



# GCAR

# Business Partners



2025 SPONSORSHIP GUIDE



# Business Partner Benefits

Our business partner program is designed to increase your exposure to our engaged audience of REALTORS® on the Gulf Coast. Becoming a partner will build new business relationships and give you the opportunity to share products and services with REALTORS® and Industry Professionals. These opportunities are limited and first-come, first-serve.

## Benefits Include:

- Access and exposure to over 2,200 REALTORS® on the Gulf Coast.
- Access to all membership events, membership meetings, and networking opportunities.
- Ability to serve on GCAR work groups and committees.
- Ability to teach courses and Lunch and Learns to GCAR members at the REALTOR® Building.
- Eligibility for the Affiliate of the Year Award.

# PLATINUM LEVEL PARTNERS



# \$7000

LIMITED TO 4 SPOTS  
(1 PER INDUSTRY)

## Benefits

\*\$100 APPLICATION FEE WAIVED FOR NEW MEMBERS

	Value
• 1 Primary Member & up to 4 Secondary Affiliate GCAR Memberships	\$2,000
• Top Tier Sponsor at Annual Beer and Wine Festival	\$800
• Top Tier Sponsor at Annual RPAC Event	\$2,000
• Sponsor of 2 New Member Orientations (Breakfast or Lunch)	\$1,000
• Sponsor of 3 Lunch and Learns/CE	\$1,500
• Free Room Rental (2 days)	\$400
• Top Tier Sponsor of all (4) General Membership Meetings (5 Tickets Included) - Plus table at entry	\$1,000
• Sponsor of Annual GCAR Christmas Party	\$1,000
• Sponsor at 2 GCAR Social Events	\$500

### Digital Extras!

• Sponsor of 12 monthly GCAR Industry Insiders	
• Company logo and short industry article in Affiliate spotlight (social media & email)	
• Company Logo on <a href="http://gcarealtors.com">gcarealtors.com</a> as Platinum Sponsor	
• Company Logo and Link in Business Partner Member Guide as Platinum Level Partner	
	<b>Total Value</b>
	<b>\$10,200</b>



# GOLD LEVEL PARTNERS



# \$3000

LIMITED TO 6 SPOTS

## Benefits

\*\$100 APPLICATION FEE WAIVED FOR NEW MEMBERS

• 1 Primary Member & up to 2 Secondary Affiliate GCAR Memberships	\$1200
• Second Tier Sponsor at Annual Beer and Wine Festival	\$500
• Second Tier Sponsor at Annual RPAC Event	\$500
• Sponsor of 2 Lunch and Learns/CE	\$1,000
• Sponsor of 1 New Member Orientation (Breakfast or Lunch)	\$500
• Second Tier Sponsor at all (4) General Membership Meetings (3 Tickets Included)	\$750
• Free Room Rental (2 days)	\$400
Digital Extras!	
• Company logo and short industry article in Affiliate spotlight (social media & email)	
• Company Logo on gcarealtors.com as Gold Sponsor	
• Company Logo and Link in Business Partner Member Guide as Gold Level Partner	
	Total Value
	\$4,850

# SILVER LEVEL PARTNERS



# \$1500

LIMITED TO 6 SPOTS

## Benefits

\*\$100 APPLICATION FEE WAIVED FOR NEW MEMBERS

	Value
• 1 Primary Member & up to 1 Secondary Affiliate GCAR Membership	\$800
• Third Tier Sponsor at Annual Beer and Wine Festival	\$200
• Third Tier Sponsor at all (4) GCAR General Membership Meetings (2 Tickets Included)	\$500
• Sponsor of 1 Lunch and Learn/CE	\$500
• Free Room Rental (1 day)	\$200
Digital Extras!	
• Company Logo on <a href="http://gcarealtors.com">gcarealtors.com</a> as Silver Sponsor	
• Company Logo and Link in Business Partner Member Guide as Silver Level Partner	
	Total Value \$2,200

# BRONZE LEVEL PARTNERS



# \$400

UNLIMITED AVAILABILITY

## Benefits

### Basic Annual Primary Affiliate Membership

- Access and exposure to over 2,200 REALTORS® on the Gulf Coast.
- Access to all membership events, membership meetings, and networking opportunities.
- Ability to serve on GCAR work groups and committees.
- Ability to teach courses and Lunch and Learns to GCAR members at the REALTOR® Building.
- Eligibility for the Affiliate of the Year Award.
- Company name listed in the GCAR Business Partner Member Guide.
- Access to rent the REALTOR® Building for real estate-related functions.

# A La Cart Options



Based on Remaining Availability

Top Tier Sponsor for RPAC Event	\$2,000
Second Tier Sponsor for RPAC Event	\$500
Top Tier Sponsor for Beer and Wine Festival	\$800
Second Tier Sponsor for Beer and Wine Festival	\$500
Third Tier Sponsor for Beer and Wine Festival	\$200
Sponsor of 1 Lunch and Learn	\$500
Sponsor of 1 GCAR Education Event	\$500
Sponsor of Annual GCAR Christmas Party	\$1,000



# Deadlines & Annual Schedule



**GCAR Business Partners for 2025 must commit to a level by December 31, 2024. All availability is first-come, first-serve and payment secures a spot.**

Payments are due in full by December 31 (but no later than January 31) or in two split payments. Once on December 31 and once on June 1. (Split payments are only available for Platinum Members)

No additional expenses will be owed to GCAR for sponsored events. The only other expenses partners may have are those for any decorations, marketing materials, or door prizes they wish to have at sponsored events.

**To reserve a business partner spot, please email [sponsors@gcarealtors.com](mailto:sponsors@gcarealtors.com).**

## Tentative Schedule

All events are subject to change

Beer and Wine Festival

April 2025

RPAC Fundraiser

August 2025

4 Membership Meetings

February 2025

- Winter Luncheon

May 2025

- Spring Luncheon

September 2025

- Awards Ceremony

November 2025

- Installation Ceremony

Christmas Party

Early December 2025



# Business Partner Benefits Breakdown



## **GCAR Membership**

Business Partner (Affiliate) Membership for GCAR is accepted on an individual level. Membership is not transferrable. Each company must have at least one Primary member (Member of Mississippi REALTORS® and GCAR) and anyone else from the company can be a Secondary member (Member of GCAR only). Primary and Secondary members have the same benefits with GCAR.

## **Lunch and Learns, New Member Orientation, and Continuing Education**

New Member Orientation is held every other month and Classes are held several times a month at the REALTOR® Building, typically on Tuesdays and Thursdays. Sponsors will have 10 minutes to speak before class starts and can network with attendees and distribute materials prior to class. Assigned Sponsors' logos will also be included in all marketing. GCAR will handle all catering.

## **GCAR Networking Happy Hour Socials**

GCAR socials are held once a month on a Thursday evening from 5:30-7:30, excluding months with other nighttime functions, like the Affiliate Cookout, Beer and Wine Festival, etc. Locations are all across the Gulf Coast. Sponsors can attend these to hand out materials, draw for door prizes, or just network with members. Assigned Sponsors' logos will be included in all marketing for the event. GCAR will handle all event planning.

## **Membership Meetings**

GCAR holds 4 membership meetings per year. Silver, Gold, and Platinum partners will be included in all marketing for the meetings. Platinum partners will have a table at each meeting to distribute marketing materials to attendees.

**GCAR will coordinate with sponsors to assign dates from our calendar that work best for the sponsor's schedule.**