



SAR 2012 Affiliate Marketing Program Yields Big Results!

Partnering with the Sarasota Association of Realtors® has never been easier – or more cost-effective!

Welcome to the 2012 SAR Affiliate Marketing Program. I am sending this Marketing Program out early this year so you will be able to view and decide if this exciting SAR Affiliate Marketing Program will fit into your 2012 budget. SAR's mission is to bring our Affiliate Members the best opportunities to highlight your services to our membership throughout the year. As Affiliate Members, you are an important alliance partner to our association and we have created sponsorship opportunities to expand your marketing options. The Affiliate Marketing Program is designed to fit any business budget, while enhancing the benefits to our valued sponsors by leaps and bounds.

Now, you can begin 2012 with your SAR Affiliate Marketing Program package already chosen and put into motion, and eliminate the month to month decisions and headaches. Simply chose from one of our partnership levels – Diamond, Platinum, Gold, Silver or Bronze – and your work is done!

The Bronze basic package costs \$500 for the year and includes: your Affiliate membership dues; recognized as a Bronze Partner on the Affiliate page on our SAR Website, one ticket to the annual Installation Banquet; use of the SAR auditorium for a half-day; one ticket to the SAR Quarterly Membership Meetings (three); one ticket to Realtor® Day Bowling; and placement of your flyer in three New Member Orientation programs. **That's a \$1,150 value, all for only \$500!**

But wait, there's more!

As the partnership levels increase, the benefits grow exponentially! The higher the level of participation, the greater the savings! At the top Diamond level, your business gets \$13,650 in value, all for only \$5,000 for the year. The advertising exposure *alone* is worth far more than the cost of the package, with a \$2,400 annual banner ad on the SAR web site, a \$2,000 display banner with your logo and firm name at SAR (visible at SAR meetings and events), a full-page ad in an issue of the Sarasota Realtor® Magazine (\$810 value), and your logo on all SAR Weekly Update emails (50 for the year – a \$2,000 value!).

The choices are all spelled out in the materials included in this mailing. Please take a look and learn how we've worked hard to save you money, and supply you with the benefits you want from your Affiliate membership in the Sarasota Association of Realtors®!

If you choose not to participate in one of the New 2012 SAR Affiliate Marketing Program, please know that SAR values you as an Affiliate/Auxiliary Partner. You will continue to receive all the benefits that were offered to you in 2011. SAR will be emailing out Affiliate and Auxiliary Annual 2012 invoice notices the first week of November 2011.

We will continue to grow and develop this program throughout the year and we will update you as those benefits become available. To discuss sponsorship options call Daniel Andrews at 941-328-1152 or email Dan@SarasotaRealtors.com.

Affiliate 2012 Marketing Programs

Welcome to the 2012 SAR Affiliate Marketing Program

DIAMOND Level Partner - \$5,000 (\$13,650 value)

- ✓ One Affiliate Membership
- ✓ Five Auxiliary Memberships
- ✓ \$50 fee for additional Auxiliary Members
- ✓ Table host – six tickets - Installation and Holiday Luncheon
- ✓ Recognition as leading Installation and Holiday Luncheon sponsor on Power Point presentation
- ✓ Recognition as leading Installation and Holiday Luncheon sponsor in event program
- ✓ Banner Advertisement on the SAR website with HTML Link
- ✓ Recognized at SAR meetings as Diamond Partner with Logo
- ✓ Recognized as Diamond Partner on website home page
- ✓ Recognized as Diamond Partner on affiliate page on website
- ✓ One Full Page Advertisement in SAR Magazine
- ✓ Discount on SAR Magazine Advertising Package
- ✓ Full page flyer in new member orientation package – 12 classes per year
- ✓ Recognized as Diamond Partner on SAR Weekly Email Update
- ✓ One break sponsorship at SAR Educational classes including 5 minute presentation
- ✓ Six tickets to SAR Quarterly Membership Meetings incl. 5 minute presentation at one meeting
- ✓ Use of SAR Auditorium – Two Full days
- ✓ Use of SAR Training Tech Room – Two Full Days
- ✓ Six tickets for Realtor Day event

PLATINUM Level Partner - \$3,000 (\$9,600 value)

- ✓ One Affiliate Membership
- ✓ Four Auxiliary Memberships
- ✓ \$50 fee for additional Auxiliary Members
- ✓ Table host – five tickets - Installation and Holiday Luncheon
- ✓ Recognition as Installation and Holiday Luncheon sponsor in event program
- ✓ Banner Advertisement on the SAR website with HTML Link
- ✓ Recognized at SAR meetings as Platinum Partner with Logo
- ✓ Recognized as Platinum Partner on website home page
- ✓ Recognized as Platinum Partner on affiliate page on website
- ✓ One Half Page Advertisement in SAR Magazine
- ✓ Discount on SAR Magazine Advertising Package
- ✓ Full page flyer in new member orientation package – 9 classes per year
- ✓ One break sponsorship at SAR Educational classes including 5 minute presentation
- ✓ Five tickets to SAR Quarterly Membership Meetings
- ✓ Use of SAR Auditorium – One Full day
- ✓ Use of SAR Training Tech Room – One Full Day
- ✓ Five tickets for Realtor Day event

GOLD Level Partner - \$2,000 (\$6,000 value)

- ✓ One Affiliate Membership
- ✓ Three Auxiliary Memberships
- ✓ \$50 fee for additional Auxiliary Members
- ✓ Table host – four tickets - Installation and Holiday Luncheon
- ✓ Banner Advertisement on the SAR website with HTML Link
- ✓ Recognized at SAR meetings as Gold Partner with Logo
- ✓ Recognized as Gold Partner on affiliate page on website
- ✓ One Quarter Page Advertisement in SAR Magazine
- ✓ Discount on SAR Magazine Advertising Package
- ✓ Full page flyer in new member orientation package – 6 classes per year
- ✓ Four tickets to SAR Quarterly Membership Meetings
- ✓ Use of SAR Auditorium – One Full day
- ✓ Use of SAR Training Tech Room – One Half Day
- ✓ Four tickets for Realtor Day event

SILVER Level Partner - \$1,000 (\$3,150 value)

- ✓ One Affiliate Membership
- ✓ Two Auxiliary Memberships
- ✓ \$50 fee for additional Auxiliary Members
- ✓ Two tickets - Installation and Holiday Luncheon
- ✓ Recognized at SAR meetings as Silver Partner
- ✓ Recognized as Silver Partner on affiliate page on website
- ✓ One 1/6th Page Advertisement in SAR Magazine
- ✓ Discount on SAR Magazine Advertising Package
- ✓ Full page flyer in new member orientation package – 6 classes per year
- ✓ Two tickets to SAR Quarterly Membership Meetings
- ✓ Use of SAR Auditorium – One Half day
- ✓ Use of SAR Training Tech Room – One Half Day
- ✓ Two tickets for Realtor Day event

BRONZE Level Partner - \$500 (\$1,150 value)

- ✓ One Affiliate Membership
- ✓ One ticket - Installation and Holiday Luncheon
- ✓ Recognized as Bronze Partner on affiliate page on website
- ✓ One Business Card size Advertisement in SAR Magazine
- ✓ Discount on SAR Magazine Advertising Package
- ✓ Full page flyer in new member orientation package – 3 classes per year
- ✓ Use of SAR Auditorium – One Half day
- ✓ One ticket to SAR Quarterly Membership Meetings
- ✓ One ticket for Realtor Day event

