



Houston Association of REALTORS®

Sponsorship Opportunities



BUILD CONNECTIONS and GET NOTICED

by Houston's Real Estate Professionals

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Through our various Meetings & Events, Professional Development classes and certification courses, the Houston Association of REALTORS® offers sponsorship opportunities that:

- Raise brand awareness among brokerages, real estate leaders and agents all around Houston and the surrounding areas.
- Offer high-level networking, business connections, exclusive access to events and visibility.
- Position your message with the second largest real estate association in the country.

WHO ATTENDS HAR'S EVENTS?



AUDIENCES ATTENDING

- Brokers/Owners
- REALTOR®/Agents
- C-Level Executives
- HAR Executive Committee & Board of Directors
- HAR Affiliate Members

624

Members registered
for 2022 Engage
Conference

3,600

Members watched the
Economic Forecast

Call **Mariangie Cabriles, Manager of Meetings & Events**
at 713.629.1900 ext. 1278 or email mariangie@har.com

BRANDING THAT MATTERS.

2023 SPONSORSHIP OPPORTUNITIES

We know that your business has a choice as to where it allocates its marketing and business development dollars. We invite you to join us as a sponsor and explore the many ways the Houston Association of REALTORS® can add value to your business through the different programs, branding and awareness, and unrivaled networking and engagement. There are numerous opportunities available that will add value to your company brand.



Sponsor one, or several, of our many events in 2023. Our sponsorship team is ready to help you develop a customized plan to meet your marketing needs.

EXPOSURE = BRANDING INFLUENCE

When you sponsor in-person or virtual programming at the Houston Association of REALTORS®, you gain exposure to Houston's REALTORS® via many channels.

52,817	16,219	11,983	11,700
FACEBOOK FOLLOWERS	INSTAGRAM FOLLOWERS	TWITTER FOLLOWERS	FACEBOOK HAR MLS PLATINUM GROUP MEMBERS
200,000+	25,000	35,000	50,000+
MEMBER FOCUS MONDAY VIEWS	HAR ON THE MOVE DOWNLOADS	VIRTUAL & IN-PERSON EVENT ATTENDEES	EMAIL SUBSCRIBERS

The Houston Association of REALTORS® REACHES 49,000+ HAR Members.

Premier Professional Development Sponsor

DEPARTMENT OVERVIEW

The Professional Development Department continuously develops new content and formats to provide the highest quality and most accessible educational opportunities. Formats include live-virtual classes, self-paced, webinars, open Zoom labs, hybrid and live in-person classes. The bulk of HAR courses will remain virtual; however, member outreach and in-office trainings will be offered more frequently. Various affiliate office locations with ample training spaces have been identified, and courses such as MLS Training, Contracts and Compliance courses, HAR Tools and designation classes will be held in person at and around the membership area.

The Professional Development Department received the award for **Texas REALTORS® Program of the Year** for the creation and implementation of the *Affordable Housing* webinar series. This marks the 13th time since 2008 that HAR has received this award.

— IN 2022 —

659

Classes Held

25,627

Class Attendees

1,656

Members
earned a
Designation

39

Avg. Number
of Students
per class



Premier Professional Development Sponsor



Currently, HAR provides members with more than 100 unique topics/courses to choose from. In 2023, HAR will again offer the most popular designation courses such as ABR, GRI, CIPS, RENE, PSA, MRS, TAHS, SRES, SRS, SFR, RSPS and the NAR Green designation, as well as our own locally developed courses.

ONE EXCLUSIVE SPONSORSHIP \$40,000

- Exclusive sponsor for ALL Professional Development continuing education online courses (including designation courses)
- Special recognition on Professional Development registration website
- Special recognition on email blast before and after every class
- Exclusive speaking time at the beginning of each class (30 – 60 seconds)
- Play commercial video during breaks/lunch hour
- 60 second commercial recorded at HARTV studio
- End of the year recognition video on all social media platforms

EXCLUSIVE OPPORTUNITY: \$50,000

- Table and booth at **REALTOR® Celebration** (Reception hour from 5:30 – 6:30 p.m.)
- Booth at **HAR ENGAGE** (Prime placement) plus Speaker introduction at the Red Oak Speaking (twice)
- Booth and speaking time: **Management Central**
- Speaking time: **Industry update webinars** (up to three)
- Booth and speaking time: **Teams event**
- Invitation to end-of-the-year **Advisory Groups Luncheon** (two tickets)

RECOGNITION ITEMS:

- One commercial recorded at HARTV: To be used at HAR Engage, Teams Event and Management Central Event
- Digital ad on *HARConnect* for one year
- Exposure in all registration websites (Includes HAR Professional Development registration website)
- *Member Focus Monday* sponsor (Six sessions)
- *HAR On the Move* podcast sponsor (Six episodes)
- Featured in the *Houston REALTOR®* magazine – One page ad
- Featured in *5MR* email
- Featured in *The Edge* email
- Featured in “thank you” post after each event on all social media channels
- Personalized story video on Instagram after each event
- Post on our social channels - Three Tweets, Facebook posts, and Instagram stories posts per event
- One hard post video on Instagram after HAR Engage



2023 REALTOR® CELEBRATION



TWO EXCLUSIVE OPPORTUNITIES: \$40,000

- Table at **REALTOR® Celebration**
- Booth at **HAR Engage** (Prime placement) – Speaking time in the Magnolia Room (twice)
- Booth at *Management Central event* - Nonspeaking time
- **Booth at Teams event** - Nonspeaking time
- Featured on “thank you” post after each event
- Post on our social channels - Two Tweets, Facebook posts, and personalized Instagram stories posts per event

RECOGNITION ITEMS:

- One commercial recorded at HARTV – To be used at HAR Engage and Management Central Event
- Digital ad on *HARConnect* for six months
- Exposure in all registration websites (Excludes HAR Professional Development registration website)
- *Member Focus Monday* sponsor (Three sessions)
- *HAR on the Move* podcast sponsor (Three episodes)
- Featured in the *Houston REALTOR®* magazine (event recognition)
- Featured in the *5MR* email
- Featured in *The Edge* email



HAR ENGAGE 2022



TWO EXCLUSIVE OPPORTUNITIES: \$30,500

- Exposure at **REALTOR® Celebration** – Four tickets plus Exclusive Sponsor sign at entrance
- Booth at **HAR Engage** (Prime placement) – One speaking time in the Magnolia Room and one in the Pecan room
- **Management Central** - Nonspeaking time (Two tickets)
- **Teams in-person event** (Summer) - Nonspeaking time (Two tickets)

RECOGNITION ITEMS:

- One commercial recorded at HARTV – To be used at HAR Engage
- Digital ad on *HARConnect* for three months
- Exposure in all registration websites (Excludes HAR Professional Development registration website)
- *Member Focus Monday* sponsor (one session)
- *HAR on the Move* podcast sponsor (one episode)
- Featured in the *Houston REALTOR®* magazine (event recognition)
- Featured in the *5MR* email
- Featured in *The Edge* email
- Featured in “thank you” post after each event
- One personalized Instagram story post per event





DEVELOP YOUR PLAN OF ACTION

Highlight your brand across select signature events, business resource groups, publications and more that best suit your needs to leverage your company's profile with high visibility and sponsor benefits.

- Identify the audience you want to engage with your brand
- Leverage our expertise in building a plan that best suits your needs
- Gain exposure among Houston business leaders

Our sponsorship team will help develop a customized plan to meet your marketing needs. Call **Mariangie Cabriles, Professional Development Program Manager** at 713.629.1900 ext 1278 or email mariangie@har.com.