

**NEW FOR 2011!**

# Webinars

## TURNKEY SOLUTIONS

You don't need to book the grand ballroom of a posh hotel to speak directly to your potential customers anymore. Webinars are becoming the most efficient and cost-effective way to promote your expertise and generate sales. For the first time, C.A.R. can connect you with hundreds, even thousands, of prospects drawn from the most respected, highest earning REALTOR® database in the industry.

No matter how many people participate in the live event, your marketing will reach each and every registrant, encouraging them to view the archived Webinar. The result: Each registration is a potential sales lead. Sponsorships for this highly successful program are limited in availability and will sell out quickly, so contact us to reserve yours today!

## Bookend Sponsorships

C.A.R.-hosted Webinars attract large numbers of participants from all corners of the real estate industry. FREE to C.A.R. members and produced regularly, they cover a wide range of topics from legal issues to the state of the industry, and attendees benefit from receiving important information that can improve their productivity and bottom line. Our timely content and knowledgeable presenters attract volumes of qualified leads and targeted prospect potential, providing a unique opportunity for bookend sponsors.

C.A.R. allows for sponsorships of select events by attaching your company logo and branding to an existing Webinar topic relevant to your business. We create the content and promote the event through our many C.A.R. channels, and your company benefits from the exposure.

## Bookend Sponsorship Components

### Pre-Event Branding and Promotion

- C.A.R. to promote Webinar registration in a minimum of 2 member vehicles

- One slide with copy provided by sponsor to promote products/services to appear after presentation
- Verbal recognition of your sponsorship during the Webinar

### During Event

- One recognition slide with logo and branding to appear before presentation

### Post-Event

- The event will remain hosted on car.org for 6 months to access and view 24/7 on demand

### Bookend Sponsorship Rates:

\$5,000 flat fee  
1,000 seats maximum

### Specifications:

For Webinar specs and guidelines, please see page 26.

## Additional Webinar Marketing

Drive up the number of registrants and boost your response by enhancing either of our Webinar packages. C.A.R. has generated as many as 1,500 registrations for certain Webinars through e-mail blasts, online advertising, print advertising, and e-newsletter ads. C.A.R. offers the following discounted options exclusively to Webinar sponsors:

- E-mail newsletter skyscraper ad: \$1,200 each (a \$400 savings)
- Stand-alone e-blast to 120,000 C.A.R. members: \$7,000 each (a \$1,500 savings)
- Block ad on premium section of car.org: \$800 per month (a \$200 savings)

Restrictions apply. Subject to availability. Payable in advance. Non-cancelable. Rates are published in net. Webinar advertising is non-commissionable.

## Exclusive Sponsorships

Become an exclusive sponsor and position your company as a thought leader and authority for industry solutions. Your prospects will be directed to you for solutions to their needs, solidifying your company as an industry expert.

C.A.R. makes it easy for you to speak directly to highly qualified prospects by hosting an event with YOUR content and YOUR speakers. Our team of experts will manage the entire process, handling all marketing and promotion, registration, technology, and post-event wrap-up. Deliver your message via live audio along with a PowerPoint presentation for a content-rich learning experience. Events are interactive; your moderators ask and answer questions in real-time, fully engaging attendees through a lively Q&A session.

As always, content is king. Webinars are not offered as infomercials, but rather educational events meant to enrich the professional development of our members. So in order to ensure the success of your event, C.A.R. will work with you to tailor the Webinar content to our audience.

With an exclusive Webinar sponsorship, C.A.R. will provide a turnkey solution that includes print, online and e-mail promotion. Your brand name will be fortified, and your event will be promoted through an extensive outreach campaign.

## Exclusive Sponsorship Components

- All invitations and promos contain sponsor's logo
- Attendance is free to all participants

### Pre-Event Branding and Promotion

- Print
  - Half-page ad in one issue of *California Real Estate* magazine
  - Editorial coverage in "Industry News" section of same issue
- Online
  - Block ads promoting the event will run for 2 consecutive months on car.org with link to sponsor's web site
- E-newsletter
  - Text ad promotions in 2 separate issues with link to sponsor's web site
  - Skyscraper ads in 2 separate issues with link to sponsor's Web site
  - Editorial coverage in 1 issue
- E-Mail Reminders
  - Confirmation e-mail to registrants, including sponsor logo and link
  - Two e-mail reminders to all registrants
- Webinar Registration Page
  - Sponsor's logo
  - Description text
  - Help page link
  - Test your system link
  - Player download link

### During Event

- Your logo and branding on each page of the PowerPoint Webinar template
- Recording technology providing the most effective conferencing software platform
- 60 minutes of live streaming audio with synchronized presentation
- Live Q&A with attendees
- One recognition slide with company logo and branding, both before and after presentation
- One call-to-action slide that may include promotional offer

### Post-Event

- E-Mail Blasts
  - Customized stand-alone e-mail blast to all registrants, driving them to the on-demand link
  - Attendees of the event will receive a "Thank you for attending" message
  - Those who did not participate will receive a "Sorry we missed you" message
- C.A.R. Webinar Library
  - Your event will remain archived on car.org for 12 months to access and view 24/7 on demand
- Recordings
  - A link will be provided to the Webinar recording, which can be posted on the sponsor's Web site and/or repurposed for promotional usage
  - Tracking of views and clicks provided to advertiser

### Exclusive Sponsorship Rates:

\$9,000 flat fee up to 500 seats  
 \$20 additional fee for each seat thereafter  
 1,000 seats maximum

### Specifications:

For Webinar specs and guidelines, please see page 26.