



## 2011 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### SPONSORSHIPS

#### PROGRAM SPONSORS

Cost: \$1,800

This sponsorship accepts a small number of companies and includes the following benefits at three of AOBA's major events - AOBA's Annual Meeting & Awards Luncheon; the TOBY Awards Celebration, and Leadership Awards Program:

- Continuous running of your company logo on the front page of AOBA's website;
- Listing in the special section of AOBA's web dedicated to the events, with a link to your own website;
- Inclusion of your logo, phone number and web address on glossy programs which are distributed at the three well-attended events throughout the year;
- Listing in the Annual Meeting flyer and great exposure at the June TOBY and November Leadership events;
- Acknowledgement in any PowerPoint presentations shown at the events;
- Two large signs, that AOBA has made, displaying all sponsor logos at the event, and;

Solicitations for this sponsorship begin late November with a mid-December deadline to confirm.

#### TOBY AWARDS SPONSORSHIPS

Following are the various levels of TOBY sponsorship and their costs. Please visit AOBA's website, [www.aoba-metro.org](http://www.aoba-metro.org) and click on About/ Awards/ TOBY Awards. You will find a TOBY Sponsor Benefits Sheet listing all the benefits in each category:

GOLD	\$5,000
SILVER	\$2,500
BRONZE	\$1,000
PATRON	\$500
CONTRIBUTOR	\$250

Solicitations for this sponsorship begin late November with a mid-December deadline to confirm.

## **GOLF TOURNAMENT SPONSORSHIPS**

AOBA's Golf Tournament is scheduled for the fall of each year, and the planning process begins in February-March.

Sponsorships range from \$500.00 for Tee/Green (reserved for Owner/Manager AOBA members) to \$5,000.00 for Premier Sponsors. As opposed to sponsorship "Levels", AOBA member companies sponsor various activities; the cost commensurate with the level of exposure to the sponsor. Signage is provided by AOBA to the sponsor. Following are a few examples of golf sponsorships:

Beverage Stand, \$800.00  
Golfers' Gift, \$1,000.00  
Exclusive Contest, \$2,000.00  
Caddies, \$2,500.00  
Golf Carts, \$2,500.00  
Premier, \$5,000.00

There are several other options. Previous sponsors are given "right of first refusal" to take their previous sponsorship, in many cases. Companies should get in touch with Pam Oeler, Director of Special Events, who directly manages assignment of all sponsorships.

Golf sponsors enjoy exposure at the event, in AOBA's newsletter and on the Web.

## **HOLIDAY CELEBRATION SPONSORSHIP**

Holiday Celebration sponsorship solicitation begins in late October of each year. There are various activities available for sponsorship. They include, but are not limited to:

MARTINI BAR	\$5,000
DESSERT BAR	\$5,000
ENTERTAINMENT	\$5,000
OPEN BAR	\$2,000 (group sponsorship)

AOBA provides prominent signage to Holiday sponsors, who are acknowledged in the newsletter as well as on the web.

Companies should get in touch with Pam Oeler, Director of Special Events, who directly manages assignment of all sponsorships.

## ADVERTISING

### ***Inside AOBA*** (Monthly Print Newsletter)

AOBA prints an 8-page full-color newsletter, *Inside AOBA* which is mailed to approximately 1300 real estate professionals. Ads must be received by the 15th of the month to be considered for the following month's publication. Due to space constraints, ads are accepted on a first-come, first-served basis. For annual advertising contracts, AOBA requires a minimum of two ads to run in rotation.

The following are advertising opportunities:

#### **1/2 page ad: 7.5 inches wide x 4.5 inches tall**

*Member Rate: \$500 per issue or \$5000 per year (11 issues in 2011 – no issue in August)*

*Non-member Rate: \$750 per issue or \$ 7000 per year*

#### **1/3 page ad: 4.875 inches wide x 3.5 inches tall**

*Member Rate: \$ 300 per issue or \$3000 per year (11 issues in 2011 – no issue in August)*

*Non-member Rate: \$450 per issue or \$4500 per year*

#### **1/8 page: 2.33 inches wide x 2 inches tall**

*Member Rate: \$200 per issue; Nonmember Rate: \$300 per issue*

### **AOBA MEMBERSHIP DIRECTORY** (Annual print)

AOBA contracts with Naylor to produce an annual print and online directory. For advertising opportunities, please contact:

Don Henesy, Naylor

800-369-6220

dhenesy@naylor.com

### **AOBA ON-LINE BUYERS' GUIDE**

AOBA contracts with Naylor to produce an annual print and online directory. For advertising opportunities, please contact:

Don Henesy, Naylor

800-369-6220

dhenesy@naylor.com