

**2024
AFFILIATE
PACKET**



SABOR

**SAN ANTONIO
BOARD of REALTORS®**

**MARKETING & SPONSORSHIP
OPPORTUNITIES**

 www.sabor.com

 (210) 593-1200

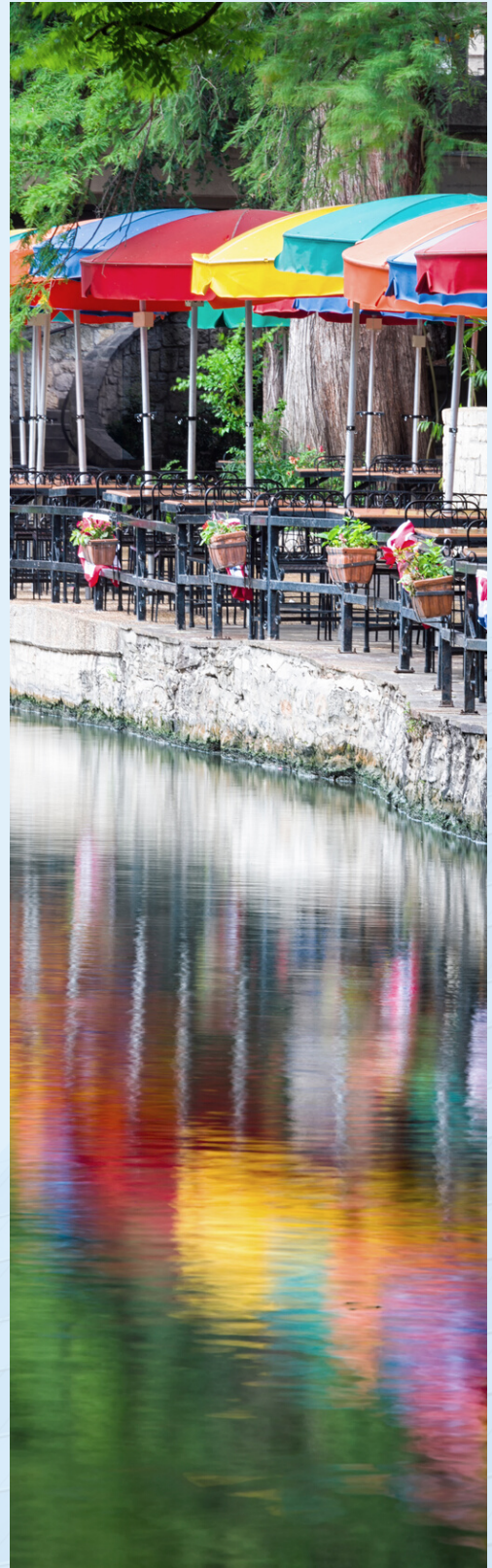
About SABOR

The San Antonio Board of REALTORS® (SABOR) is your primary resource when it comes to finding a REALTOR® and buying and selling in the San Antonio area. SABOR is the largest professional trade organization in San Antonio and represents over 15,000 members.

SABOR is one of over 1,051 local boards and 54 state and territory organizations of REALTORS® nationwide that make up the National Association of REALTORS® (NAR). SABOR's jurisdiction covers Atascosa, Bexar, Frio, Karnes, Kendall, La Salle, McMullen, Medina, Uvalde and Wilson counties.

Our Mission

We advance the real estate industry and empower those we serve through education, advocacy and collaboration.



SABOR Members & Marketing

- REALTOR® Members 16,000+
- Monthly Email Reach 200,000+
- Facebook Page Followers 18,000+
- Instagram Page Likes 6,000+



About REALTORS®

Based on the 2022 National Association of REALTORS® member profile

- **66%** of all REALTORS® were female, up slightly from 65% last year.
- 67% of REALTORS® are licensed sales agents
- 21% hold broker licenses
- 14% hold broker associate licenses
- The typical REALTOR® has 8 years of experience
- **96%** of REALTORS® **reported using a smartphone** nearly every day.
- **68%** of REALTORS® **reported having a website** for business use.
- For professional use, REALTORS® were typically most active on **Facebook, LinkedIn and Instagram.**
- REALTORS® most often **communicate with clients** via **text messaging (94%), telephone (92%)** and **email (90%).**

The Affiliate Advantage

Affiliates are SABOR members who offer services for homeowners and REALTORS®. They are mortgage lenders, photographers, home inspectors, title companies, cleaning services, just to name a few. Become an Affiliate, and you will be listed in SABOR's affiliate directory. Affiliate members have exclusive access to:

- over 15,000 professionals and business owners
- listing in SABOR's affiliate directory
- increased visibility at in-person events and functions
- market advantage and brand elevation to potential clientele
- advertising opportunities with our events, classes and programs
- serve on SABOR committees
- receive SABOR news and publications
- attend state meetings and conventions
- qualify for membership in the Texas Associations of Professionals Federal Credit Union (TAPFCU)

I love being an Affiliate because I have made many new friends, I have grown my business, and the opportunity to collaborate on projects has been wonderful.

-Jennifer Schroen, Affiliate & REALTOR® Development Committee Chair

Committee Opportunities

- Commercial
- Diversity
- Military Advisory
- REALTOR® Builder
- REALTOR® Development
- REALTOR® Outreach
- TREPAC

Affiliate Dues

- Annual Dues: \$240 (pro-rated monthly)
- Application Fee: \$35
- Additional Affiliate Fee: \$25*
- TREPAC: \$40 (voluntary)**
- Charity of Choice: \$1 (voluntary)***
- Total Primary Membership Dues: \$281

*Once a company joins as a primary Affiliate Member, any other members within the company may join as an additional affiliate.

**TREPAC is the Texas REALTORS® Political Action Committee. All contributions are voluntary.

***SABOR's Charity of Choice is SAMMinistries and the San Antonio Food Bank.

.. Contributions to the Texas REALTORS® Political Action Committee(TREPAC), the Texas REALTORS® Federal Political Action Committee(TAR FedPAC), and the REALTOR® Political Action Committee(RPAC) are not deductible for federal income tax purposes. Contributions to the REPAC, TAR Fed PAC, and RPAC are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. The Association will not favor or disadvantage anyone by reason of the amount of their contribution, and you may refuse to contribute without reprisal by the Association. Your contribution is split between TREPAC and TAR FedPAC. Contact the TREPAC administrator at 800-873-9155 for information about the percentages of your contribution provided to TREPAC and to TAR FedPAC. The TAR FedPAC portion is used to support federal candidates--via contributions by TAR FedPAC to RPACand is charged against your limits under 52 U.S.C. § 30116.

January, April, July & October
Expected Attendance: 30 plus

New Member Orientation

\$300



- Booth for two representatives during the event
- 3-minute presentation at the meeting.
- Opportunity to hold a door prize drawing in order to obtain member contact information.
- Signage on tables thanking sponsor.





DIGITAL PUBLICATIONS

The Weekly

The Weekly is emailed to over 15,000 SABOR members every Tuesday. Get your business recognized through a sponsorship on this e-publication.



\$250

Logo on one e-publication with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

\$450

Discounted Price: Logo on two e-publications with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

\$1,200

Discounted Price: Logo on five e-publications with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

Other Publications

These tailored e-publications are sent monthly. Contact Sponsorship



\$250

Logo on one e-publication with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

\$450

Discounted Price: Logo on two e-publications with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

\$1,200

Discounted Price: Logo on five e-publications with 1 -2 sentence company description and link to website (description edits will be at discretion of Communications Department).

Sponsor Promotional Email

This promotional email is available monthly and is exclusive to promoting the sponsor only. The email will go out to all 15,000 plus SABOR members.

\$4,000



Specifications

Exclusive Sponsored Email to all 15,000 plus members

Specifications:

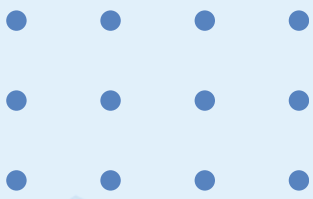
- 200-word maximum including headline and link.
- Headline cannot be longer than 10 words.
- 1 link in the text in body copy of up to 8 words.
- Sponsors cannot "design" ads with different fonts, caps, sizes, text alignment, etc.
- Sponsors must include the name of their company, product, or service somewhere in the text.

*Final email design, content and delivery is at discretion of the Communications Department.

Sponsors shall assume liability for all content (including text, representation, and illustration) of advertisements printed, placed in electronic media, or made available by other means, and shall also assume responsibility for any claims arising there from made against the publisher.



WEBINARS



Webinars are held through committees to provide education and updates to our membership. These will be announced accordingly.

WEBINARS

Expected Attendance: varies

\$200



- Sponsors to provide logo in format (jpeg, pdf, etc.) to appear on promo slide beginning and end of webinar.
- 1 - 2 minute commercial during program to solicit contact info (offer door prize to receive their info).



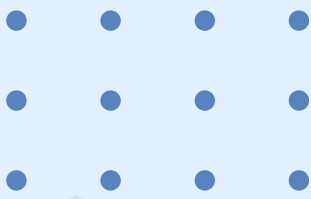


GRI SOCIETY OF SAN ANTONIO

GRI Society of San Antonio

GRI stands for Graduate, REALTOR® Institute. GRI is one of the most widely recognized designations available to real estate professional nationwide, and only those REALTORS® who successfully complete all three GRI courses have the privilege of joining the prestigious group of REALTORS® Institute graduates.





January, March, May, July, September and November

Expected Attendance: 30-40

GRI Society of San Antonio Meetings

GOLD - \$1,000



- Logo to appear on marketing materials, social media posts, agenda & promo slide.
- Recognition at each meeting and on SABOR calendar (within event promotion).
- Two (2) company reps to attend six (6) lunch meetings. Marketing space (booth) prior to/during and after meeting. Space consists of a table & two chairs for your representatives.

SILVER - \$500



- Logo to appear on marketing materials, agenda and on promo slide at lunch.
- One (1) company representative attends two (2) meetings.

COPPER - \$500



- Logo to appear on agenda & promo slide at lunch.



TEXAS REALTORS® LEADERSHIP PROGRAM
MODULES & ALUMNI

TRLP & TRLP Alumni

The Texas REALTORS® Leadership Program educates REALTORS® and Brokers on how to use their talents to make a difference in their professional and personal areas of interest. The program consists of 20 or more advanced real estate professionals.



January, March (2 days available), April, May, June, August and September
Expected Attendance: 25

Texas REALTORS® Leadership Modules

\$500

Morning Sponsor

- Opening program remarks (3 minutes max)
- Company recognition at class
- Signage

\$500

Afternoon Sponsor

- Afternoon program remarks (3 minutes max)
- Company recognition at class
- Signage

\$985

Exclusive Sponsor

- Morning or noon program remarks (5 minutes max)
- Company recognition at class
- Signage
- Class Roster will be provided



October

Expected Attendance: 100-120

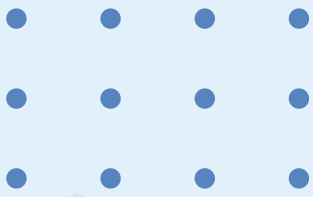
Texas REALTORS® Leadership Graduation

\$2,500

Exclusive Sponsor

- Name or logo to appear on promo slide during event.
- Booth at event.
- Company logo on event program, table tents and social media picture album post.
- Name and logo on invitation (considering print/digital deadlines).
- Logo on 2025 application to include promotion.
- Class Roster.





October
Expected Attendance: 40 plus

Texas REALTORS® Alumni Mixer

\$1,000



Exclusive Sponsor

- 3 minutes of speaking time.
- Logo featured on email invitation & marketing materials.
- Logo featured on table sign during the event.



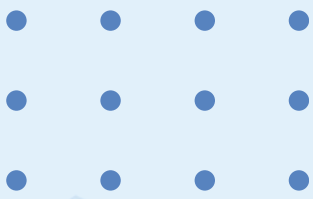


YOUNG PROFESSIONALS NETWORK

Young Professionals Network

The Young Professionals Network fosters networking opportunities for the exchange of ideas affecting today's young professionals and provides opportunities for SABOR members to get involved in community service initiatives.





April & August
Expected Attendance: 25

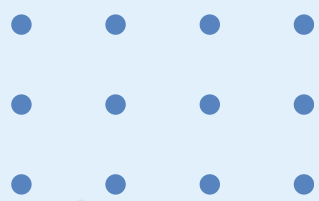
YPN Happy Hour

\$350



- 3 minutes of speaking time.
- Logo featured on marketing materials.
- Logo featured on table sign during the event.





June

Expected Attendance: 80-100

Trivia for TREPAC

\$500



Quiz Master Sponsor (multiple available) - 2 - 3 minutes of speaking time at the event, complimentary team entry (up to 6 players), logo featured on marketing materials, team table tents, and looped slideshow.

\$350



Brain Food & Beverage Sponsor (multiple available) - Complimentary team entry (up to 6 players), logo featured on marketing materials, table tents displayed at the event near the food and beverage stations, and looped slideshow.

\$250



Quick Thinker Sponsor (multiple available) - Logo featured on marketing materials and looped slideshow.

\$40 & UP



Auction Item Sponsor (multiple available) - Item(s) donated are at the vendors discretion. The items donated will reflect who sponsored that auction item on the auction site.





COMMUNITY OUTREACH

Expected Attendance: 25 plus daily
June 3 - 7

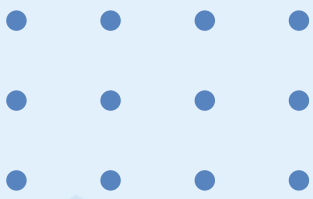
REALTORS® are Good Neighbors

**\$300 per
day of
sponsorship**

Multiple Available

- Company logo featured in The Weekly, email to volunteers, marketing materials and thanked in social media post at the end of the volunteer week.





November

Expected Attendance: 50-80

REALTOR® Vet Connect

\$1,500



Gold (2 available) - Speaking time of 5 minutes at the event, 2 event tickets, vendor booth at event, logo featured on marketing materials, promotional materials provided by company to be given to participants, 2 door prizes given in your company's name at event.

\$1,000



Lunch Sponsor (1 available) - Speaking time of 1 - 3 minutes at event, 2 event tickets, vendor booth at event, logo featured on marketing materials, promotional materials provided by company to be given to event attendees, 1 door prize given in your company's name at event.

\$500



Silver (3 available) - 2 event tickets, vendor booth at event, logo on marketing materials, promotional materials provided by company to be given to event attendees, 1 door prize given in your company's name at event.

Breakfast Sponsor (1 available) - Speaking time of 1 - 3 minutes at event, 2 event tickets, vendor booth at event, logo featured on marketing, 1 door prize given in your company's name at event.

\$200



Bronze (5 available) - 2 event tickets, vendor booth at event, logo featured on marketing materials.



**REALTOR[®]
ACADEMY**

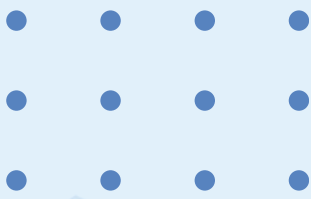
SAN ANTONIO BOARD OF REALTORS[®]



Established in 1978, the REALTOR® Academy is a not-for-profit institution and the longest- running real estate school in Texas. We have the most experienced instructors, lowest course prices, and highest-quality educational resources in the state. Our campus is conveniently located right off I-10 W. We currently offer in-person, virtual and online courses to accommodate any schedule.

Our innovative educational platform and instructors are what set us apart, bringing their practical, real-world experience to each class. Many of our instructors have been in the industry for over a decade and they all have a passion for inspiring and educating real estate professionals at every stage of their careers.





Monthly

Expected Attendance: See below

Continuing Education

There is one “10-minute break” sponsorship opportunity in the morning and one “10-minute break” sponsorship opportunity in the afternoon.

During the 10 minute break, sponsors can share materials, videos or any presentation format they choose with the class.

*Please note, purchased and reserved time slots are non-refundable. If you are late or unable to attend, you will still receive verbal recognition and we will share any materials you provide with the class. For in-person classes, refreshments and snacks are optional.

\$50 Affiliate
\$100 Non-Affiliate

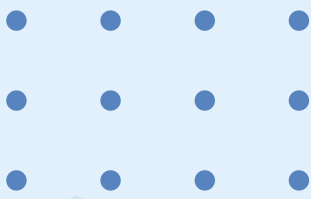


20 students or less

\$100 Affiliate
\$150 Non-Affiliate



20 students or more



Monthly

Expected Attendance: See below

Designations & Certifications

Prices listed under class description



There is one “10-minute break” sponsorship opportunity in the morning and one “10-minute break” sponsorship opportunity in the afternoon.

During the 10 minute break, sponsors can share materials, videos or any presentation format they choose with the class. For in-person classes, refreshments and snacks are optional.

Lunch must be provided for each student from the following approved vendors:



Lunch sponsors (in-person classes only) will have the entire 30-minute lunch break to interact and network with students. The cost is to provide lunch for each student (no sampler or fruit trays) from the approved vendors.



*Please note, purchased and reserved time slots are non-refundable. If you are late or unable to attend, you will still receive verbal recognition and we will share any materials you provide with the class.

Accredited Buyer's Representative Designation (ABR) Certification (2 days)

February, May, November

The benchmark of excellence in buyer representation, this designation provides the expertise needed to serve today's homebuyers as well as access to members-only benefits.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

At Home With Diversity (AHWD) Certification

January, April, July

A ground-breaking professional education initiative designed to provide training and tools to expand their business as well as home ownership opportunities for more Americans.

Expected Attendance: 20

Break Sponsor Affiliate: \$100

Break Sponsor Non-Affiliate: \$150

Military Relocation Professional (MRP) Certification

February, May, August, November

Learn how to work with military and veteran service members to best suit their needs and help them take full advantage of military benefits and support.

Expected Attendance: 29

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

New Home Construction and Buyer Representation (ABR Elective)

January, April, July, October

This course will serve as an introduction to the new homes sales market for real estate sales agents. The course consists of three modules.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

Pricing Strategy Advisor (PSA) Certification

February, June, August, November

At the conclusion of this course, students will be able to: select appropriate comparables and make accurate adjustments to them for use in developing home price opinions.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

Real Estate Negotiation Expert (RENE) Certification (2 days)

February, August

The Real Estate Negotiation Expert (RENE) certification is for agents who want to sharpen their negotiation skills.

Expected Attendance: 20

Break Sponsor Affiliate: \$100

Break Sponsor Non-Affiliate: \$150

Seller Representative Specialist Designation (SRS) Certification (2 days)

March, June, September

Learn and apply the methods, tools and techniques to provide support and services that sellers demand.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

Seniors Real Estate Specialist Designation (SRES) Certification (2 days)

June, October

This course educates REALTORS® to profitably and ethically serve the real estate needs of the fastest-growing market in real estate: clients aged 50 and over.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

Short Sales and Foreclosures (SFR) Certification

March, August, December

Knowing how to help sellers maneuver the complexities of short sales, as well as help buyers, pursue short sale and foreclosure opportunities are not merely good skills to have in today's market-they are critical.

Expected Attendance: 25

Break Sponsor Affiliate: \$115

Break Sponsor Non-Affiliate: \$165

Texas Accredited Commercial Specialist (TACs) (4 days)

February, March, April, June, July, August, September, October, November, December

The Texas Accredited Commercial Specialist certification teaches how to represent clients, perform market analyses, negotiate, and understand property development and management.

Expected Attendance: 25

Break Sponsor Affiliate: \$165

Break Sponsor Non-Affiliate: \$215

Graduate REALTOR® Institute Designation (GRI) (4 days)

February, March, April, May, June, July, August, September, October, November, December

The Texas-specific Graduate REALTOR® Institute (GRI) designation is obtained by attending an intensive series of courses that total 90 hours of classroom instruction. The designation includes courses on marketing, finance, and brokerage.

Expected Attendance: 45

Break Sponsor Affiliate: \$215

Break Sponsor Non-Affiliate: \$265

**For more information
contact:**

**info@realtoracademy.com
or call 210-593-1275**

Thank You

Thank you for your interest in marketing and sponsorship opportunities.



Contact

sponsorships@sabor.com

