

GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®



2025 SPONSORSHIP OPPORTUNITIES

Proceeds from sponsorships benefit the REALTOR® Fund of the Greater Albuquerque Association of REALTORS®.

The REALTOR® Fund is an endowment that supports local charities in Bernalillo, Valencia, Sandoval, Santa Fe and Torrance Counties.

Message from the 2025 GAAR President

The Value of 2025 Sponsorship



GAAR Sponsors,

Thank you for your steadfast support of the Greater Albuquerque Association of REALTORS®. For over a century, members like you have played a vital role in shaping our communities beyond real estate, contributing significantly to their well-being and growth.

The REALTOR® Fund, established in 2011, is at the heart of our community support efforts. This fund thrives on the generosity of our sponsors, and its impact has enabled us to expand our reach and continue making a difference in our local communities.

Here are some of the highlights from this past year:

- **REALTOR® Fund Grant:** From 38 applicants, we awarded the annual \$45,000 grant to The Heart Gallery of New Mexico Foundation whose mission is to focus on at-risk foster children.
- **Good Neighbor Awards:** Five outstanding GAAR REALTORS® were honored and each of their charities received a \$1,000 grant, highlighting the incredible individual contributions our members make.
- **Ruidoso Fire:** A \$25,000 donation was made to the relief efforts.
- **Roswell Flood:** A \$10,000 was donated to assist those impacted.

Your role as a sponsor is essential to these efforts. Together, we've demonstrated that collaboration can create lasting positive change in our region. As we prepare for another year of service and community impact, we are excited about the opportunity to partner again to strengthen the REALTOR® Fund.

Your support inspires us to continue building a better future for our community.

Thank you for being an integral part of our mission,

Christopher Shain Tanner

2025 GAAR President

Greater Albuquerque Association of REALTORS®

COMPANY VISIBILITY

Targeted Exposure:

Reach a highly engaged audience of real estate professionals.

Event Presence:

Premium sponsors have their logo on event materials and have their support visible in the GAAR membership lobby.

Digital & Print Media:

Get listed on the GAAR website and tagged in social media platforms.

NETWORKING & RELATIONSHIP BUILDING

Direct Access:

Connect with top industry professionals, decision-makers, and thought leaders at events and networking functions.

Positive Brand Association:

Partner with us to support charitable initiatives, enabling sponsors to play a meaningful role in community development.

Sponsorship creates a win-win partnership, enhancing visibility while supporting the professional development and advocacy work of GAAR and our members.



Premium 2025 Sponsorship Packages

Sponsorship Opportunities 2025

GAAR has many sponsorship opportunities throughout the year, but the Annual Premium Packages are discounted and most coveted. In an effort to make the process fair, please note the following procedures and deadlines:

December 16, 2024: Packet is emailed to GAAR REALTORS® and Affiliates.

December 31, 2024: Commitment Form is due for Diamond (1) and Platinum (2) level. Please include your second choice. **Email form to jane@gaar.com.**

January 6, 2025: In the event of multiple commitments for the Diamond (1) and Platinum (2) Packages, GAAR will hold a random drawing and the winning sponsor will be contacted. Winner will have first right of refusal. Those not selected will

be given the option to choose their second choice or any other package prior to GAAR's acceptance of other sponsors.

January 8, 2025 : All Sponsorship Packages are open and assigned on a first come basis.

All sponsorships are Net 30 from date of commitment.

Contributions or gifts to any GAAR event are not tax deductible as a charitable contribution but may be deductible as ordinary and necessary business expenses. Please consult your tax advisor for clarification.

PREMIUM ANNUAL PACKAGES

		REGULAR RATE	PACKAGE RATE
Diamond* \$10,000	\$13,750 <i>Value</i>	\$3,500 Diamond Sponsor of the Awards Gala \$8,000 Diamond Sponsor of the Golf Tournament \$2,000 Diamond Sponsor of the Bowl-a-Thon \$250 Annual Meeting Table for 10	\$2,500 \$6,500 \$1,000
Platinum* [2] \$8,000	\$10,500 <i>Value</i>	\$3,000 Platinum Sponsor of the Awards Gala \$6,000 Platinum Sponsor of the Golf Tournament \$1,500 Platinum Sponsor of the Bowl-a-Thon	\$2,000 \$5,000 \$1,000
Gold [5] \$5,250	1 left \$7,500 <i>Value</i>	\$2,500 Gold Sponsor of the Awards Gala \$4,000 Gold Sponsor of the Golf Tournament \$1,000 Gold Sponsor of the Bowl-a-Thon	\$1,500 \$3,000 \$750
Silver [5] \$3,500	1 left \$5,250 <i>Value</i>	\$1,500 Silver Sponsor of the Awards Gala \$3,000 Silver Sponsor of the Golf Tournament \$750 Silver Sponsor of the Bowl-a-Thon	\$1,000 \$2,000 \$500
Bronze \$1,500	\$2,500 <i>Value</i>	\$500 Bronze Sponsor of the Awards Gala \$1,500 Bronze Sponsor of the Golf Tournament \$500 Bronze Sponsor of the Bowl-a-Thon	\$250 \$1,000 \$250

*50% of a Premium Sponsorship Package will be credited towards a Corporation Level on the Donor Recognition Wall. See page 8 for details.



GAAR Awards Gala

Sponsorship Opportunities 2025

The annual Awards Gala is held to recognize member excellence in the real estate profession. Honorees are selected by their REALTOR® peers and Affiliates, and are awarded based on their performance in the previous year.

SPONSORSHIP LEVELS

OPEN: 1/8/25 - 2/28/25 **PAYMENT DUE: NET 30 FROM DATE OF COMMITMENT**

Diamond	\$3,500	Pre-event Promotion Event Video (:45) Sponsor Slide Mention during Gala 5 Gala Event Tickets
Platinum	\$3,000	Pre-event Promotion Event Video (:30) Sponsor Slide Mention during Gala 4 Gala Event Tickets
Gold [2]	\$2,500	Pre-event Promotion Event Video (:20) Sponsor Slide Mention during Gala 3 Gala Event Tickets
Silver [3]	\$1,500	Pre-event Promotion Event Video (:10) Sponsor Slide 2 Gala Event Tickets
Bronze	\$500	Pre-event Promotion Sponsor Slide



2025 AWARDS GALA
Friday, March 7th, 2025

Sid Cutter Pavilion
Balloon Fiesta Park
4900 Balloon Fiesta Pkwy NE
Albuquerque, NM 87113

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building



GAAR Golf Tournament

Sponsorship Opportunities **2025**

This event is a member favorite and sells out early with a maximum of 216 golfers.

SPONSORSHIP LEVELS

OPEN: 1/8/25 - 5/16/25 **PAYMENT DUE: NET 30 FROM DATE OF COMMITMENT**

Diamond Shirt Sponsor	\$8,000	Logo on Golf Shirt Team of 4 Pre-event Promotion Hospitality Tent
Platinum Bag Tag Sponsor Cooler Sponsor	\$6,000 Each	Logo on Bag Tag or Cooler Team of 4 Hospitality Tent Pre-event Promotion
Gold Towel Sponsor Cart Sponsor Water Bottle Sponsor Golf Ball Sponsor Draw String Bag Sponsor	\$4,000 Each	Logo on 1 item Hospitality Tent Pre-event Promotion
Silver Breakfast & Closest to Pin Breakfast & Long Drive Lunch Sponsor & 9 Flags	\$3,000 Each	Meal & Course Signage Pre-event Promotion
Bronze	\$1,500 Each	Pre-event Promotion
Hospitality Tent	\$400 Each	Tent Signage Pre-event Promotion
Hole Sponsor [27]	\$100 Each	Course Signage Pre-event Promotion



GAAR Golf Tournament
Friday, June 6th, 2025

Santa Ana Golf Course
288 Prairie Star Road
Bernalillo, New Mexico 87004

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building



GAAR Bowl-a-Thon

Sponsorship Opportunities **2025**

This is family friendly event for members who compete for bragging rights and prizes.

SPONSORSHIP LEVELS

OPEN: 1/8/25 - 9/26/25 **PAYMENT DUE: NET 30 FROM DATE OF COMMITMENT**

Diamond	\$2,000	Logo on Pin Shaped Stress Ball Pre-event Promotion (2) Teams of 6 (10) Drink Tickets
Platinum	\$1,500 Each	Logo on Keychain or Bottle Opener Pre-event Promotion (1) Team of 6 (5) Drink Tickets
Gold	\$1,000 Each	Pre-event Promotion (1) Team of 6
Silver Refreshment Sponsor (2)	\$750 Each	Pre-event Promotion Logo on Refreshment Tickets
Bronze	\$500	Pre-event Promotion



GAAR Bowl-a-Thon
Saturday, October 18th, 2025

Silva Lanes
3010 Eubank Blvd NE,
Albuquerque, NM 87111

All sponsorship levels have their logo on the event poster. After event, the poster is on display for a year in the GAAR REALTOR® Building

OTHER OPPORTUNITIES

Sponsorship Opportunities **2025**

Class Sponsorship

Varies

Weekly opportunities to provide breakfast, lunch or a snack for each class attendee. Sponsors place signage at the catering table, distribute flyers and allowed 5 minutes speaking time at the start of the class. This is only open to Affiliate Members and Benefit Partners. **To be included on the sponsor list, contact education@gaar.com.**

RPAC Events

Signature Fundraiser
in September

Varies

RPAC is a non-partisan political action committee that advocates for pro real estate candidates and issues. Throughout the year, there are events requiring sponsors. Monies do not contribute to the REALTOR® Fund. **For more information, contact laurah@gaar.com.**

OTHER WAYS TO HELP OUR COMMUNITY

Laundry Love

Donate

February: Members donate laundry supplies for homeless families.

Run for the Zoo

Volunteer

May: For more than 30 years, our local REALTORS® have been the volunteer staff along the route for the Annual Run for the Zoo and Walk with Us Too.

Backpack Drive

Donate

July: Members provide backpacks for APS McKinney-Vento Homeless Students.

Make A Difference Day

Volunteer

October: Members join together to volunteer on the largest giving-back day of the year, watch for project updates in the fall.

Angel Tree

Donate

November/December: Members provide holiday gifts to families in the APS McKinney-Vento Homeless Program.

REALTOR® FUND ENDOWMENT

Sponsorship Opportunities **2025**

The REALTOR® Fund was established by GAAR through the Albuquerque Community Foundation (ACF) to provide a permanently sustainable fund to aid non-profit charities in Bernalillo, Valencia, Sandoval, Santa Fe and Torrance Counties. By establishing this endowment fund, REALTORS® demonstrate their ongoing pledge to honor their responsibilities to the community and to express gratitude for a successful real estate industry. This sustainable trust allows us to disburse up to \$60,000 each year to local charities.

The REALTOR® Fund awards a \$45,000 grant to one local non-profit, it funds \$5,000 in grants to Good Neighbor charities and has funded the Emergency Relief Fund which can be used in the event of a major disaster in New Mexico.

Online by Credit Card

- Go to www.gaar.com/fund
- Site will take you directly to the Albuquerque Community Foundation

Mail a Check

Albuquerque Community Foundation
624 Tijeras Ave NW
Albuquerque, NM 87102

*Payable to Albuquerque Community Foundation
Please note: REALTOR® Fund of GAAR*



THE REALTOR® FUND DONOR RECOGNITION WALL

In 2019, GAAR installed the first phase of the REALTOR® Fund Donor Recognition Wall, located in the courtyard of the REALTOR® Building. This serves to honor all donors including individuals who have contributed \$1,000+ and Corporate Donors that have contributed \$5,000+. Each year the mosaic artwork is updated with new donor names.

Donor Levels for the Recognition Wall

Individual Cumulative Donation Levels	Tier One: \$10,000 Tier Two: \$5,000 Tier Three: \$1,000
Corporation Cumulative Donation Levels	Tier One: \$20,000* Tier Two: \$10,000* Tier Three: \$5,000*



*50% of a Premium Sponsorship Package will be credited towards a Corporation Level.

2025 Sponsorship Commitment Form

Sponsorship Opportunities **2025**

PREMIUM PACKAGE SPONSORSHIP

Commitment due 12/31/24 . Payment due for all premium packages 1/31/25.

- \$10,000 Diamond** (Gala, Bowl-a-Thon, Golf Shirt, Annual Meeting)
- \$8,000 Platinum** (Gala, Bowl-a-Thon, Golf Bag Tag)
- ~~**\$8,000 Platinum** (Gala, Bowl-a-Thon, Golf Cooler)~~

In the event of multiple commitments, a random drawing will be held. Please note your 2nd choice. That preference can be any package, ie., Gold or Silver.

2nd: _____

SPONSORSHIP PACKAGES

Open on a first come basis. Payment due net 30.

GOLD PACKAGES \$5,250:

- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Towel)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Cart Signage)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Water Bottle)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Ball)
- ~~Gold~~ (Gala, Bowl-a-Thon, Golf Drawstring Bag)

SILVER PACKAGES \$3,500: **Sold out**

- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Breakfast/Closest to Pin)
- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Breakfast/Long Drive)
- ~~Silver~~ (Gala, Bowl-a-Thon, Golf Lunch/9 Flags)

BRONZE PACKAGES \$1,500:

- Bronze** (Gala, Bowl-a-Thon, Golf Tournament)

INDIVIDUAL EVENT SPONSORSHIPS

Awards Gala

- Gold \$2,500
- Silver \$1,500
- Bronze \$500

Golf Tournament

Gold \$4,000

- ~~Towel~~
- ~~Cart~~
- ~~Water Bottle~~
- ~~Golf Ball~~
- ~~Drawstring Bag~~

Silver \$3,000

- ~~Breakfast/Closest to Pin~~
- ~~Breakfast/Long Drive~~
- ~~Lunch/9 Flags~~

Bowl-a-Thon

- Gold Sponsor \$1,000
- Silver Refreshment Sponsor \$750
- Bronze \$500

I'm interested in more information on:

- Class/Event Sponsorships
- RPAC Fundraiser Events

SPONSOR INFORMATION

Company Name _____

Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Printed Name _____

Signature _____ Date _____

I understand payment terms and deadlines.

My logo is attached. Accepted formats: pdf, eps, png, jpeg or (300 dpi) tiff.

TERMS AND CONDITIONS: The undersigned is authorized to contract for the stated sponsor commitment and is otherwise authorized to enter in contractual relations on behalf of the stated organization. Signatory agrees to and is familiar with the full terms and conditions stated on the reverse side of this agreement. Signatory understands that sponsorship costs are net charges and signatory is responsible for any additional production charges. Faxed and emailed copies of this agreement are binding.

Email completed form & logo to jane@gaar.com

Questions? Contact Jane at 505-724-3465

GAAR Signature _____ Date _____

SPONSORSHIP COMMITMENT FORM

Sponsorship Opportunities **2025**

2025 GAAR SPONSOR TERMS AND CONDITIONS

Payment is due as noted for each sponsorship. GAAR will not accept cancellations within 30 days of an event date. To cancel a Premium Annual Package Commitment, sponsor must provide GAAR with a 60-day written notice of cancellation. Cancellation is subject to being charged full event sponsor rate prices, in accordance with percent of package fulfilled.

Note: Commitments received within the “open” date range will be included on pre-event marketing materials as noted in the sponsor level. Sponsorships may continue to be available after the closed date until sold out, but inclusion in pre-event marketing materials cannot be guaranteed after the close date.

All sponsor ads are accepted and published by GAAR upon the representation that the sponsor is authorized to publish the entire contents and other subject matter thereof. In consideration of GAAR's acceptance of such ads for publication, the sponsor shall indemnify and hold GAAR harmless from and against any loss of expense resulting from claims or suits based upon the contents or subject matter of such advertisements. All art materials will become the property of GAAR, unless a written request from the sponsor accompanies the design submission.

All orders accepted are subject to GAAR's acceptance. GAAR reserves the right to reject or cancel at any reason, at any time, any sponsorship, including ads which, in the opinion of GAAR, does not conform to the content or graphic standards of GAAR. GAAR shall not be liable for failure to publish, distribute or display any part of an event due to labor disputes, accidents, fire, acts of nature, or any other events beyond GAAR's control.

Sponsor will indemnify, hold harmless and defend for any and all loss, cost expense and damages on accounts of any and all manner of claims, demands, actions and proceedings that may be instituted against

GAAR on grounds alleging that advertisement violates any copyright, or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Sponsor agrees, at sponsor's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against GAAR, provided that GAAR promptly notifies the sponsor of with respect thereto, and provided that GAAR will give to the sponsor such reasonable time as the extent of the situation may permit in which to undertake and continue thereof.

Sponsorship contracted with no logo, artwork or copy delivered by the deadline will not be entitled to a refund. Unless otherwise provided, the rates in effect on the date of the agreement will be honored through the completion of this contract. This agreement will insure to the benefit of, and bind, the parties, their personal representatives, successors and assigns, is specifically enforceable, is construed under the laws of New Mexico, and may be modified only in writing signed by the parties. The parties agree and stipulate that the venue and jurisdiction shall be proper in the court of Albuquerque, Bernalillo County, New Mexico for purposes of enforcement of this agreement.

GAAR disclaims any conditions of sale, expressed or implied, which are not stated in this contract.

The parties agree that facsimile copies of this signed agreement are acceptable and binding.

I have read and understand the Sponsor Terms and Conditions.

Printed Name: _____

Signature: _____ Date: _____