

# 2021 SPONSORSHIP GUIDE



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**LUBBOCK ASSOCIATION OF REALTORS®**

6510 70TH ST.  
LUBBOCK, TX 79424  
806.795.9533  
[www.lubbockrealtors.com](http://www.lubbockrealtors.com)

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# LUBBOCK ASSOCIATION OF REALTORS®

As the local Lubbock area chapter of the National Association of REALTORS® - the largest trade organization in the world by membership - our association includes REALTORS® and Affiliates who are working and serving consumers in Lubbock, Texas. There is no other association in Lubbock that captures a membership that directly serves the local consumer as LAR does.

As an LAR sponsor, you can directly impact LAR members and our community. To continually build upon prior successful partnerships at LAR, we are continuing to expand the sponsorship opportunities available to all LAR Members. We have created this sponsorship guide to help our members see what opportunities are available to them.

This guide will help our members better plan for their marketing needs throughout the year and it will allow LAR to better promote our sponsors prior to events and meetings. We appreciate your willingness to support LAR Members and we want to return the favor by promoting your business.

We are facing unprecedented challenges these days. As an association, we need to continue to pull together and provide support for each other. The 2021 Leadership and Board of Directors looks forward to working with you this year.

When you're ready to become a sponsor, please contact Cade Fowler at 806.795.9533 or [cadefowler@lubbockrealtors.com](mailto:cadefowler@lubbockrealtors.com).

Sincerely,

**TERESA SMITH**

2021 Lubbock Association of REALTORS® President

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# 2021 BUSINESS PARTNERSHIPS

Becoming an LAR Business Partner is a great way to support the Lubbock Association of REALTORS®. For one low price, your company can be present at nearly all LAR events. We offer two levels of Business Partnerships to fit your needs - Prime and Platinum.

## PRIME BUSINESS PARTNER

**\$4,000**

Valued at \$4,831

- Lubbock and Texas REALTORS® Membership
- Luncheon Sponsor for one (1) monthly membership meeting during the year (not valid for Style Show or Vendor Fair)
- Tickets for one table during the membership meeting you sponsor
- Two (2) teams of four for the Golf Tournament
- Golf tournament beverage stand or cart
- Casino Night gaming table sponsor
- Recognized in the Installation Banquet program as a Prime Business Sponsor with logo and recognized during the banquet in January 2022
- Four (4) Installation Banquet tickets
- One (1) team of four for the spring or fall Bowling event
- Bowling lane sponsor
- One (1) team for the TREPAC Sporting Clay Shoot with cart rental and one station sponsorship
- Logo on the LAR website with a link to your site
- Newsletter ad on the Membership Stats page with your business name/logo

## PLATINUM BUSINESS PARTNER

**\$2,000**

Valued at \$2,300

- Lubbock and Texas REALTORS® Membership
- Casino Night tickets (4)
- Golf Tournament tee box ad
- Golf Tournament team
- Sporting Clay Shoot station sponsor
- Recognized in the Installation Banquet program as a Platinum Business Sponsor with logo
- Two (2) Installation Banquet tickets
- Quarterly newsletter advertising (the 1/8-page ad will run for four (4) consecutive weeks during each quarter of the year during - February, May, August, and November)

# DOUBLE TEE GOLF TOURNEY



## **\$500 FIRST PLACE TEAM (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning team that will be featured in the newsletter and on social media

## **\$400 SECOND PLACE TEAM (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning team that will be featured in the newsletter and on social media

## **\$300 THIRD PLACE TEAM (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning team that will be featured in the newsletter and on social media

## **\$250 LONGEST DRIVE (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning golfer that will be featured in the newsletter and on social media

## **\$200 HIGHEST SCORE (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning golfer that will be featured in the newsletter and on social media

## **\$250 CLOSEST TO PIN (2 AVAILABLE)**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo on picture of winning golfer that will be featured in the newsletter and on social media

## **IN KIND SPONSORS**

- DOOR PRIZE**
- Donate prize to be given away during the tournament. Minimum value \$50.
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)

- GOODIE BAGS**
- Provide goodie bag items for 100 bags (We are looking for items such as snacks, sunscreen, lip balm, golf balls, golf tees, ect... Please no pens, sticky notes or other items golfers can't use on the course)
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)



# DOUBLE TEE GOLF TOURNEY

## **\$250 BREAKFAST SPONSOR**

- Business name/logo near food
- Business name/logo on the tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$250 LUNCH SPONSOR**

- Business name/logo near food
- Business name/logo on the tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$300 SCORECARD SPONSOR (1 AVAILABLE)**

- Business name/logo on the front of the scorecard
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$500 CART SPONSOR (1 AVAILABLE)**

- Business name/logo on all tournament carts
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$200 TEE BOX SPONSOR**

- Business name/logo on 22-inch golf ball-shaped round sign
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)



# SPORTING CLAY SHOOT



## **\$500 FIRST PLACE TEAM (2 AVAILABLE)**

- Placement of banner near the LAR check-in table (sponsor provides the banner)
- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$500 FIRST PLACE SHOOTER (2 AVAILABLE)**

- Placement of banner near the LAR check-in table (sponsor provides the banner)
- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

**SOLD OUT**



## **\$200 STATION SPONSOR (12 AVAILABLE)**

- Business name/logo on one station on the course
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **IN KIND SPONSORS**

- FOOD AND BEVERAGE**
- Donate breakfast, lunch or water for 60+ people
  - Business name/logo near food table
  - Business name/logo on event advertising (newsletter, social media)

- DOOR PRIZE**
- Donate prize to be given away during the tournament. Minimum value \$50.
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)

- GOODIE BAGS**
- Provide goodie bag items for 100 bags (We are looking for items such as snacks, sunscreen, lip balm, ect... Please no pens, sticky notes or other items the shooters can't use on the course.)
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)



# SPORTING CLAY SHOOT



## **\$300 SCORECARD SPONSOR**

**(1 AVAILABLE)**

- Business name/logo on the front of the scorecard
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$500 CART SPONSOR**

**(1 AVAILABLE)**

- Business name/logo on all tournament carts
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$250 LONG BIRD SHOOT**

**(1 AVAILABLE)**

- Business name/logo at the Long Bird Shoot station
- Business name/logo on the game punch card
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$250 SODA CAN SHOOT**

**(1 AVAILABLE)**

- Business name/logo at the Soda Can Shoot station
- Business name/logo on the game punch card
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)



# BOWLING TOURNAMENT



## **\$200 FIRST PLACE TEAM**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$150 SECOND PLACE TEAM**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$100 LAST PLACE TEAM**

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)



## **\$200 BAR SPONSOR**

- Business name/logo tables behind lanes
- Business name/logo on drink and food tickets
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$200 FOOD SPONSOR**

- Business name/logo tables behind lanes
- Business name/logo on drink and food tickets
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$100 LANE SPONSOR**

- Business name/logo on one lane
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **IN KIND SPONSORS**

- DOOR PRIZE**
- Donate prize to be given away during the tournament. Minimum value \$50.
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)

- GOODIE BAGS**
- Provide goodie bag items for 100 bags (We are looking for items such as snacks, sunscreen, lip balm, golf balls, golf tees, ect... Please no pens, sticky notes or other items golfers can't use on the course)
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)



# STYLE SHOW



## \$500 GOLD

(1 AVAILABLE)

- Tickets for a reserved table at the front of the venue
- Business name/logo on the slide show as the main show sponsor
- Business name/logo on the tables
- Sponsorship table or greeting at the event
- Opportunity to speak to the membership for five (5) minutes
- Opportunity to place literature/goodies from your company on the tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## \$200 SILVER

- Four (4) tickets to the Style Show
- Business name/logo on the tables
- Business name/logo on the sponsor page of the slide show
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## \$100 BRONZE

- Two (2) tickets to the Style Show
- Business name/logo on the sponsor page of the slide show
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## IN KIND SPONSORS

- DOOR PRIZE**
- Donate prize to be given away during the tournament. Minimum value \$50.
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)



# LAR VENDOR FAIR

## TO BENEFIT THE LUBBOCK AREA UNITED WAY

### EXHIBITOR INFORMATION:

Each vendor will have:  
A six (6) foot table that includes a tablecloth  
Business name/logo and contact information in the Vendor Fair book

Table - \$100 for LAR members, \$200 for Non-members  
Table with movable television and laptop - \$250 (Only seven (7) available)  
Vendor screen advertising \$50

### \$500 GOLD

- Vendor table with tablecloth
- Placement of your banner near the LAR check-in table (sponsor provides the banner)
- Business name/logo at the top of the table centerpieces on 15-20 tables
- Business name/logo on top of the sponsor page in the Vendor Fair program
- Business name/logo on the screen advertising (including two custom slides for your business)
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$300 SILVER

- Placement of your banner near the LAR check-in table (sponsor provides the banner)
- Business name/logo on the table centerpieces on 15-20 tables
- Business name/logo on the sponsor page in the Vendor Fair program
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$200 BRONZE

- Business name/logo on the table centerpieces on 15-20 tables
- Business name/logo on the sponsor page in the Vendor Fair program
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$50 PATRON

- Business name/logo on the table centerpieces on 15-20 tables
- Business name/logo in the Vendor Fair booklet



### \$250 FOOD AND BEVERAGE SPONSOR

- Business name/logo near the food table
- Business name/logo on the sponsor page in the Vendor Fair program
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

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# CASINO DE MAYO

## **\$500 BAR SPONSOR**

- Business name/logo near bar
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$500 FOOD SPONSOR**

- Business name/logo near food tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$100 CENTERPIECE SPONSOR (1 AVAILABLE)**

- Business name/logo on centerpieces on 10+ tables (Centerpieces can be given away at the end of the night by the sponsor)
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$200 GAMING TABLE SPONSOR**

- Business name/logo on your choice of gaming table (Blackjack, Craps, Texas Hold 'em, or Roulette)
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **IN KIND SPONSORS**

- DOOR PRIZE**
- Donate prize to be given away during the tournament. Minimum value \$50.
  - Business name/logo on poster at the check in table
  - Business name/logo on event advertising (newsletter, social media)

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# MONTHLY MEMBERSHIP MEETINGS

## **\$500 GOLD**

**(1 AVAILABLE)**

- Tickets for a reserved table at the front of the venue
- Business name/logo on the slide show as the main show sponsor
- Business name/logo on the tables
- Sponsorship table or greeting at the event
- Opportunity to speak to the membership for five (5) minutes
- Opportunity to place literature/goodies from your company on the tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$200 SILVER**

- Four (4) tickets to the Membership Luncheon
- Business name/logo on the sponsor page of the slide show
- Business name/logo on the tables
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **\$100 BRONZE**

- Two (2) tickets to the Membership Luncheon
- Business name/logo on the sponsor page of the slide show
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

# NEWSLETTER ADVERTISING

THE WEEKLY LAR NEWSLETTER IS EMAILED TO ALL LAR MEMBERS EACH MONDAY. IT IS FILLED WITH A CURRENT CLASS AND EVENT LIST, INFORMATION ABOUT UPCOMING EVENTS, THE COMMERCIAL CORNER, AND INFORMATION ABOUT TREPAC.

Rotating 1/8-page ad  
(2.5 in by 3.75 in ad)  
\$75/month, \$850/annually

Commercial Corner ad (1.5 in by 3.75 in ad)  
\$50/month, \$550/annually

**LAR LUBBOCK**  
October 5, 2020

## NEWSLETTER

Issue 1 | Vol 1 | October 2020

### Vendor Fair Do's and Don'ts

**What's Inside**

- Page 2: **ATTENDING BOOTH**
- Page 5: **See how LAR ended the 2020 TREPAC year**
- Page 6: **United Way Update**
- Page 10: **September Membership Status**
- Page 11: **LAR Commercial Corner**
- Page 12: **Learn how to use ShowingTime for commercial agents**

**FRONT PAGE, BOTTOM BANNER**  
7.7 in by 1.4 in ad space (195 mm by 35 mm)

**4 // LAR Newsletter**

### The 2020 LAR Vendor Fair is coming soon!

Mark your calendars now for this fun annual event!

**It's time once again for the annual LAR Vendor Fair.** This year the fair will be held on October 23, 2020 from 10 a.m. to 1 p.m. at the Texas A&M University. Make us engaged while attending the Vendor Fair. Booth drawing prizes will be held on-site. We want to make sure everyone is safe while at this year's vendor fair.

This is always a very fun event that members look forward to every year. We are accepting applications for vendor booths. The booths are assigned on a first-come, first-served basis. So be sure to claim your booth before the booths are all gone!

On average, more than 200 REALTOR® Members attend the Vendor Fair. We believe you will make some great contacts, make new friends and bring out your old friends.

Lunch will be provided by Texas Tech Catering and will be served starting at 11:30 a.m.

**Booth Price:**  
\$250 for LAR Affiliated Members  
\$300 for Non-Affiliated Members  
\$250 for a family with a dedicated member  
\$250 for a new entrant

The deadline to register is October 15 at 5 p.m.

**Click here for the Vendor Registration Form**

Vertical 1/8-page ad  
(2.5 in by 5 in ad)  
\$75/month, \$850/annually

**Classes and Events**

**The Forms You Need to Know**  
Wednesday, October 7  
9 a.m. to 10 a.m.  
Click [HERE](#) to register

**Understanding Agency**  
Thursday, October 8  
9 a.m. to 10 a.m.  
Click [HERE](#) to register

**Getting Started with RPR**  
Friday, October 9  
10 a.m. to 11:30 a.m.  
Click [HERE](#) to register

**Mastering Buyer Representation**  
Saturday, October 10  
9 a.m. to 11 a.m.  
Click [HERE](#) to register

**Commercial Luncheon**  
Monday, October 12  
12 p.m. to 1 p.m.  
Click [HERE](#) to register

**At Home with Diversity**  
Tuesday, October 13  
6 p.m. to 7 p.m.  
Click [HERE](#) to register

**The CE Shop**  
Save 25% on your real estate education. Click [HERE](#) to shop.

Front page, bottom banner  
(1.5 in by 7.5 in ad)  
\$150/month, \$1,500/annually

LAR Newsletter // 9

**Learn more about the REALTOR® Benefits Program**

Grow Your Business • Gain a Competitive Edge • Save Time and Money

**D**esigned with you in mind, the REALTOR® Benefits Program is your official member benefits resource, bringing you savings and unique offers on products and services just for REALTOR®. Program Partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success. Whether for your professional or personal needs.

**How REALTOR® is leveraging their NAR Membership**

Visit our new [Case Studies](#) page to learn real stories from NAR members about how they saved time, money, and gained an edge through NAR's REALTOR® Benefits Program.

**One people love statistics**

The thing to keep in mind is that statistics are not just numbers. They are real stories. They are real people. They are real lives. They are real success stories. They are real proof that the REALTOR® Benefits Program is working.

**1/8 PAGE VERTICAL**  
2.5 in by 5 in ad space (63 mm by 127 mm)

10 // LAR Newsletter

**LAR LUBBOCK COMMERCIAL**  
October 15, 2020 | WTCIE

## WEST TEXAS COMMERCIAL WTCIE INFORMATION EXCHANGE

### July 2020 Commercial Real Estate Market Trends and Outlook

**The Commercial Real Estate Trends & Outlook Report** discusses trends in the small commercial market. Transactions that are typically less than \$2.5 million. Based on a survey of members of the National Association of Realtors® engaged in commercial real estate about their transactions in the second quarter of 2020.

Across the multifamily, industrial, office, retail, and hotel sectors, REALTOR® reported a decline in sales and leasing transactions, a decline in sales prices, and an increase in vacancy rates, with retail and hotel offering the harshest blow from the coronavirus pandemic.

Industrial and multifamily remain as the strongest legs of the commercial real estate market, in both transactions for structures and land. The office market is also impacted, but it is in the middle of the peak in terms of the impact.

**DOWNLOAD HERE**



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# NEW MEMBER ORIENTATION

**\$500 PER SESSION, \$2,250 ANNUALLY**  
(UP TO TWO SPONSORS PER ORIENTATION, SIX SESSIONS ANNUALLY)

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- Business name/logo near the food tables
- Sponsorship table at the event
- Opportunity to speak to the orientation group for five (5) minutes and distribute literature about your company



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# IN KIND DONATIONS

## **LUNCH SPONSOR FOR TREC REQUIRED LEGAL UPDATE COURSE**

- Provide lunch for the attendees at the class
- Opportunity to speak to the orientation group for five (5) minutes and distribute literature about your company
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

## **SNACK SPONSOR FOR LAR REQUIRED CONTRACTS CLASS FOR NEW REALTORS®**

- Provide snacks for the attendees at the class
- Opportunity to speak to the orientation group for five (5) minutes and distribute literature about your company
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)







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# LUBBOCK

ASSOCIATION OF REALTORS®

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## **LUBBOCK ASSOCIATION OF REALTORS®**

We are pledged to the letter and spirit of the U.S. policy for the achievement of Equal Opportunity in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.

**THAT'S  
WHO  
WE**

