

2024

SPONSORSHIPS

REImagine! Conference & Expo

Titanium • Platinum • Gold • Silver • Bronze

REImagine! Pre-Conference Day (Paid Attendance)

Tech Tuesday • Broker Conference • YPN Ignite!

C.A.R. Events

STEPS • Fair Housing Day • Property Management



CALIFORNIA
ASSOCIATION
OF REALTORS®

2024 CALIFORNIA ASSOCIATION OF REALTORS® SPONSORSHIP OPPORTUNITIES

Expertly executed and well attended, C.A.R. events are the ultimate conference experience for both attendees and sponsors. Sponsorship provides your brand exclusive access and invaluable exposure to the largest state REALTOR® association membership in the country. C.A.R. will deliver a combination of LIVE and VIRTUAL events in 2024 for our 215,000+ members.

LIVE 2024 EVENTS

Fair Housing Day • Ontario CA, April 16

REImagine! Conference & Expo • Long Beach CA, Sept 24-26

Tech Tuesday • Long Beach CA, Sept 24

Broker Focus • Long Beach CA, Sept 24

YPN Ignite! • Long Beach CA, Sept 24

VIRTUAL 2024 EVENTS

Property Management Conference • Feb 29

STEPS Toward Homeownership • Apr 10, June 11, Sep 5, Dec 4



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C.A.R. EVENTS

STEPS Towards Homeownership

Fair Housing Day

Property Management



REImagine! SPONSORSHIPS

As the largest state REALTOR® conference in the country, this C.A.R. annual event is a magnet for more than 8,000 real estate professionals.

A variety of sponsorship options at all budget levels, our Titanium, Platinum, Gold, Silver, and Bronze packages include high profile conference favorites, speaking sessions, content room sponsorships, social events and more.



ATTENDANCE

Registrants • 8,000

Expo Booths • 250+

WHERE/WHEN

CONFERENCE SEPT 24-26, 2024

EXPO OPEN SEPT 25-26, 2024

Long Beach, CA Convention Center

PROSPECTUS

[Click Here for REImagine! logistics and booth pricing info](#)



REImagine!



TITANIUM

\$50,000

Created to deliver pure excitement for your brand before, during and after the REImagine! event. Takeover of the must-have swag bag, a 30-minute speaking engagement, and REdo You Lounge co-sponsorship are yours with this curated selection of the best of the best.

EXCLUSIVE SPONSORSHIP



• SWAG BAG

• Your logo takes over one entire side of our incredibly popular event carry-all bag distributed to attendees at registration check-in. Deadline 5/15/24. Create a strong first impression with attendees while offering long-lasting brand awareness after the event.

• PRESENT

• Your 30-minute seminar appears on the content schedule (no company promo; C.A.R. content approval required)

• Two minutes on stage before a content session to talk about your product/service.



SPEAKING

SELECT **ONLY ONE** (AS AVAILABLE)

• LANYARD AND BADGE

• Sole sponsorship of official event badge and lanyard, featuring your logo on both. All attendees MUST wear a badge throughout the event, so your logo will be front and center everywhere. Deadline 5/15/24.

• EXPO HALL LOUNGE TAKEOVER

• Naming rights and sole sponsorship of the the Expo Hall Lounge, located in the front of the hall. Features your logo on a huge 6' X 10' (approx. size) hanging sign in the lounge, two meter boards, branded charging opportunities (either in furniture or a charging station), and 25 custom pillows with your logo. Sponsor may use this space to distribute promotional/collateral items and/or offer food/beverages at sponsor's expense (note: Union rules dictate all food/beverage must be contracted through the convention center).

• ESCALATOR SIGNAGE

• Connect with every attendee entering the Expo Hall by exclusively branding the escalator panels leading to the hall. Includes 2 escalators with a total of 4 panels, each panel measuring approx 22" high by 18' wide. Printing of your supplied creative and installation included.

• COLUMN WRAP SIGNAGE

• Prominently displayed in REImagine! lobby entrance, approx 2' wide by 10' tall. Printing of your supplied creative and installation included.

EVENT CO-SPONSORSHIP

• REDO YOU LOUNGE

Attendees receive a free professional headshot along with makeup touchups and stylist tips at this popular activation in the Expo Hall. Your logo is included on oversized hanging signage, large floor decals, backdrop within the lounge, and on collateral handouts given to each participant by the photographer that include must-keep info on retrieving their free headshot. Your company promoted as a REdo You Lounge sponsor wherever possible on the event app and website.

EXHIBIT SPACE

• BOOTH

• 10' x 20' booth space in standard zone of exhibit hall including up to two corners

• TRAFFIC BOOSTER

• The Hunt game (attendees must stop by your booth for prize eligibility) on BOTH expo days

• SCANNER

• Lead retriever scanner; Includes 1 scanner

MARKETING AND PR

• ADVERTISING

• 100% dedicated e-blast (two) to all event registrants. Can be scheduled to run before, during or after REImagine! Based on availability.

• Brand video (15-seconds, no sound) shown between various content sessions in meeting rooms

• 970 x 90 ad placement on REImagine! website for 3 months (expires 12/31/24)

• SIGNAGE

• Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area

• EVENT APP

• Logo and booth location on the event app

• BRANDING

• Hyperlinked logo on sponsor page of event website

• Product listing on event website

• Logo rotating in slide loop between various meeting room sessions

MISCELLANEOUS

• NEXT YEAR'S EVENT

• First right of refusal for sponsored event

• BADGES

• Exhibitor badges, 20

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PLATINUM

\$39,000

Sponsor some of the event's most popular activities such as the always-popular REdo You! Lounge and the pumping "All Voices" Dance Party. New this year is the exclusive Expo Hall Lounge option, including naming rights!

SPEAKING

- **PRESENT**
 - Your 30-minute seminar appears on the content schedule (no company promo; C.A.R. content approval required)
 - Two minutes on stage before a content session to talk about your product/service.

EVENT CO-SPONSORSHIP

- **REDO YOU LOUNGE**

Attendees receive a free professional headshot along with makeup touchups and stylist tips at this popular activation in the Expo Hall. Your logo is included on oversized hanging signage, large floor decals, backdrop within the lounge, and on collateral handouts given to each participant by the photographer that include must-keep info on retrieving their free headshot. Your company promoted as a REdo You Lounge sponsor wherever possible on the event app and website.

AND

- **DANCE PARTY**

The most anticipated social event of REImagine!, the dance party is full of energy and FUN! Hosts will distribute a party favor with your logo to the first 500 attendees. The DJ will make shout-outs thanking you as a sponsor, and five members of your team will have a dedicated table in the room for your collaterals and to interact with attendees. Also includes logo on event signage inside and outside of the room, logo on cocktail napkins distributed at the event, table top "Thank you to our Sponsors" signage, and promotional mention as a co-host wherever possible on the event app and website.

EXHIBIT SPACE

- **BOOTH**
 - 10' x 20' booth space in standard zone of exhibit hall including up to two corners
- **TRAFFIC BOOSTER**
 - The Hunt game (attendees must stop by your booth for prize eligibility) on BOTH expo days
- **SCANNER**
 - Lead retriever scanner; Includes 1 scanner

SELECT **ONLY ONE** (AS AVAILABLE)

- **LANYARD AND BADGE**
 - Sole sponsorship of official event badge and lanyard, featuring your logo on both. All attendees MUST wear a badge throughout the event, so your logo will be front and center everywhere. Deadline 5/15/24.
- **EXPO HALL LOUNGE TAKEOVER**
 - Naming rights and sole sponsorship of the the Expo Hall Lounge, located in the front of the hall. Features your logo on a huge 6' X 10' (approx. size) hanging sign in the lounge, two meter boards, branded charging opportunities (either in furniture or a charging station), and 25 custom pillows with your logo. Sponsor may use this space to distribute promotional/collateral items and/or offer food/beverages at sponsor's expense (note: Union rules dictate all food/beverage must be contracted through the convention center).
- **ESCALATOR SIGNAGE**
 - Connect with every attendee entering the Expo Hall by exclusively branding the escalator panels leading to the hall. Includes 2 escalators with a total of 4 panels, each panel measuring approx 22" high by 18' wide. Printing of your supplied creative and installation included.
- **COLUMN WRAP SIGNAGE**
 - Prominently displayed in REImagine! lobby entrance, approx 2' wide by 10' tall. Printing of your supplied creative and installation included.



MARKETING AND PR

- **ADVERTISING**
 - 100% dedicated e-blast (two) to all event registrants. Can be scheduled to run before, during or after REImagine! Based on availability.
 - Brand video (15-seconds, no sound) shown between various content sessions in meeting rooms
 - 970 x 90 ad placement on REImagine! website for 3 months (expires 12/31/24)
- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area
- **EVENT APP**
 - Logo and booth location on the event app
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
 - Product listing on event website
 - Logo rotating in slide loop between various meeting room sessions

MISCELLANEOUS

- **NEXT YEAR'S EVENT**
 - First right of refusal for sponsored special event
- **BADGES**
 - Exhibitor badges, 20

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GOLD

\$28,000

Highlights include a 30-minute speaking engagement, co-sponsorship of the REdo You Lounge, and your choice of additional opportunities tailored to your needs.

SPEAKING

- PRESENT**
 - Your 30-minute seminar appears on the content schedule (no company promo; C.A.R. content approval required)
 - Two minutes on stage before a content session to talk about your product/service.

EVENT CO-SPONSORSHIP

- REDO YOU LOUNGE CO-SPONSOR**

Attendees receive a free professional headshot along with makeup touchups and stylist tips at this popular activation in the Expo Hall. Your logo is included on oversized hanging signage, large floor decals, backdrop within the lounge, and on collateral handouts given to each participant by the photographer that include must-keep info on retrieving their free headshot. Your company promoted as a REdo You Lounge sponsor wherever possible on the event app and website.



SELECT *ONE* IN THIS SECTION (AS AVAILABLE)



- KEYNOTE LUNCH CO-SPONSOR**

Package includes two Meter Board signs thanking your company, table tent cards with your logo, 15 second brand video (no sound), rotating logo slide on screen, two minutes on stage to address the audience and promote your company, your promotional item at each place setting (optional; provided by you, approved by C.A.R.), promotional mention as Keynote Lunch Sponsor whenever possible in the event app and event website, "thank you" recognition from the stage, two luncheon tickets.
- TECH TUESDAY CO-SPONSOR**

"Tech Tuesday" technology training offered as a paid event on Tuesday, September 24. Interact with attendees for a full day at your dedicated vendor table in the training room. Present a 5-minute product demo onstage (slides accepted). Sponsor recognition on event signage, digital collateral distribution through a QR code onscreen, logo on "Thank You to our Sponsors" presentation slide, "Thank you" recognition by the MC/host from the event stage. Promotional mention as a "Tech Tuesday" sponsor whenever possible on the event app and website.

- SPONSOR A MEETING ROOM**

Sponsor a prominent meeting room for two full days, approximately eight content sessions. "Thank You to our Sponsor" Meter Board signage, your 15-second video (no sound) plays exclusively and only your logo is displayed in a slide loop between sessions. "Thank you" recognition from the stage by the MC. Promotional mention as a Meeting Room sponsor wherever possible on the event app and event website.

EXHIBIT SPACE

- BOOTH**
 - One 10' x 10' booth space in standard zone of exhibit hall including a corner
- TRAFFIC BOOSTERS**
 - The Hunt game (attendees must stop by your booth for prize eligibility) on BOTH expo days
- SCANNER**
 - Lead retriever scanner; Includes 1 scanner

MARKETING AND PR

- ADVERTISING**
 - 100% dedicated e-blast (one) to all event registrants. Can be scheduled to run before, during or after REImagine! Based on availability.
 - Brand video (15-seconds, no sound) shown between various content sessions in meeting rooms
 - 970 x 90 ad placement on REImagine! website for 3 months (expires 12/31/24)
- SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area
- EVENT APP**
 - Logo and booth location on the event app
- BRANDING**
 - Hyperlinked logo on sponsor page of event website
 - Product listing on event website
 - Logo rotating in slide loop between various meeting room sessions

MISCELLANEOUS

- NEXT YEAR'S EVENT**
 - First right of refusal for sponsored special event
- BADGES**
 - Exhibitor badges, 15

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SILVER

\$15,000

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Among other features, this newly created package delivers co-sponsorship of REImagine!'s most anticipated events year over year -- the Expo Hall Opening Event and the Prize Reception.

EVENT CO-SPONSORSHIP

- **PRIZE RECEPTION**

These epic prize-a-palooza events are held on both day 1 and day 2 of the Expo, drawing crowds of 700-900 attendees and inevitably turning into full-on dance parties, courtesy of our in-house DJ. Co-sponsor day one or two (based on availability). Your brand is part of the fun with a surprise sponsor prize via a "golden ticket" placed under one lucky attendee's seat (prize provided by C.A.R. valued at \$250+). Includes prominently placed "Thank you to our Sponsor" signage and recognition from the stage, logo on super-sized overhead sign, promotional mention as a Prize Giveaway Co-sponsor wherever possible on the event app and event website.



Prize Giveaway crowd



Expo Hall Opening Party

- **EXPO HALL OPENING PARTY**

Kick things off in style by co-hosting the Exhibit Hall opening party with refreshments, DJ and entertainment. Includes prominently placed "Thank you to our Sponsor" signage, recognition from C.A.R. host and/or MC, logo on napkins, table to distribute your promotional giveaway (optional), recognition signage at the refreshment stations and giveaway table, promotional mention as an Expo Hall Opening Party Co-Host whenever possible on the event app and website.

EXHIBIT SPACE

- **BOOTH**

- One 10' x 10' booth space in standard zone of exhibit hall including a corner

- **TRAFFIC BOOSTERS**

- The Hunt game (attendees must stop by your booth for prize eligibility) on day one OR day two based on availability

MARKETING AND PR

- **ADVERTISING**

- 100% dedicated e-blast (one) to all event registrants. Can be scheduled to run before, during or after REImagine! Based on availability.
- 970 x 90 ad placement on REImagine! website for 3 months (expires 12/31/24)

- **SIGNAGE**

- Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area

- **EVENT APP**

- Logo and booth location on the event app

- **BRANDING**

- Hyperlinked logo on sponsor page of event website
- Product listing on event website

MISCELLANEOUS

- **BADGES**

- Exhibitor badges, 10



BRONZE

\$8,000

This one packs a ton of value into a low price tag. Featuring a dedicated e-blast to attendees, participation in the super-popular “Hunt” and more, this package packs a wallop.

EXHIBIT SPACE

- **BOOTH**
 - One 10' x 10' booth space in standard zone of exhibit hall including a corner
- **TRAFFIC BOOSTERS**
 - The Hunt game (attendees must stop by your booth for prize eligibility) on day one OR day two based on availability

MARKETING AND PR

- **ADVERTISING**
 - 100% dedicated e-blast (one) to all event registrants. Can be scheduled to run before, during or after REImagine! Based on availability.
- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area
- **EVENT APP**
 - Logo and booth location on the event app
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
 - Product listing on event website



MISCELLANEOUS

- **BADGES**
 - Exhibitor badges, 5

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REImagine! ADD-ONS

Available as individual add-ons to your REImagine! booth.

A la carte offerings are sold on an as-available basis. Additional options may be added as the event gets closer, so check back here anytime for an up-to-date list.



REImagine! ADD-ONS

EXCLUSIVE OPPORTUNITIES (ONLY ONE AVAILABLE OF EACH)

- **SWAG BAG - \$25,000**

· Swag bag buyout - your logo takes over one entire side of our incredibly popular event carry-all bag distributed at check in to all attendees. Deadline 5/15/24.



Lanyard

- **LANYARD AND BADGE - \$25,000**

· Lanyard and badge; sole sponsor; deadline 5/15/24.



Swag Bag

- **ESCALATOR FROM LOBBY TO BALLROOM LEVEL**

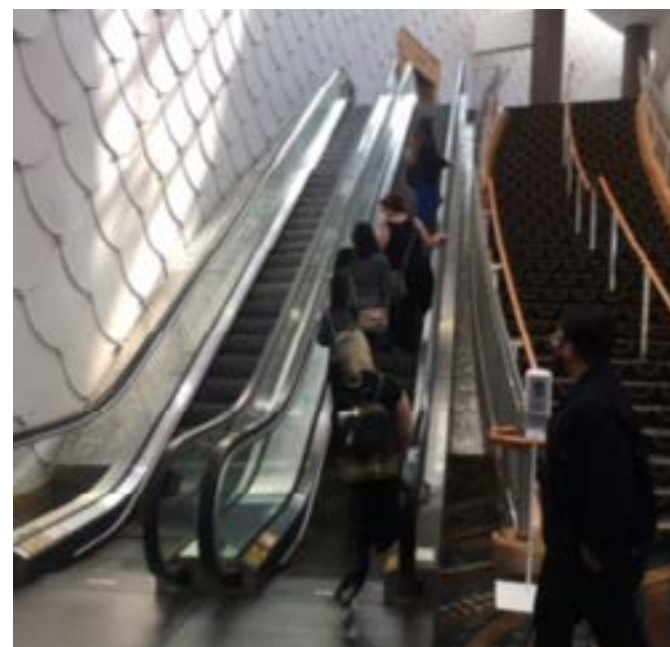
The keynote luncheon will be held on the Ballroom level.

- **ESCALATOR WALL WRAP* - \$12,000**

· Includes four escalator walls total. 23" high by 35' wide for each wall.

- **ESCALATOR RUNNER* - \$5,000**

· Runner cling appears on the floor panel between these two escalators. Includes one runner; 12.5" high by 35' wide.



Lobby to Ballroom Escalator

MARKETING AND PR

- **VIDEO**

· Brand Video (30-seconds no sound) shown between various content sessions - \$3,500

ONSITE SIGNAGE

- **METER BOARD**

· Double-sided meter board; includes one sign, lobby or exhibit hall placement - \$2,000
· Double-sided meter board; includes two signs; lobby or exhibit hall placement - \$3,500



Floor Decal

- **FLOOR DECAL***

· Includes one 5' x 5' decal; lobby or exhibit hall placement - \$2,500



Meter Board

- **HANGING AISLE SIGN***

· One sign hangs in each expo hall aisle. 4' X 8' each, featuring sponsor branding and booth number.

· One sign \$3,500
· Three signs \$7,000
· Five signs \$10,000
· Ten signs \$17,500



Hanging Aisle Sign

- **COLUMN WRAP***

· Rectangular column wrap prominently placed in REImagine! lobby. 10' high. - \$10,000



Column Wrap

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*Includes printing and installation of your supplied creative.

CLICK HERE to contact sponsorship team for more info. Restrictions apply. Limited availability. All conference-related items are subject to C.A.R. approval and payable in advance. Sponsorship elements subject to change without notice.



REImagine!

SPECIALTY SPONSORSHIPS

Held on September 24, our pre-conference day focuses on paid attendance events tailored to niche audiences within the real estate community.

TECH TUESDAY • Tech-know for real estate pros

BROKER FOCUS • Super-influencers

YPN IGNITE! • Young Professionals Network

TECH TUESDAY

\$15,000

Tech Tuesday is BACK and it's better than ever! This day-long learning event is jam-packed with vital tech-know the pros need to help their businesses thrive. Excellent opportunity for sponsors to present your products and services in a demo to the crowd and establish your company as an indispensable part of every REALTOR'S® day-to-day life.

In-Person September 24, 2024
Long Beach Convention Center
9 AM – 5 PM

[Click here](#) for more info on Tech Tuesday

SPEAKING

- **PRODUCT DEMO**
 - Present a live 5-minute product demo onstage to the audience; slides accepted

PRESENCE IN/NEAR TECH TUESDAY ROOM

- **VENDOR TABLE**
 - Dedicated table in or just outside conference room to connect one-on-one with attendees
- **COLLATERAL MATERIALS**
 - One collateral piece or promotional item prominently placed throughout the event room
- **SIGNAGE**
 - Table top "Thank you to our Sponsors" signage at refreshment area
 - Company logo displayed on signage in or near event room
- **RECOGNITION**
 - "Thank You" recognition from Conference stage
- **BRANDING**
 - Company logo appears in slide loop throughout the day
 - 15-second video (no sound) plays within slide loop throughout the day

REIMAGINE! EXHIBIT SPACE

- **BOOTH**
 - One 10' x 10' booth space in standard zone of REImagine! exhibit hall including ONE corner

MARKETING AND PR

- **ADVERTISING**
 - 100% dedicated e-blasts (two) sent to Tech Tuesday registrants before, during, or after the event based on availability
 - 970 x 90 ad placement on REI website for 6 months (expires 12/31/24)
- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in high-traffic lobby area
- **EVENT APP**
 - Logo and booth location on the event app
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
 - Product listing on event website

MISCELLANEOUS

- **BADGES**
 - Exhibitor badges, 10

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BROKER FOCUS

\$15,000

C.A.R.'s network of broker super-influencers is accessible exclusively through this sponsorship. Sponsor our 1-day Broker Conference by committing to this package before it sells out (limited availability).

In-Person September 24, 2024
Long Beach Convention Center
10 AM – 4 PM

[Click here](#) for more info on Broker Focus

PRESENCE IN BROKER CONFERENCE ROOM

- **SPEAKING**
 - Two minutes on stage to address Broker crowd
- **VENDOR TABLE**
 - Dedicated table within Broker Conference room to connect with brokers
- **COLLATERAL MATERIALS**
 - Your collateral materials prominently placed throughout the event room
- **SIGNAGE**
 - Table top "Thank you to our Sponsors" signage at provided refreshments
 - Company logo displayed on signage in or near Broker Conference room
- **RECOGNITION**
 - "Thank You" recognition from Broker Conference stage
- **BRANDING**
 - Company logo in slide loop throughout the day

REIMAGINE! EXHIBIT SPACE

- **BOOTH**
 - One 10' x 10' booth space in standard zone of exhibit hall including one corner

MARKETING AND PR

- **ADVERTISING**
 - 100% dedicated e-blasts (two) sent to Broker Conference registrants before, during, or after the event based on availability
 - 970 x 90 ad placement on REI website for 6 months (expires 12/31/24)
- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area
- **EVENT APP**
 - Logo and booth location on the event app
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
 - Product listing on event website

MISCELLANEOUS

- **BADGES**
 - Exhibitor badges, 10

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C.A.R.'s Young Professionals Network helps young real estate pros become more business-savvy by hosting YPN Ignite! networking events and encouraging communication with other YPN members. Connect directly with these movers and shakers at the start of their careers.

[Click here](#) for more info on YPN.

PRESENTING SPONSOR

\$10,000

This annual sponsorship includes the YPN Ignite! event along with YPN Forums throughout the year.

YPN IGNITE!

The 2024 YPN Ignite! event will be held in person during pre-conference day at C.A.R.'s REImagine! event. September 24, Long Beach Convention Center, 10 am - 4 pm.

YPN IGNITE! EXPERIENCE

- **SPEAKING**
 - Two minutes onstage to address to attendees and promote your product/brand
- **INSIDE CONFERENCE ROOM**
 - One dedicated pop-up banner (approx 33" x 81") prominently displayed in or near meeting room
 - Logo included in "Thank you to our sponsors" slideloop throughout the event
 - Digital collateral material distributed via QR code in slide presentation
 - Logo included in table top "Thank You to Our Sponsor" signage placed near provided refreshments
 - Verbal thank you from conference host

EXHIBIT SPACE

- **BOOTH**
 - 10' x 10' booth space in standard zone of REImagine! exhibit hall including ONE corner

MARKETING AND PR

- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area, identified as a YPN Ignite! Sponsor
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
- **BEFORE THE EVENT**
 - ONE 100% dedicated e-blast sent to YPN Ignite! registrants
 - Logo included in pre-event marketing
 - Video interview with YPN representative (2-3 minutes) in co-branded Facebook post (41k followers)
- **AFTER THE EVENT**
 - ONE 100% dedicated e-blast sent to YPN Ignite! registrants

MISCELLANEOUS

- **REIMAGINE! BADGES**
 - Exhibitor badges, 5
- **YPN IGNITE! ATTENDANCE**
 - Access for three sponsor representatives

YPN FORUMS

Three YPN Forums to be held in-person throughout 2024 during C.A.R. Business Meetings held Feb 13-16, April 30-May 3, Sept 24-27

YPN FORUM EXPERIENCE

- **INSIDE CONFERENCE ROOM AT EACH EVENT**
 - One dedicated pop-up banner (approx 33" x 81") prominently displayed in or near meeting room
 - Logo included in "Thank you to our sponsors" slideloop throughout the event
 - Digital collateral material distributed via QR code in slide presentation
 - Verbal thank you from conference host

MARKETING AND PR

- **BEFORE THE EVENT**
 - Additional video interview with YPN representative (2-3 minutes) in co-branded Facebook post (41k followers)

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GOLD SPONSOR

\$5,000

Gold Sponsorship includes the YPN Ignite! Event only.

YPN IGNITE!

The 2024 YPN Ignite! event will be held in person during pre-conference day at C.A.R.'s REImagine! event. September 24, Long Beach Convention Center, 10 am - 4 pm.

YPN IGNITE! EXPERIENCE

- **SPEAKING**
 - Two minutes onstage to address to attendees and promote your product/brand
- **INSIDE CONFERENCE ROOM**
 - Logo included in "Thank you to our sponsors" slideloop throughout the event
 - Digital collateral material distributed via QR code in slide presentation
 - Logo included in table top "Thank You to Our Sponsor" signage placed near provided refreshments
 - Verbal thank you from conference host

MARKETING AND PR

- **SIGNAGE**
 - Logo on oversized "Thank you to our Sponsors" banner prominently displayed in lobby area, identified as a YPN Ignite! Sponsor
- **BRANDING**
 - Hyperlinked logo on sponsor page of event website
- **BEFORE THE EVENT**
 - ONE 100% dedicated e-blast sent to YPN Ignite! registrants
 - Logo included in pre-event marketing
 - Video interview with YPN representative (2-3 minutes) in a co-branded YPN Facebook post (41k followers)
- **AFTER THE EVENT**
 - ONE 100% dedicated e-blast sent to YPN Ignite! registrants

MISCELLANEOUS

- **YPN IGNITE! ATTENDANCE**
 - Access for three sponsor representatives

YPN IGNITE! ADD-ON OPPORTUNITIES

Add-ons available to Presenting Sponsors only.

SPEAKING - \$5,000

- **SPEAKING**
 - Speak on a panel session at the event (No company promotion; your expertise will be matched with an available panel session)

SPECIAL TOAST - \$3,000

- **ONSITE CELEBRATION**
 - Champagne toast to the Rising Stars of 2024



C.A.R. EVENTS

These specialty events are well known by C.A.R. members for delivering expert content throughout the year in their respective fields. Excellent opportunities to build on your thought leadership position with unique access to niche membership groups.

STEPS • Financial Literacy and down payment assistance

FAIR HOUSING DAY • Diversity and inclusion within the real estate space

PROPERTY MANAGEMENT • Building property management portfolios





Strategies for Financial Health
Trends in Economic Environment
Engaging in the Process
Products for Success
Support from Beginning to End

C.A.R.'S STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy, shedding light on the topics buyers need to know about getting “mortgage ready” along with options available for low- to moderate-income earners. STEPS is helping to remove the barriers to homeownership, arming the 215,000+ C.A.R. members with valuable information they need to help their clients finance their own personal American Dream.

Sponsorship includes participation in all four virtual STEPS events throughout 2024. In addition, a minimum of four "deeper dive" virtual events focusing on specific aspects of the homebuying process will be held throughout 2024, dates TBD.

2024 STEPS event dates: APRIL 10 • JUNE 11 • SEPT 5 • DEC 4

[Click here](#) for more info on the STEPS program

PRESENTING SPONSOR

\$10,000

SPEAKING

- **STEPS EVENTS**
 - Company rep participation in a panel discussion at multiple STEPS events throughout 2024
- **DEEPEER DIVES**
 - Company rep participates in panel discussions as appropriate, depending on specific topic

BREAK-OUT SESSIONS

- **STEPS EVENTS**
 - Dedicated 30-minute break-out room directly following each STEPS event for attendee Q&A session

REIMAGINE! 2024 CONFERENCE & EXPO

- **SEPT 25-26 LONG BEACH CONVENTION CENTER**
 - One 10 x 10 booth space in Standard Zone; 8,000 in-person attendees expected

ADVERTISING

- **DEDICATED E-BLAST**
 - One 100% dedicated e-blast from your company to all STEPS registrants per calendar year

COLLATERALS

- **PRE, DURING, AND POST EVENT**
 - Company name and logo in Resource Guide sent to all registrants and posted on event site
 - Company logo and contact info included in one collateral piece URL sent to all event registrants

BRANDING

- **PRE, DURING, AND POST EVENT**
 - Company logo in event promo eblasts to 180,000+ C.A.R. members for each event
 - Speaker picture and contact info on STEPS web page as panelist
 - Company logo in multiple event promo eblasts to prior STEPS participants
 - Company logo displayed within slide presentation at each STEPS and Deeper Dive event
 - Company mention in registration confirmation email

ACKNOWLEDGEMENTS

- **FROM THE MODERATOR**
 - Thank you from the moderator at end of panel discussion and end of each event

STEPS ADD-ON OPPORTUNITIES

REIMAGINE! 2024 CONFERENCE & EXPO

- **BOOTH SIZE UPGRADE**
 - Upgrade to 10 x 20 booth size in Standard Zone... \$3,250
 - Upgrade to 20 x 20 booth size in Standard Zone... \$10,750

ADVERTISING

- **DEDICATED E-BLAST**
 - Additional 100% dedicated e-blast to registrants ... \$1,500 each; limited availability

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C.A.R.'s Fair Housing Day is back for a third year and will be live and in person once again. Fair Housing Day features exciting sessions with innovators, researchers, advocates, policy experts and more on hot fair housing topics like appraisal bias, rental housing discrimination, and inclusive advertising. Associate your brand with this critical conversation on making the dream of homeownership a reality for more underserved Californians.

PRESENTING SPONSOR

\$10,000

This annual sponsorship includes the Fair Housing Day event along with three separate DEI sessions during C.A.R. Business Meetings throughout the year.

FAIR HOUSING DAY

Fair Housing Day will be held live and in person on **April 16, 2024** at the DoubleTree by Hilton Hotel Ontario Airport, 222 North Vineyard Avenue, Ontario, CA.

[Click here](#) for more info on Fair Housing Day

SPEAKING

- **PRESENT**
 - One 2-minute address from stage to promote your company and brand to attendees

KEYNOTE LUNCHEON

- **CO-SPONSORSHIP**
 - Distribution of one promotional item (provided by sponsor); optional
 - Thank you recognition from the stage by the MC
 - Logo on "Thank You" slide onscreen before and after the luncheon
 - Two luncheon tickets

NETWORKING

- **VENDOR TABLE**
 - Tent card identifying your company as a Presenting Sponsor
 - For networking, connecting with attendees, and collateral/promotional item distribution

SIGNAGE

- **PROMINENT PLACEMENT**
 - One 33" X 81" (approx) pop-up banner prominently placed at venue featuring your company logo

IN EVENT MEETING ROOM

- **BRANDING/SIGNAGE/RECOGNITION**
 - Logo on "Thank you to our sponsors" signage placed at provided refreshments
 - Logo included in "Thank you to our sponsors" slide onscreen
 - Ad messaging in digital program guide
 - 15-second promotional video (no sound) played onscreen between sessions
 - Verbal thank you from the conference host(s)

BEFORE AND AFTER EVENT

- **ADVERTISING**
 - One 100% dedicated e-blast sent to all show registrants PRIOR to event
 - One 100% dedicated e-blast sent to all show registrants AFTER event
- **BRANDING**
 - Logo included in pre-event marketing to 215,000 C.A.R. members
 - Logo featured on event website

EVENT ATTENDANCE

- **TICKETS TO EVENT**
 - Receive 10 badges to attend the event

DEI SESSIONS AT C.A.R. BUSINESS MEETINGS

Three separate events will be held throughout 2024 with Diversity, Equity, and Inclusion meetings.

IN EVENT MEETING ROOM

- **BRANDING/SIGNAGE/RECOGNITION**
 - One 33" x 81" (approx) pop-up banner prominently displayed
 - Logo included in "Thank you to our sponsors" side onscreen
 - Digital collateral distributed through QR code displayed in slide presentation
 - Verbal thank you from the conference host(s)

REIMAGINE! 2024 CONFERENCE & EXPO

C.A.R.'s annual conference draws a crowd of 8,000 REALTORS®.

EXPO BOOTH

- **SEPT 25-26 LONG BEACH CONVENTION CENTER**
 - One 10 x 10 booth space in Standard Zone

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SILVER SPONSOR

\$5,000

Silver Sponsors will be featured at the FAIR HOUSING DAY event ONLY.

Fair Housing Day will be held live and in person on April 16, 2024 at the DoubleTree by Hilton Hotel Ontario Airport, 222 North Vineyard Avenue, Ontario, CA 91764.

SPEAKING

- **PRESENT**
 - One 2-minute address from Fair Housing Conference stage to promote your company and brand

NETWORKING

- **VENDOR TABLE**
 - Network one-on-one with attendees and distribute collateral/promo items
 - Tent card identifying your company as a Silver Sponsor of Fair Housing Day

IN EVENT MEETING ROOM

- **BRANDING/SIGNAGE/RECOGNITION**
 - Logo on "Thank you to our sponsors" signage placed at provided refreshments
 - Logo included in "Thank you to our sponsors" slide onscreen
 - Logo in digital program guide
 - Verbal thank you from the conference host(s)

BEFORE AND AFTER EVENT

- **ADVERTISING**
 - One 100% dedicated e-blast sent to all show registrants PRIOR to event
 - One 100% dedicated e-blast sent to all show registrants AFTER event
- **BRANDING**
 - Logo included in pre-event marketing to 215,000 C.A.R. members
 - Logo featured on event website

EVENT ATTENDANCE

- **TICKETS TO EVENT**
 - Receive 10 badges to attend the event

FAIR HOUSING ADD-ON OPPORTUNITIES

SPEAKING

- **FAIR HOUSING DAY EVENT**
 - Available to Presenting Sponsors only
 - Company rep participation in a panel discussion; your expertise will be matched with available panel sessions... \$5,000

NETWORKING/BRANDING

- **FAIR HOUSING DAY EVENT**
 - Available at any level of sponsorship
 - Bowling team sponsorship at the Housing Affordability Fund's (HAF) bowling event directly following the conference, supporting HAF's Closing Cost Grant program
 - Sponsor ONE bowling team... \$2,500
 - Sponsor TWO bowling teams... \$4,000

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PROPERTY MANAGEMENT CONFERENCE

PRESENTED BY CALIFORNIA ASSOCIATION OF REALTORS®

This half-day virtual conference provides attendees with an opportunity to learn more about increasing their revenue streams by building a property management portfolio. Leading names in the property management industry will provide insight on how they built their businesses and attendees will learn how to find the necessary resources to support and grow a property management business.

Sponsors will be highly visible and accessible to this fast-growing niche audience.

Virtual Event
Feb 29, 2024
9 a.m. - 12:30 p.m.

[Click here](#) for more info on the Property Management Conference

PRESENTING SPONSOR

\$5,000

SPEAKING

- **PRESENT**
 - Present a live 5-minute product demo to the virtual audience

COLLATERALS

- **PROMOTIONAL MATERIALS**
 - Links to collateral materials made available within your sponsor profile

MARKETING BEFORE THE EVENT

- **ADVERTISING**
 - One 100% dedicated e-blast sent to all event registrants
- **BRANDING**
 - Logo included in pre-event marketing to all C.A.R. members

MARKETING DURING EVENT

- **BRANDING**
 - Sponsor profile on event platform including logo and clickable email address
 - Virtual lobby signage with your logo and sponsorship recognition
 - Inclusion in "Thank you to our sponsors" slide
- **RECOGNITION**
 - Verbal thank you from the conference host(s)

MARKETING AFTER EVENT

- **ADVERTISING**
 - One 100% dedicated e-blast sent to all event registrants
- **BRANDING**
 - Logo included in post-event marketing to event registrants

EVENT ATTENDANCE

- **TICKETS TO EVENT**
 - Receive logon information for 2 event attendees

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