



2021 Pinal Business Partnership Opportunities

At the West & SouthEast REALTORS® of the Valley (WeSERV), we like to think of our sponsors more like partners. We can rely on each other to achieve our goals and work together to increase visibility in the community.

Our partnership opportunities are designed to connect you to our member base of more than 23,000 individuals who rely on your services every day.

Being a WeSERV partner not only expands your business through branding, it also shows our members that you value their business and are willing to go the extra mile.

Your partnership with WeSERV is a year-long commitment during which we will promote your company as a Partner at our events and classes.

We offer sponsorship opportunities to fit every need and every budget.

We look forward to working with you!

Roger Nelson, CEO

For more information about
Education Partnership
and other education sponsorship opportunities,
please contact Education
at 623.889.3792 or
education@weserv.realtor
by November 12, 2020.

To inquire more about
Business Partnership
and other sponsorship opportunities,
please contact Events
at 623.889.3781 or
events@weserv.realtor



Send your Partnership Agreement to: Events (events@weserv.realtor)

About WeSERV & Affiliate Opportunities

The West & SouthEast REALTORS® of the Valley is the largest local REALTOR® association in Arizona and one of the largest trade associations across Arizona. Established in 2019, following the merger of the Southeast Valley Regional Association of REALTORS® and the West Maricopa Association of REALTORS®, WeSERV is a professional organization with a reputation for exceptional member service. For more than 72 years, WeSERV and its previous Associations have served as the Voice of Real Estate in Maricopa County. Our vision is to be One Premier Association.

WeSERV exists to support its members in concert with the Arizona Association of REALTORS® and the National Association of REALTORS®. We provide members with resources to achieve balance and success in their professional and personal lives.

Each year, REALTORS® participate in networking opportunities, education classes, government affairs and advocacy efforts, Association events, and committee meetings designed to effectively catapult them into the future of the ever-changing real estate industry. As an Affiliate, you gain the opportunity to broaden your competitive edge through networking, marketing, and Association involvement.

Earning Diamond Affiliate status by volunteering at events, serving on WeSERV councils, and sponsoring education classes and events, demonstrates the highest level of commitment to WeSERV members. As a Diamond Affiliate, you receive special recognition at sponsored events, the first choice of Affiliate event sponsorships, and the first choice of two (2) education class sponsorships at the education sponsorship meeting.

By becoming a Partner of WeSERV, you gain the opportunity to build preference, loyalty, and brand value. WeSERV becomes an extension of your marketing efforts with increased recognition at events and education classes, on our website, and in membership communications such as email and the *WeSERV Member Guide & Affiliate Directory*.

Your investment in WeSERV shows your commitment to WeSERV members as a sponsor, an Affiliate member, and as a Partner of WeSERV.

Your partnership makes a difference by providing vital support for our mission to provide members with services that lead to member prosperity.

Thank you for your dedication and loyalty to WeSERV. We look forward to your partnership and the opportunity to build a relationship with you as we work together to help our members advance in the real estate industry.

Who We Represent

As of October 1, 2020

22,322	Primary REALTORS®
979	Secondary REALTORS®
1,203	Affiliate Members
3,091	Primary Offices
992	Secondary Offices

Average Event Attendance

As of October 1, 2020

70	CE Classes
28	CE & Specialty Classes
15	Commercial Classes
26	Code of Ethics Classes
40	GRI Classes
19	Lunch & Learns (PDC)
50	Lunch & Learns (GAAC)
41	New Member Orientation & NAR Code of Ethics
14	Open for Business
400	Awards & YPN 40 Under 40 Luncheon
95	Golf Tournament
100	Installation Breakfast
550	West Valley REALTOR® Expo
180	Economic Forum
50	Coffee with a VIP
50	Visit with Our Legislators

Affiliate membership is for the term of one calendar year, with dues paid every January. For those joining midway through the year, dues discount July 1. New members pay a one-time application fee. Affiliate membership belongs to the joining individual, and is not transferable or refundable.

West & SouthEast REALTORS® of the Valley is a nonprofit 501(c)(6) organization supported by REALTOR® and Affiliate membership.



Send your Partnership Agreement to: Events (events@weserv.realtor)

Cardinal Partner — \$1,200

Membership

- One annual non-transferable Affiliate Membership
(new affiliates pay additional application fee of \$50)

Pinal Chapter Golf Tournament

- Preferred choice of hole sponsorship
- 3 lunch tickets

Pinal Chapter Memorial Run

- 2 admission tickets
- Listed in event program

Affiliate Expo

- Preferred choice of Booth at Pinal Affiliate Expo
(electricity and Wi-Fi not included; cost is collected by the venue)

Communications & Publications

- Listed as a Cardinal Partner in the Member Directory on weserv.realtor with contact information
- 5 email promotions in general membership email

Education Sponsorship—Pinal Chapter

- Preferred choice of 3 Pinal Chapter education sponsorships
- Name, company logo, and link to Member Directory contact page on sponsored class webpages, listed as a Cardinal Partner
- Opportunity to speak at beginning of each sponsored class to market your company/product

Recognition at Classes and/or Events

- Recognition with name and company in event invitation email for Pinal Chapter Golf Tournament, Pinal Chapter Memorial Run, and Affiliate Expo
- Recognition on event webpage, or linked PDF and listed as a Cardinal Partner
- Verbal recognition as a Cardinal Partner at event
- Partner banner displayed at event; listed as a Cardinal Partner
- Recognition as an Cardinal Partner on Education Banner and in emails.

NOTICE

*Event and class days are subject to change

*You must be a member in good standing for sponsorship to be valid

*No refunds will be issued unless an event or class is canceled by WeSERV

1. SPONSORSHIP

Please initial:

____ Sponsorship varies per chapter. All Diamond Affiliates will receive an opportunity to sign up for event sponsorship 2 weeks prior to the general affiliate release. For the West Valley, class sponsorship will be done at Class Picking Day on December 2. Diamond Affiliates will get to pick 3 classes ahead of time. In the SouthEast Valley, classes are released 2 months at a time. Certain classes are reserved for a lead Diamond Affiliate. For the Pinal Chapter, Affiliates who sponsor classes will be contacted regarding their class sponsorship options.

2. RESPONSIBLE PARTY

Select one:

____ By signing below, I certify that **I am paying personally** for this Cardinal Sponsorship Package and I will not be reimbursed by my company. In the event I change companies during the year, my sponsorships will remain with me.

____ By signing below, I acknowledge that **my company is paying** for this Cardinal Sponsorship Package and that if my employment/affiliation with this company ceases during 2021, these sponsorships will remain with the company. However, my affiliate Membership will remain in my name. **(It's important that you notify the approving company that WeSERV membership remains with you and they can continue the sponsorship with a new representative that joins WeSERV.)**

3. PAYMENT

Total amount of Partner Package \$ _____

Total amount added to Partner Package \$ _____

Total amount due \$ _____

Select one:

____ I have included my complete payment amount of \$ _____.

____ Send me an invoice for payment.

____ I would like to make 6 consecutive monthly credit card payments. A 5% service fee will be added to your total.

Please charge my card on December ____, 2020 OR January ____, 2021.

Note: If you need additional payment plan options, please contact events@weserv.realtor. We do not accept cash or check installments. No refunds will be issued unless cancellations are made by WeSERV and there isn't a mutually agreed upon comparable substitution. Diamond Affiliates will receive a 5% discount.

4. PRIMARY AFFILIATE INFORMATION

Please complete the section below with
the most up to date information

Full Name: _____

Company: _____

Primary Phone Number: _____

Primary Email: _____

Supervisor's Name: _____

Supervisor's Phone Number: _____

Are you a Diamond Affiliate (Please Circle): Yes / No

Signature _____ Date _____

Primary Affiliate Name for this agreement _____

2021 Partnership Add ons

Partner Add-ons

Education related Partnership agreements due by November 12, 2020
All Partnership agreements due by January 21, 2021

<u>All Chapter Add-ons</u>	
Communication Sponsorships	
___ Add Email Promotions (each)	\$ 70.00
Dodd's School of Real Estate	
___ Add Online School Sponsor (monthly)	\$ 200.00

<u>SouthEast Valley Chapter Add-Ons</u>	
YPN Events	
___ Add 40 Under 40 Panelist Event Sponsor	\$ 100.00
___ Add Community Service Event Sponsor	\$ 200.00
___ Add Kick Off Event Sponsor	\$ 200.00
___ Add Promotional Sponsor	\$ 250.00
___ Add 40 Under 40 Awards Silver Sponsor	\$ 500.00
___ Add 40 Under 40 Awards Gold Sponsor	\$ 750.00
___ Add 40 Under 40 Awards Platinum Sponsor	\$1,000.00
Blood Drive & Shred-a-thon Sponsor	
___ Add Event Sponsor	\$ 200.00
WeSERV SouthEast Member Picnic	
___ Add Corn Hole Tournament (must run tournament)	\$ FREE
___ Add Table Sponsor (7 10 available)	\$ 50.00
___ Add Food Sponsor (1 3 -available)	\$ 100.00
___ Add Face Painting (2 available)	\$ 100.00
___ Add Cotton Candy (1 available)	\$ 100.00
___ Add Sno Cone (1 available)	\$ 100.00
___ Add Selfie Station (1 available)	\$ 100.00
___ Add Dog Training (1 available)	\$ 125.00
___ Add Baseball Pitch (1 available)	\$ 125.00
___ Add Water to Beer Sponsor (3 available)	\$ 125.00
___ Add Game Truck (3 available)	\$ 125.00
___ Add Putting Green (2 available)	\$ 125.00
___ Add Giant Slide (1 available)	\$ 150.00
___ Add Bag Sponsor (1 available; must provide bags)	\$ 150.00
___ Add Rock Wall (3 available)	\$ 150.00
___ Add Petting Zoo (1 available)	\$ 250.00
___ Add Bounce House (1 available)	\$ 250.00
___ Add Beer ONLY (2 3 -available)	\$ 250.00
After Hour Networking Events	
___ Add Sponsorship (each; 1 per industry)	\$ 60.00
WeSERV SouthEast Valley Expo	
___ Add Standard Booth	\$ 250.00
___ Add Premium Booth	\$ 450.00
WeSERV SouthEast Valley Car Show	
___ Add Car registration	\$ 20.00
___ Add Trophy Sponsor (25 28 -available)	\$ 50.00
___ Add Food Truck Registration	\$ 75.00
___ Add Vendor registration	\$ 100.00
___ Add Dash Plaque Sponsor	\$ 250.00
___ Add Shirt Sponsor	\$1,000.00
___ Add Major Sponsor	\$1,500.00
Education Opportunities—SouthEast Chapter Only	
___ Option 1 (3 additional classes)	\$ 450.00
___ Option 2 (6 additional classes)	\$ 900.00
___ Option 3 (9 additional classes)	\$ 1350.00
Room Rental—SouthEast Chapter Only	
___ Add 3 hour half Avion Ballroom rental w/ room set-up fee	\$ 450.00
WeSERV SouthEast Valley TV Ad (Must Choose Ad Size & Duration)	
___ Add Ad size Economy	\$ 200.00
___ Add Ad size Business-Class	\$ 300.00
___ Add Ad size First-Class	\$ 500.00
___ Add One Month Duration	\$ 100.00
___ Add Two Month Duration	\$ 150.00
___ Add Three Month Duration	\$ 200.00

<u>West Valley Chapter Add-Ons</u>	
President's Roundtable & Sales Awards Luncheon	
___ Add Awards Luncheon Sponsorship (2 tickets)	\$ 190.00
___ Add Awards Luncheon Table Reservation/Sponsor (10 tickets, max 3)	\$ 590.00
___ Add Event Attendees (each)	\$ 50.00
WeC.A.R.E. Golf Tournament	
___ Add Lunches (each)	\$ 25.00
___ Add Breakfast Sponsor (3 5 available)	\$ 50.00
___ Add Drink Cart Sponsor (1 available)	\$ 90.00
___ Add Water Bottle Sponsor (2 avail; provide 2 bottles per player)	\$ 90.00
___ Add Tournament Player (each; includes lunch)	\$ 99.00
___ Add Goodie Bag Sponsor (1 avail; provide bag for ea. player)	\$ 100.00
___ Add Golf Tournament Hole Sponsorship	\$ 140.00
___ Add Lunch Sponsor (12 available; 2 lunch tickets)	\$ 140.00
___ Add Activity Hole Sponsorship	\$ 190.00
___ Add Golf Cart Sponsor (1 available; 2 lunch tickets)	\$ 290.00
___ Add Foursome (each; includes lunch)	\$ 396.00
___ Add Title Sponsor (1 available; 4 lunch tickets)	\$1,000.00
WeSERV REALTOR® Expo	
___ Add Standard Booth	\$ 325.00
___ Add Premium Location	\$ 700.00
Mixology Networking Events	
___ Add Mixology Sponsorship (each; no industry restrictions)	\$ 150.00
WeSERV MSG Salute to Veterans Car Show	
___ Add Car registration	\$ 20.00
___ Add Trophy Sponsor (23 28 available)	\$ 50.00
___ Add Food Truck Registration	\$ 75.00
___ Add Vendor registration	\$ 100.00
___ Add Dash Plaque Sponsor	\$ 250.00
___ Add Porta Potty Sponsor	\$ 300.00
___ Add Shirt Sponsor	\$1,000.00
___ Add Major Sponsor	\$1,500.00
Education Opportunities—West Chapter Only	
___ Option 1 (3 additional classes)	\$ 270.00
___ Option 2 (6 additional classes)	\$ 540.00
___ Option 3 (9 additional classes)	\$ 810.00
Room Rental—West Chapter Only	
___ Add Half-day room rental w/ room set-up fee (up to 4.5 hours)	\$ 170.00
WeSERV West Valley TV Ad	
___ Add One month TV Ad	\$ 150.00

<u>Pinal County Chapter Add-ons</u>	
Education Opportunities—Pinal Chapter Only	
___ Option 1 (1 additional class)	\$ 99.00
___ Option 2 (2 additional classes)	\$ 198.00
___ Option 3 (3 additional classes)	\$ 297.00
Memorial Run (benefits local charities)	
___ Add additional Runner	\$ 25.00
___ Add Bronze Sponsor	\$ 250.00
___ Add Silver Sponsor	\$ 500.00
___ Add Gold Sponsor	\$ 750.00
___ Add Platinum Sponsor	\$1000.00
Golf Tournament (benefits local charities)	
___ Add Individual Golfer	\$ 65.00
___ Add Contest Sponsor	\$ 75.00
___ Add Golf Foursome	\$ 250.00
___ Add Beverage Cart Sponsor	\$ 300.00