



**GREATER  
FORT WORTH**  
ASSOCIATION OF REALTORS®

# 2021 Advertising Opportunities

Advertising at a GFWAR event is a great way to get your company in front of our more than 4,300 REALTORS® and affiliate members. GFWAR hosts many events throughout the year, and there are multiple levels of advertising to fit any budget. Each advertising package is sold on a first come, first served basis if specified that it is available to limited advertisers. Payment must be submitted to reserve.

\*All dates are subject to change. GFWAR is not currently holding in-person events and can not confirm a date when these will return. Please note some events include benefits for both in-person and virtual options.

## Events

### Virtual Spring Awards Event: \$300

There are two advertising opportunities available for the Spring Awards Event, limited to one per affiliate type. Event will be held April 9 and will include a keynote speaker in addition to award presentations. Approximately 50-100 attendees.

Virtual Advertiser Benefits:

- Five minute speaking opportunity at the start of the program
- Announcement of advertiser during the event with logo on screen
- Company name or logo on website and in emails and social media posts promoting the event
- May distribute marketing materials via GFWAR email / virtual event platform
- List of business addresses / phone numbers of all event attendees available upon request

### New Member Orientation: \$200 per virtual event

We host a monthly orientation that is required for all new members and covers a variety of topics. This event is currently virtual, but may return to in-person later in the year. There is an opportunity for one sponsor per event. Approximately 45 attendees.

Advertiser Benefits:

- Five minute speaking opportunity during the program
- May distribute marketing materials (via GFWAR email / virtual event platform)
- Company name or logo on screen
- List of business addresses / phone numbers of all event attendees available upon request

April 6, 2021

May 4, 2021

June 1, 2021

July 13, 2021

August 3, 2021

September 7, 2021

October 5, 2021

November 2, 2021

December 7, 2021

# Events, cont.

## Coffee Talk: \$250 per event

We host a free coffee talk for members on Zoom, featuring speakers on a variety of topics. This event is expected to stay virtual through the remainder of 2021. There is an opportunity for one sponsor per event. Approximately 35 attendees.

### Virtual Advertiser Benefits:

- Company name and logo on website, in social media posts promoting event, and in an email blast to list of approximately 3,600 people.
- Five minute speaking opportunity at the start of class
- May distribute marketing materials via GFWAR email / virtual event platform
- List of business addresses / phone numbers of all event attendees available upon request

April 16, 2021

May 21, 2021

June 18, 2021

July 16, 2021

August 20, 2021

September 17, 2021

October 15, 2021

November 19, 2021

December 17, 2021

## Fall Annual Meeting: \$500

There are two advertising opportunities available for the Fall Annual Meeting, limited to one per affiliate type. Approximately 50-100 attendees. Benefits dependent on in-person or virtual format, which is yet to be determined.

### Virtual Advertiser Benefits:

- Five minute speaking opportunity at the start of the program
- Announcement of advertiser during the event with logo on screen
- Company name or logo on website and in emails and social media posts promoting the event
- May distribute marketing materials via GFWAR email / virtual event platform
- List of business addresses / phone numbers of all event attendees available upon request

### In-Person Advertiser Benefits:

- Four complimentary tickets
- Announcement of advertiser at the event / brief speaking opportunity
- Company name or logo on website and in emails and social media posts promoting the event
- Table tents with advertiser's logo
- Opportunity to place specialty items and / or brochures at each place setting
- Signs at registration with advertiser's logo
- List of business addresses / phone numbers of all event attendees available upon request

## 2022 Installation of Officers & Directors: January 2022

Join us as we install the 2022 GFWAR President Shannon Ashkinos and the 2022 GFWAR Officers and Directors. This event is tentatively planned to be in-person. Approximately 150-250 attendees.

### **UNDERWRITER PACKAGE - \$2,500**

*Available to multiple advertisers - Limited to one per affiliate type*

- Eight complimentary tickets to the event
- Sign with logo by the speaker's podium
- Speaking opportunity during the program
- Logo on signage at registration
- Full screen ad to display four times during one rotation of the PowerPoint presentation
- List of business addresses / phone numbers of all attendees available upon request
- Company name or logo on website and in emails and social media posts promoting the event

### **PLATINUM PACKAGE - \$1,000**

*Available to multiple advertisers*

- Four complimentary tickets to the event
- Full screen ad to display four times during one rotation of the PowerPoint presentation
- Logo on advertiser sign
- List of business addresses / phone numbers of all event attendees available upon request
- Company name or logo on website and in emails and social media posts promoting the event

### **GOLD PACKAGE - \$600**

*Available to multiple advertisers*

- Two complimentary tickets to the event
- Full screen ad to display two times during one rotation of the PowerPoint presentation
- Logo on advertiser sign
- List of business addresses / phone numbers of all event attendees available upon request
- Company name or logo on website and in emails and social media posts promoting the event

### **SILVER PACKAGE - \$300**

*Available to multiple advertisers*

- One complimentary ticket to the event
- Logo displayed in the PowerPoint presentation
- Listing on the advertiser sign at Installation
- List of business addresses / phone numbers of all event attendees available upon request
- Company name or logo on website and in emails promoting the event

### **LOGO PACKAGE - \$100**

*Available to multiple advertisers*

- Small logo / message appearing on the PowerPoint presentation

# Advertising Selection and Payment

## To Advertise

Select the package(s) you would like and return this completed form with payment to Amanda Harrier at a.harrier@gfwar.org, or by mail to 2650 Parkview Drive, Fort Worth, TX 76102. Make checks payable to GFWAR. **All advertising forms must be accompanied by a full payment for spot to be held.**

**Virtual Spring Luncheon (\$300)**

**Fall Annual Meeting (\$500)**

### Coffee Talk (\$250 each)

- April
- May
- June
- July
- August
- September
- October
- November
- December

### New Member Orientation (\$200 each)

- April
- May
- June
- July
- August
- September
- October
- November
- December

### 2022 Installation of Officers & Directors

- Underwriter Package (\$2,500)
- Platinum Package ( \$1,000)
- Gold Package (\$600)
- Silver Package (\$300)
- Logo Package (\$100)

## Payment Confirmation

Method of Payment: (Please circle one.)

MC VISA AMEX DISCOVER Check #: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

CC #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Signature: \_\_\_\_\_

For Questions: Contact Amanda Harrier with GFWAR at 817-336-5165, ext. 112, or a.harrier@gfwar.org.