

SPONSOR • ENGAGE • ADVERTISE

MAXIMIZE YOUR REACH WITH
IMPACT



CONNECT
WITH 57,000 NC REALTORS®

WELCOME TO NC REALTORS® IMPACT KIT

At NC REALTORS®, we connect you to a thriving community of over 57,000 real estate professionals across North Carolina. Our members are leaders in their communities, shaping the real estate industry and driving decisions that impact local markets.

As one of the largest state REALTOR® associations in the country, we provide unique opportunities for businesses to build meaningful relationships, establish brand visibility, and engage with key decision-makers who have the purchasing power to drive your growth.

BY PARTNERING WITH US, YOUR BUSINESS GAINS UNPARALLELED ACCESS TO:

A Targeted Audience
Engage directly with real estate professionals who influence decisions and investments statewide.



A Trusted Network:
Benefit from our established relationships within the real estate industry.



Customizable Solutions
Tailor your marketing efforts to align with your specific goals.



Explore the possibilities of sponsorships and advertising with NC REALTORS®, and we're here to help your business grow.

WHY SHOULD YOU EXPLORE SPONSORSHIPS?



Networking Opportunities

Sponsorships open doors to direct interaction with REALTORS® at premier events, where personal connections build trust, foster relationships, and create lasting business opportunities.



Targeted Exposure to Decision-Makers

Tap into a network of over 57,000 real estate professionals who play pivotal roles in their businesses and communities. Your brand will be seen by those who matter most.



Enhanced Brand Visibility

Our multi-channel sponsorship approach ensures that your brand stays top-of-mind through face-to-face events, print media, and digital platforms, creating consistent and impactful visibility.

READY TO GET STARTED?



Digital Advertising Opportunities

Our exceptional email open rates and click-through rates amplify your visibility.



Seasonal/Quarterly Sponsorship

Focus on specific times of the year for strategic impact.



Annual Sponsorship Packages

Enjoy year-round exposure with tailored perks.

WHY SHOULD YOU EXPLORE ADVERTISING?



WHY CHOOSE ADVERTISING?



READY TO GET STARTED?



Digital Advertising Opportunities

Our exceptional email open rates and click-through rates amplify your visibility.



Seasonal/Quarterly Sponsorship

Focus on specific times of the year for strategic impact.



Annual Sponsorship Packages

Enjoy year-round exposure with tailored perks.

MEETING SPONSORSHIP OPPORTUNITIES

NC REALTORS® PROVIDES NUMEROUS OPPORTUNITIES TO INTERACT WITH INDUSTRY LEADERS, BROKERS, ASSOCIATION EXECUTIVES & MORE AT OUR ANNUAL EVENTS.

WINTER LEADERSHIP MEETINGS

January 27 – 31, 2025

Marriott I Benton Convention Center
Winston-Salem, NC

This comprehensive, leadership program is targeted toward some of the brightest, energetic minds in NC's real estate industry. REALTORS® take part in the Vision Quest/ Winter Leadership Meetings because they are getting ready to take on future leadership roles on a local association's board or committee. Don't miss the chance to have company exposure with current and future N.C. real estate industry leaders.

[VIEW PACKAGE](#)

LEGISLATIVE MEETINGS

April 7-9, 2025

Marriott City Center
Raleigh, NC

REALTORS® from across the state to join together to show a unified voice for the real estate industry in North Carolina. Attendees are the who's who and consist of REALTOR® leaders from state and local boards, committee members, brokers and Association Executives. Estimated attendance is over 300.

[OPPORTUNITIES COMING SOON!](#)

REGIONAL ASSOCIATION EXECUTIVES CONFERENCE

July 19-22, 2025

Hotel Ballast Wilmington, NC

This education-packed event brings together association executives from North Carolina and Georgia. Connect with over 150 influential association executives and association department heads at this three-day education and networking event.

[OPPORTUNITIES COMING SOON!](#)

CONVENTION

October 20-23, 2025

Harrah's Cherokee Casino & Resort,
Cherokee, NC

Our largest and most popular event of the year aims to inspire, motivate and educate REALTORS® from across North Carolina. This is a wonderful opportunity for exhibitors and conference sponsors to meet face-to-face and do business with top real estate leaders.

[OPPORTUNITIES COMING SOON!](#)

Email Marketing Rates & Size		
AD PLACEMENT	Size & Specs	PER EMAIL PRICING
Member Benefits Rundown Billboard	570 px x 140 px; URL 20-30 words of text for the non-html version.	<input type="checkbox"/> \$2,500
Education Email	570 px x 140 px; URL 20-30 words of text for the non-html version.	<input type="checkbox"/> \$2,500

All rates are net and include free color. Call for special pricing on custom ads, inserts, reply cards, etc.

Publication trim size: 8.375" x 10.875". All full-bleed ads must have an 1/8" bleed (0.125") extended on all four sides. Please send ads as a high-quality PDF **WITHOUT** trims or printer marks.

Insight Print & Digital Advertising					
AD TYPE	Final Size	1 Issue	2 Issues	3 Issues	4 Issues
Quarter-Page Ad – Vertical (NO Bleed)	3.5" x 4.75"	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,100 each	<input type="checkbox"/> \$1,000 each	<input type="checkbox"/> \$900 each
Half-Page Ad – Horizontal (NO Bleed)	7.25" x 4.75"	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,500 each	<input type="checkbox"/> \$1,400 each	<input type="checkbox"/> \$1,250 each
Full-Page Ad (With Full-Bleed)	8.625" x 11.125"	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,950 each	<input type="checkbox"/> \$1,850 each	<input type="checkbox"/> \$1,700 each

Advertisement is exclusive per email. Delivered bi-monthly; may be adjusted for federal holidays (delivery dates are approximate). One billboard ad position available per email.

INSIGHT MAGAZINE

Insight, NC REALTORS®' quarterly print and electronic magazine, is mailed directly to over 57,000 REALTORS® from across the state and is available 24/7 on NC REALTORS®' website, social media and on mobile devices. The goal of Insight is to serve our advertisers and readers through eye-catching design, creative photography and feature articles on the people, events and trends that shape the real estate industry. Digital Insight ads link directly to your website, bringing the traffic to you.

EMAIL MARKETING

Email marketing is one of the most cost-effective and powerful marketing tools available today. It's timely, targeted, measurable and relevant. Boost your company's visibility and connect directly with North Carolina's most active real estate professionals with a text or graphic ad in our Partners Program email series. This bi-monthly email is distributed to an average of over 45,000 email subscribers and showcases products and services favored by our members, ensuring maximum exposure and engagement.



INSIGHT MAGAZINE, DIGITAL AND WEB ADVERTISING

NC REALTORS® INSERTION ORDER & ADVERTISING AGREEMENT

Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Name of Advertiser _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____

E-mail _____

Creative Services Notes _____

Total Cost _____ Date _____

Signature _____

I understand that I am bound by the guidelines, deadlines and rates published on the Insight and Web Advertising Rate Card And Specifications and by the terms and conditions stated in this insertion order.

METHOD OF PAYMENT

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa MasterCard® American Express

Credit Card Number _____ Exp. Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____

Card Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

EXCLUSIVE Annual Sponsorship Benefits & Privileges				
ELECTRONIC MEDIA & PRINT PUBLICATION	Silver	Gold	Platinum	Diamond
4 email ads *quarterly			✓	✓
4 magazine ads (full page) *quarterly			✓	✓
2 email ads (Gold and Silver only) *quarterly	✓	✓		
2 magazine ads (½ page) *quarterly	✓	✓		
Registration on Arrival Sponsor *Your logo will be displayed on the event registration platform during all NCR annual events				✓
Online event registration				✓
"Know Before You Go" for all NCR events				✓
ANNUAL CONVENTION & EXPO	Silver	Gold	Platinum	Diamond
Banner at NC REALTORS® convention (provided by sponsor)				✓
Digital or Gobo display at the convention			✓	✓
Tabletop display in the vendor area during the annual convention	✓	✓		
Interactive kiosk during the annual convention			✓	✓
Sponsor recognition and website link on the convention webpage	✓	✓	✓	✓
Exclusive sponsorship of an NC REALTORS® education session during convention				✓
Exclusive sponsorship of NC REALTORS education session during convention				✓
OTHER ANNUAL MEETINGS & EVENTS	Silver	Gold	Platinum	Diamond
Opportunity to display materials at major NC REALTORS® events ⁴		✓	✓	✓
Sponsorship Recognition on the Annual Sponsor Banner displayed at NC REALTORS® meetings and digital slides looped throughout NCR events .		✓	✓	✓
Sponsor recognition in Inaugural program	✓	✓	✓	✓
TOTAL	\$4,000	\$5,000	\$8,500	\$13,500

SPONSORSHIP OPPORTUNITIES

NC REALTORS® SPONSORSHIP AGREEMENT FORM

Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____

E-mail _____

Date _____

ANNUAL SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in.

SILVER (\$4,000) GOLD (\$5,000) PLATINUM (\$8,500) DIAMOND (\$13,500)

METHOD OF PAYMENT

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa MasterCard® American Express

Credit Card Number _____ Exp. Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____

Signature _____ Date _____

APPLICATION

Application for an NC REALTORS® premier sponsorship must be made on the form provided by NC REALTORS®, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is canceled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

PAYMENT

Full payment is due on or before January 1 of sponsorship year. An additional administrative charge of \$250 will be due on payments received later than March 29 of sponsorship year. Applicants will not be entitled to sponsorship benefits until full payment has been received.

NATURE OF RELATIONSHIP

Acceptance by NC REALTORS® of an application for a premier sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.

NC REALTORS® WINTER LEADERSHIP MEETINGS



Sponsorship Opportunities

Vision Quest & Winter Leadership Meetings | January 27–31, 2025 Marriott Winston-Salem/ Benton Convention Center Winston Salem

This comprehensive, leadership program is targeted toward some of the brightest, energetic minds in NC's real estate industry. REALTORS® take part in the Vision Quest/Winter Leadership Meetings because they are getting ready to take on future leadership roles on a local association's board or committee. Don't miss the chance to have company exposure with current and future N.C. real estate industry leaders.

Sponsorship Name	Date	Cost	Sold
Registration Desk Sponsor	Monday, January 27 – Friday, January 31	\$3,500	
Spokesperson Training Sponsor	Monday, January 27	\$2,500	
Vision Quest Welcome Reception Sponsor	Tuesday, January 28	\$4,000	
Vision Quest Breakfast Sponsor	Wednesday, January 29	\$3,500	
Vision Quest Session Sponsor (7 Opportunities)	Wednesday, January 29	\$3,000	
Vision Quest Lunch Sponsor	Wednesday, January 29	\$5,000	
Wifi Sponsor	Monday, January 27 – Friday, January 31	\$4,000	
E-mail Sponsor	Leading up to and during the event	\$3,000	
Welcome Bag Sponsor	Monday, January 27 – Friday, January 31	\$2,500	
AM Break Sponsor	Wednesday, January 29 10:00 am–10:15 am	\$1,500	
PM Break Sponsor	Wednesday, January 29 2:15 pm–2:30 pm	\$1,500	
Tabletop Sponsor	Wednesday, January 29 – Thursday, January 30	\$1,000	

Sponsorship Opportunities Continued

Registration Desk Sponsor \$3,500 | January 27–31

Enjoy maximum exposure by displaying your banner and promotional materials at the registration desk. Your logo will be prominently placed on the iPads screens at our registration stations.

- Banner and promotional materials placed at the registration desk (provided by the sponsor)
- Company logo on iPad screens at the registration stations
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence

Spokesperson Training Sponsor \$2,500 | January 27

The ability to address a group confidently is an essential skill in all aspects of business. The Public Speaking R.O.P.E.S. program is a structured, step-by-step guide that offers proven principles and exercises to help anyone feel more comfortable and polished when addressing an audience.

- Tabletop setup outside the meeting room
- Opportunity to introduce the speaker

Vision Quest Welcome Reception Sponsor \$4,000 | January 28

Sponsor the Welcome Reception, where leaders in the industry will come together to network over light bites and cocktails.

- Display event signage and branded cocktail napkins (provided by the sponsor)
- Sponsor acknowledgment during the Welcome Reception
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- Complimentary tabletop display 8:00 am – 4:30 pm 1/29-30

Vision Quest Breakfast Sponsor \$3,500 | January 29

As the breakfast sponsor, your company will have the opportunity to kick off the event and enjoy valuable network opportunities.

- Opportunity to welcome all attendees
- Sponsor acknowledgment during Vision Quest Breakfast
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- Complimentary tabletop display 8:00 am – 4:30 pm (January 29&30)
- 2 complimentary registrations

Sponsorship Opportunities Continued

Vision Quest Session Sponsor \$3,000 | January 29 (7 Opportunities)

Kick off a Vision Quest session with a 3-minute introduction of your company, services and products.

- Opportunity to speak up to 3 minutes to promote your services and products
- Display your promotional materials on the sponsor table in the back of the room (materials provided by the sponsor)
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- Complimentary tabletop display 8:00 am – 4:30 pm (January 29 & 30)
- 2 complimentary registrations

Vision Quest Lunch Sponsor \$5,000 | January 27 | 12:15 PM–1:30 PM

As the lunch sponsor, your company will have the opportunity to introduce the lunch speaker and enjoy valuable network opportunities.

- Opportunity to introduce the lunch speaker
- Sponsor acknowledgment during Vision Quest Lunch
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 2 complimentary registrations

Wi-Fi Sponsor \$4,000 | January 27–31

Help attendees get connected as the official Wi-Fi sponsor with your custom password. Wi-Fi access areas include all event areas, concourses and meeting rooms.

- Provide a premium Wi-Fi network sponsorship opportunity during the event
- Create a customized password to unlock the wireless access
- Tent cards will be provided with your company logo and custom password
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 2 complimentary registrations

Email Sponsor \$3,000 | Leading up to and during the event

Put your company's brand in the inbox of every attendee. This sponsorship includes your prominent placement of your company logo in pre- & post-event emails.

- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 2 complimentary registrations

Sponsorship Opportunities Continued

Welcome Bag Sponsor \$1,000 | January 27–31

Take advantage of this tremendous branding opportunity to have every attendee carrying your logo from the moment they check in at registration and months after the event!

- Branded welcome bags (provided by the sponsor) given to attendees at registration
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 1 complimentary registration

AM Break Sponsor \$1,500 | January 29 | 10:00 AM–10:15 AM

Sponsor our coffee break with your branding on every coffee cup served during the event.

- Branded coffee cups (provided by the sponsor)
- Company pop-up banner and promotional items for the information table (provided by the sponsor)
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 1 complimentary registration

PM Break Sponsor \$1,500 | January 29 | 2:15 PM–2:30 PM

Sponsor our coffee break with your branding on every coffee cup served during the event.

- Branded coffee cups (provided by the sponsor)
- Company pop-up banner and promotional items for the information table (provided by the sponsor)
- Company logo on the event website, on the event app and in pre- & post-event materials and correspondence
- 1 complimentary registration

Tabletop Sponsor \$1,000 | January 29–30

Take advantage of the opportunity to expose your brand to the hundreds of attendees.

- Company listed with logo as sponsor on the event website, on the event app and in pre- & post-event materials and correspondence
- 1 complimentary registration

Registration Form

Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact Person _____

E-mail Address _____

Date _____

Sponsorship Opportunities

Please check the sponsorship(s) your organization is interested in.

- Registration Desk Sponsor \$3,500
- Spokesperson Training Sponsor \$2,500
- Vision Quest Welcome Reception Sponsor \$4,000
- Vision Quest Session Sponsor (7 Opportunities) \$3,000
- Vision Quest Lunch Sponsor \$5,000
- Wifi Sponsor \$4,000
- Email Sponsor \$3,000
- Welcome Bag Sponsor \$2,500
- AM Break Sponsor \$1,500
- PM Break Sponsor \$1,500
- Tabletop Sponsor \$1,000

Additional Sponsor (\$125 each)

Additional Sponsor 1 Name _____

Additional Sponsor 1 E-mail Address _____

Additional Sponsor 2 Name _____

Additional Sponsor 2 E-mail Address _____

Additional Sponsor 3 Name _____

Additional Sponsor 3 E-mail Address _____

Additional Sponsor 4 Name _____

Additional Sponsor 4 E-mail Address _____

Registration Form

Method of Payment

Check made payable to NC REALTORS®.

Mail check to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407

VISA MasterCard® American Express

Card Number _____ Expiration Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____ Card Zip Code _____

Signature _____ Date _____

Event Attendee Liability Waiver and Release of Claims

I desire to willingly participate in the Winter Leadership Meetings (Event) hosted by the NC REALTORS®, a North Carolina not-for-profit corporation (“NCR”) located at 4511 Weybridge Lane, Greensboro, NC 27407. In consideration of being permitted to attend and participate in the Event, and in recognition of NCR’s reliance hereon, I agree to the terms and conditions set forth in this agreement (“Release”).

I assume all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that I may experience or incur in connection with attending the Event. I hereby expressly waive and release any and all claims, covenant not to sue, discharge, and hold harmless NCR, and its officers, directors, employees, agents, and affiliates (collectively, “Releasees”) of and from any such claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating to the Event.

I confirm and agree that I will comply with all of NCR’s [Event Conduct Policies](#). In addition to all other rules and regulations relating to my attendance at the Event, I will comply with all safety protocols and procedures that are imposed by NCR and the Event venue at all times during the Event.

All matters arising out of or relating to this Release will be governed by and construed in accordance with the laws of the State of North Carolina without giving effect to any choice or conflict of law provision or rule. Any claim or cause of action arising under this Release may be brought only in the federal and state courts located in North Carolina and I hereby consent to the exclusive jurisdiction of such courts.

I verify that I have read and understand the information above. I understand that an electronic acknowledgment has the same legal effect and can be enforced in the same way as a written signature. By checking the box below, I am electronically signing this Release.

I agree

2025 INAUGURAL SPONSORSHIP OPPORTUNITIES



Page 1 of 3

Thursday, January 30, 2025 6:45 PM – 10:30 PM

Marriott Winston-Salem | Benton Convention Center | Winston-Salem, NC

What better way to kick-off the new year than with a celebration? The 2025 Inaugural celebrates the installation of John McPherson as President of NC REALTORS®. The Inaugural will be attended by over 300 real estate leaders and also executives from state and local REALTOR® associations across North Carolina. Inaugural sponsors will have the unique opportunity to build REALTOR® relationships in an elegant and relaxed setting while showing support for the new NC REALTORS® president.

Dinner Sponsor – \$6,000

- Pop-up floor banner placement (banner provided by sponsor)
- Recognition and thank you from the podium
- 2 Inaugural tickets

Entertainment Sponsor – \$4,000

- Pop-up floor banner placement (banner provided by sponsor)
- Recognition and thank you from the podium
- 2 Inaugural tickets

Centerpiece Sponsor – \$3,500

- Customized signage on centerpiece (provided by sponsor)
- Company listed as sponsor in the Inaugural program
- Pop-up floor banner placement (provided by sponsor)
- Recognition and thank you from the podium & sponsor signage at table
- 2 Inaugural tickets

Cocktail Hour Sponsor – \$3,500

- Pop-up floor banner placement (banner provided by sponsor)
- Recognition and thank you from the podium
- 2 Inaugural tickets

Supporting Sponsor – \$1,000

- Presentation slide promoting company products and services shown during opening remarks
- Company logo on slideshow during dinner
- Pop-up floor banner placement (banner provided by sponsor)
- Recognition and thank you from the podium
- 2 Inaugural tickets

2025 INAUGURAL SPONSORSHIP REGISTRATION FORM



Please email completed form to Keri Epps-Rashad at kepps-rashad@ncrealtors.org.

Organization_____

Mailing Address_____

City_____ State_____ Zip_____

Phone_____ Fax_____

Contact Person_____

E-mail Address_____

Date_____

Sponsorship Opportunities

Please check the sponsorship(s) your organization is interested in.

- Dinner Sponsor – \$6,000
- Cocktail Hour Sponsor – \$3,500
- Entertainment Sponsor – \$4,000
- Supporting Sponsor – \$1,000
- Centerpiece Sponsor – \$3,500

Additional Sponsor (\$125 each)

Additional Sponsor 1 Name_____

Additional Sponsor 1 E-mail Address_____

Additional Sponsor 2 Name_____

Additional Sponsor 2 E-mail Address_____

Additional Sponsor 3 Name_____

Additional Sponsor 3 E-mail Address_____

Additional Sponsor 4 Name_____

Additional Sponsor 4 E-mail Address_____

2025 INAUGURAL SPONSORSHIP REGISTRATION FORM



Page 3 of 3

Method of Payment

Check made payable to NC REALTORS®.

Mail check to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407

VISA MasterCard® American Express

Card Number _____ Expiration Date _____

Authorized Amount _____ 3-Digit Security Code _____

Name on Card _____ Card Zip Code _____

Signature _____ Date _____

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I assume all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that I may experience or incur in connection with attending the Event. I hereby expressly waive and release any and all claims, covenant not to sue, discharge, and hold harmless NCR, and its officers, directors, employees, agents, and affiliates (collectively, "Releasees") of and from any such claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating to the Event.

I confirm and agree that I will comply with all of NCR's [Event Conduct Policies](#). In addition to all other rules and regulations relating to my attendance at the Event, I will comply with all safety protocols and procedures that are imposed by NCR and the Event venue at all times during the Event.

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I verify that I have read and understand the information above. I understand that an electronic acknowledgment has the same legal effect and can be enforced in the same way as a written signature. By checking the box below, I am electronically signing this Release.

I agree



ANY QUESTIONS?

Keri Epps-Rashad
Director of Strategic Partnerships & Diversity Advocacy

✉ kepps-rashad@ncrealtors.org 📞 336.217.1049

Maurice Brown
Member Programs Manager

✉ mbrown@ncrealtors.org 📞 336.808.4231