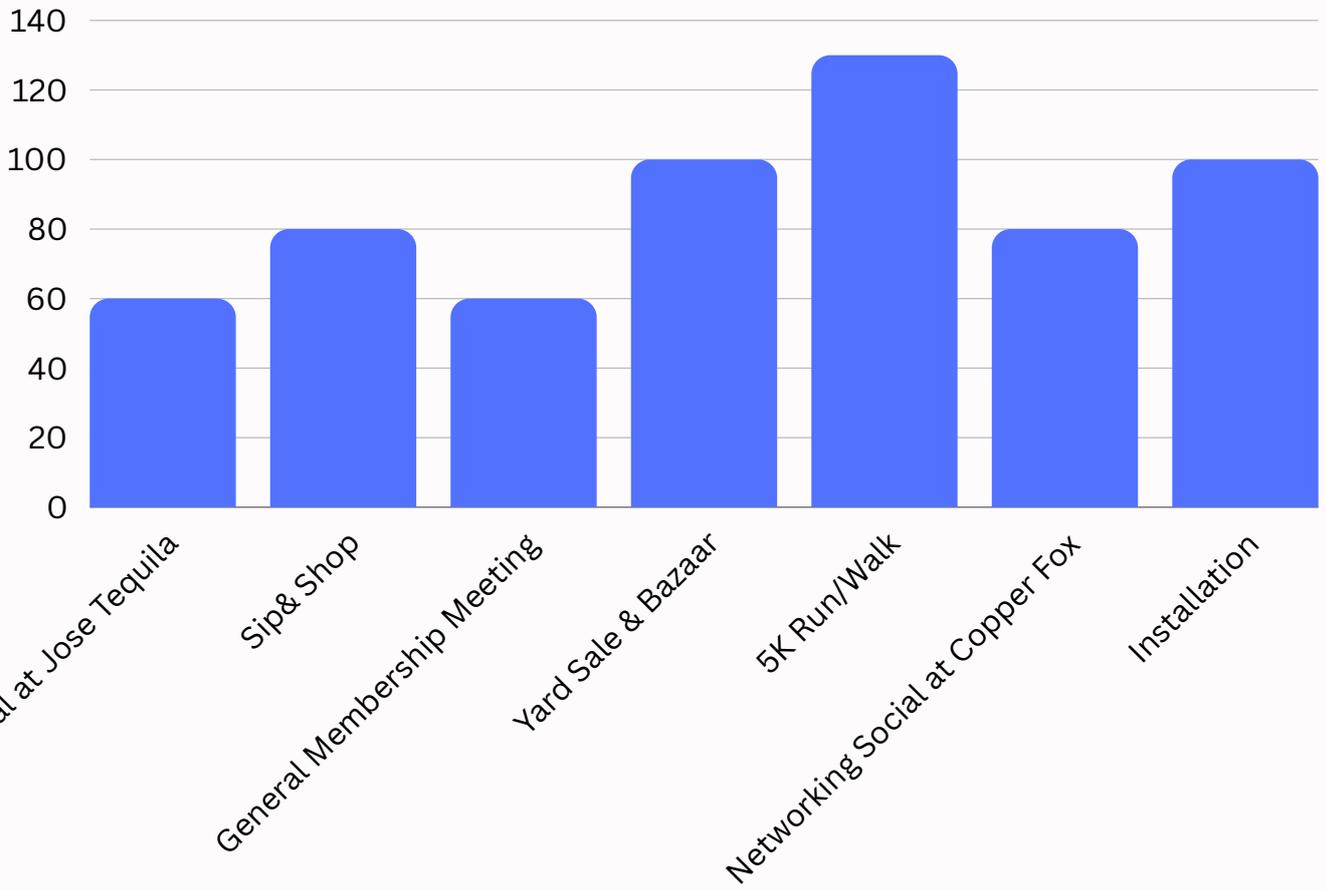
1015

18%

Class Offerings/Attendance



Events Offerings/Attendance



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).

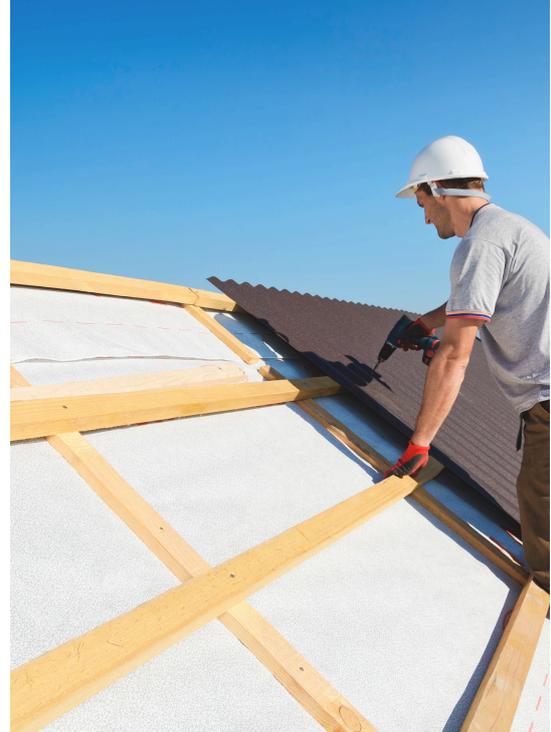
WHO IS AN AMP PARTNER?

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
- Homeowners 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

\$3,700

4 authorized
representatives

Each additional
representative -
\$25

GOLD PARTNER

\$2,650

3 authorized
representatives

Each additional
representative -
\$75

SILVER PARTNER

\$1,600

2 authorized
representatives

Each additional
representative -
\$100

BRONZE LEVEL PARTNER

\$610

1 authorized
representative

Each additional
representative -
\$160

PLATINUM PARTNER BENEFITS

\$3,175

Sponsorship funds, which may be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, etc.

MONTHLY

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Education Corner
- advertisement on Social Media
- advertisement on TV at WAAR

WEBSITE PRESENCE

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

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.

WAAR OFFICE DISPLAY

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

ENGAGEMENT OPPORTUNITIES

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

SME OPPORTUNITY

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

2 non-member complimentary tickets for Installation.

4 times a year FREE use of WAAR classroom

10x10 ft.

vendor spot at the Annual Fall Yard Sale & Bazaar

NEW!

4 times a year Sponsor of a holiday on WAAR Social Media. Example: "Happy 4th of July! Presented to you by our sponsor [Your company name]"

4 times a year FREE use of MULTI-MEDIA room

NEW!

GOLD PARTNER BENEFITS

\$2,075

Sponsorship funds, which may be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, etc.

MONTHLY

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Education Corner

Semiannual

- advertisement on Social Media
- advertisement on TV at WAAR

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.

WEBSITE PRESENCE

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

ENGAGEMENT OPPORTUNITIES

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

WAAR OFFICE DISPLAY

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

3 times a year FREE use of WAAR classroom

SME OPPORTUNITY

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

10x10 ft.

vendor spot at the Annual Fall Yard Sale & Bazaar

NEW!

2 times a year Sponsor of a holiday on WAAR Social Media. Example: "Happy 4th of July! Presented to you by our sponsor [Your company name]"

3 times a year FREE use of MULTI-MEDIA room

NEW!

1 non-member complimentary ticket for Installation.

SILVER PARTNER BENEFITS

\$1,075

Sponsorship funds, which may be allocated towards socials, General Membership Meeting, galas, fundraisers, CE Classes, New Member Orientations, etc.

QUARTERLY

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Education Corner

ANNUAL

- advertisement on Social Media
- advertisement on TV at WAAR

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.

WEBSITE PRESENCE

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

ENGAGEMENT OPPORTUNITIES

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

WAAR OFFICE DISPLAY

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

2 times a year FREE use of WAAR classroom

SME OPPORTUNITY

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

10x10 ft.

vendor spot at the Annual Fall Yard Sale & Bazaar

NEW!

2 times a year FREE use of MULTI-MEDIA room

NEW!

BRONZE LEVEL PARTNER BENEFITS

ANNUAL

- advertisement in WAAR Newsletter
- advertisement in WMLS Newsletter
- advertisement in Education Corner
- advertisement on Social Media
- advertisement on TV at WAAR

WEBSITE PRESENCE

Your company has a paragraph about your company and a link to your website on AMP page of WAAR website

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.

WAAR OFFICE DISPLAY

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

ENGAGEMENT OPPORTUNITIES

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

SME OPPORTUNITY

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

10x10 ft.

vendor spot at the Annual Fall Yard Sale & Bazaar

NEW!

1 time a year FREE use of WAAR classroom

NEW!

1 time a year FREE use of MULTI-MEDIA room

NEW!



2025 AMP

Sponsorship opportunities

Total Amount of sponsorship allotment by partnership level:

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

Investment	Choose the sponsorship	Time frame
\$375	Annual Business Meeting & Installation	November 2025
	<ul style="list-style-type: none"> • Average Attendance: 100-120 people. • This event occurs every year and includes the installation 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, Newsletters, and with signage at the event or in the program. • The WAAR President will also recognize sponsors. • Sponsor display table if space allows. • Sponsor may provide a door prize if desired. 	
\$350	WAAR Sapphire Jubilee	Spring 2025
	<ul style="list-style-type: none"> • WAAR is celebrating 70th anniversary • Expected Attendance: 150 people. • Formal gathering of our members and their plus-one • Sponsors are recognized on all promotional materials, WAAR website, Newsletters, and with signage at the event. • Depending on location, Sponsor may be offered the opportunity to introduce themselves and their company briefly. • Sponsor may provide a door prize if desired. 	
\$350	WAAR Social	Summer-Fall 2025
	<ul style="list-style-type: none"> • Location: Colonial Downs • Average Attendance: 80-100 people. 	

	<ul style="list-style-type: none"> • WAAR is scheduled to hold a social event in 2025 to allow for networking, etc. • Sponsors are recognized on all promotional materials, WAAR website, Newsletters, and with signage at the event. • Depending on location, Sponsor may be offered the opportunity to introduce themselves and their company briefly. • Sponsor may provide a door prize if desired. 								
\$250	General Membership Meeting April 2025								
	<ul style="list-style-type: none"> • It typically draws between 60-100 attendees. • 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. • Sponsors may have a display table for promotional materials and will be recognized by the WAAR president. • Sponsor may provide a door prize if desired. 								
\$150	WAAR Fundraiser/Community Day Spring 2025								
	<ul style="list-style-type: none"> • WAAR will hold 2 fundraisers and a Community & Beautification Day. • Average Attendance: 100-200 people. • All sponsors will be recognized on all promotional materials, on the WAAR website, social media, Newsletters, and signages at the events. 								
\$150	WAAR Fundraiser/Community Day Fall 2025								
	<ul style="list-style-type: none"> • WAAR will hold 2 fundraisers and a Community & Beautification Day. • Average Attendance: 100-200 people. • All sponsors will be recognized on all promotional materials, on the WAAR website, social media, Newsletters, and signages at the events. 								
\$100	WAAR Website Sponsor <i>(please, write the months you'd like to sponsor)</i>								
	<ul style="list-style-type: none"> • Advertisement on the WAAR website HOME PAGE. • Presence for 1 month duration period. • Logo + contact information display, or any promo coupons, or marketing materials (provided by sponsor). • Limit 1 sponsor/month, based on availability. 								
\$75	New Member Orientation Events <i>(Please Select the Month & Time)</i> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td><i>February</i></td> <td><i>AM or PM</i></td> </tr> <tr> <td><i>May</i></td> <td><i>AM or PM</i></td> </tr> <tr> <td><i>August</i></td> <td><i>AM or PM</i></td> </tr> <tr> <td><i>November</i></td> <td><i>AM or PM</i></td> </tr> </table>	<i>February</i>	<i>AM or PM</i>	<i>May</i>	<i>AM or PM</i>	<i>August</i>	<i>AM or PM</i>	<i>November</i>	<i>AM or PM</i>
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<i>November</i>	<i>AM or PM</i>								
	<ul style="list-style-type: none"> • All new WAAR members are required to attend this event. • Held 4 times per year. Average Attendance: 10-15 members. • Sponsors will be offered the opportunity to briefly introduce themselves and their company before the start of the class. 								

	<ul style="list-style-type: none"> • Sponsors are responsible for providing either morning refreshments or lunch. Food Setup should be completed not less than 15 minutes before start time. 							
\$50	WAAR Foyer Sponsor <i>(please, write the months you'd like to sponsor)</i>							
	<ul style="list-style-type: none"> • The opportunity to place a company banner and one 4' display table in the association foyer. • Table is provided by WAAR office. • Limit 1 sponsor per month. 							
\$50	WAAR REALTOR® Store Sponsor <i>(please, write the months you'd like to sponsor)</i>							
	<ul style="list-style-type: none"> • Choose a month during which your company will be advertised. • A flyer with your company logo will be featured throughout the month at the WAAR REALTOR® store. • Your company name will be mentioned on social media ads about featured store items. Example: "This store item was sponsored by [your company name]." 							
\$50	REALTOR® Headshot Photo Session	March 2025						
	<ul style="list-style-type: none"> • Your company name will be displayed on all promotional materials. Example: "REALTOR® Headshot Photo Session was sponsored by [your company name]." • A flyer with your company logo will be featured during the photo session. • Sponsors may hand out materials, meet and greet members at the event. 							
\$50	WAAR Social Media Sponsor of the Month <i>(please, pick which of the following months you'd like to sponsor)</i>	<table border="1"> <tr><td>Fair Housing Month</td></tr> <tr><td>Homeownership Month</td></tr> <tr><td>REALTOR® Safety Month</td></tr> <tr><td>Designation Awareness Month</td></tr> </table>	Fair Housing Month	Homeownership Month	REALTOR® Safety Month	Designation Awareness Month		
Fair Housing Month								
Homeownership Month								
REALTOR® Safety Month								
Designation Awareness Month								
	<ul style="list-style-type: none"> • Williamsburg REALTORS® recognize the following RE related months: REALTOR® Safety Month, Homeownership Month, Fair Housing Month. Designation Awareness Month. • During that month we create 2-3 promo materials on the featured topics. • Choose a month during which your company will be advertised. • Limit 1 sponsor/month, based on availability. • During that month your company name will be mentioned on all social media promo materials about the featured topic. 							
\$50	8-Hour Broker Management & Supervision Class Day <i>(please, select the date & time)</i>	<table border="1"> <tr><td>Spring</td><td>AM or PM</td></tr> <tr><td>Summer</td><td>AM or PM</td></tr> <tr><td>Fall</td><td>AM or PM</td></tr> </table>	Spring	AM or PM	Summer	AM or PM	Fall	AM or PM
Spring	AM or PM							
Summer	AM or PM							
Fall	AM or PM							
	<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, the WAAR website, social media, Newsletters and with signage at the event. 							

	<ul style="list-style-type: none"> Sponsors will be offered the opportunity to briefly introduce themselves and their company before the start of the class. Sponsors are responsible for providing either morning refreshments or lunch. Food Setup should be completed not less than 15 minutes before start time. 		
\$50	8-Hour Mandatory CE Class Day <i>(please, select the date & time)</i>	Spring	AM or PM
		Summer	AM or PM
		Fall	AM or PM
	<ul style="list-style-type: none"> WAAR-hosted MANDATORY CE classes, such as Legal Update, Code of Ethics, etc. Average Attendance: 10-15 members. Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters, and with signage at the event. Sponsors will be offered the opportunity to briefly introduce themselves and their company before the start of the class. Sponsors are responsible for providing either morning refreshments or lunch. Food Setup should be completed not less than 15 minutes before start time. 		
\$50	8 Hour Real Estate Related Class Day <i>(please, select the date & time)</i>	Spring	AM or PM
		Summer	AM or PM
		Fall	AM or PM
	<ul style="list-style-type: none"> WAAR-hosted real estate related CE or elective classes. Average Attendance: 8-12 members. Sponsors are recognized on all promotional materials, the WAAR website, social media, Newsletters and with signage at the event. Sponsors will be offered the opportunity to briefly introduce themselves and their company before the start of the class. Sponsors are responsible for providing either morning refreshments or lunch. Food Setup should be completed not less than 15 minutes before start time. 		
TOTAL			