



Cleveland Realist Association (CRA)
2015 Sponsorship Opportunities



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Message from the President

Dear Prospective Partner:

I would like to start off by thanking you for your taking time to learn more about the Cleveland Realtist Association (CRA), how we are making a difference and how your support can make a difference. Supporters like you are who enable the next generation of real estate professionals to develop the skills they need to make a difference. We invite you and your company to learn more about our organization and to join us in our dedication to the advocacy of “democracy in housing.”

Throughout the year, we participate in initiatives that serve the community and host general meetings and continuing education opportunities with corporate representatives to cultivate our members' interpersonal skills and to foster their professional development.

Last year, my first year as President of the organization, marked a year of change and progression for our group as we updated our branding and marketing strategy. It is my pleasure to report that as a result of these changes were able to effectively bring a variety of educational and networking opportunities to members of the Greater Cleveland real estate community and moderately expand our reach as an organization.

Some highlights from 2014 include our continued success in our year-long programming, with an average of 35 attendees at our monthly membership meetings and networking socials throughout the year. We offered over 25 hours of continued education credit to our membership. These hours assisted our members in meeting their annual CE requirements with the State. We offered many impactful community service initiatives all geared towards providing resources to the community. Finally, we connected with our partners to forge new business and networking opportunities for business growth for all. For these reasons, CRA needs your support to continue making an impact in our communities.

We are incredibly proud of what we have accomplished thus far, and as we start this year we plan to make even greater strides toward increasing and educating our membership, training the next wave of Greater Cleveland real estate professionals and reaching out to the community.

Thank you again for your time and generosity. Please feel free to contact me directly with any questions, or visit us online at www.clevelandrealtist.org.

Sincerely,



Akil S. Hameed, MBA
President, Cleveland Realtist Association
CEO/Broker, FASS Real Estate Services
ahameed@FASS-RES.com
866/861-4761 ext. 202



What is CRA?

The Cleveland Realist Association (CRA) is a local chapter of NAREB®. As a local NAREB chapter, CRA embraces the NAREB ideals and mission of “promoting democracy in housing” and bringing together minority professionals in the real estate industry to promote the meaningful exchange of ideas about our business and how best to serve our clientele. The CRA organization embraces all qualified real estate practitioners who are committed to these ideals and mission. CRA members meet monthly and participate in various community service initiatives.

The National Association of Real Estate Brokers, (NAREB®), is a Real Estate Professional trade organization. NAREB was formed in 1947 by NAREB was founded by twelve chartered African American real estate professionals (one woman and eleven men from seven states, across the United States), out of a need to secure the right to equal housing opportunities, regardless of race, creed, or color, and an alternative for African-Americans who were excluded from the National Association of Realtors (NAR). For over 60 years, NAREB has participated in meaningful legal challenges and has supported legislative initiatives that ensure the availability of fair and affordable housing for all Americans. For more information, visit NAREB online at nareb.org.

Who are CRA members?

CRA (and NAREB) members are called “Realtists” and represent all professional disciplines within the real estate industry including residential and commercial real estate agents and brokers, loan officers, mortgage brokers, title companies, appraisers, insurance agents, and developers. Realtists promote the highest standards of professional integrity and follow a strict code of real estate industry ethics.

List of 2014 Sponsors & Partners

- First Federal Lakewood
- Fifth Third Bank
- The Housing Center
- The City of Cleveland
Department of Community
Development Office of Fair
Housing & Consumer Affairs
- Optima Lender Services
- Farmers Insurance
- Northstar Title Services
- Harvard Title Agency
- PNC
- FirstMerit Bank
- First American Title
Insurance Company
- HSA Home Warranty
- Northeast Ohio Media Group
- Wells Fargo

Sponsorship Opportunities

PLATINUM SPONSORSHIP

CRA Website and Email Marketing	\$375.00
Promotion of up to 3 of your events to CRA membership • Clickable logo and link on CRA website	
2016 Installation Banquet	\$1,000.00
6 tickets to the 2016 Installation Banquet • Banner displayed during event • Logo displayed on event program • Verbal acknowledgment and recognition as "Platinum Sponsor" • Logo included in pre-post event email blasts	
Monthly Meeting/Networking "Meet-up"	\$250.00
Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers	
CRA Happy Hour	\$250.00
Primary sponsor of 1 of 3 CRA Happy Hour events • Logo prominently included in pre-marketing event email blasts • Verbal acknowledgment and recognition as "Platinum Sponsor"	
Realtist Week	\$750.00
Prominently located vendor booth at Realtist Housing Expo • Logo included on printed marketing materials for Realtist Housing Expo and Bowl-A-Thon • Logo included in pre-post event email blasts for Realtist Housing Expo and Bowl-A-Thon • Verbal acknowledgment and recognition as "Platinum Sponsor" at Realtist Housing Expo and Bowl-A-Thon	
CRA Holiday Event	\$500.00
6 tickets to the Holiday Event • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Platinum Sponsor"	
Women in Business Breakfast	\$1,000.00
6 tickets to the Women in Business Breakfast • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Platinum Sponsor"	
Lunch & Learn	\$300.00
Primary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts	
Affiliate Membership	\$500.00
2015 Affiliate Membership in CRA (Quantity of 2)	

TOTAL VALUE **\$4,925.00**

Deadline: March 13, 2015

Pay in full by February 27, 2015 for a \$250 discount.

Sponsorship Opportunities

GOLD SPONSORSHIP

CRA Website and Email Marketing	\$375.00
Promotion of up to 3 of your events to CRA membership • Clickable logo and link on CRA website	
2016 Installation Banquet	\$750.00
4 tickets to the 2016 Installation Banquet • Banner displayed during event • Logo displayed on event program • Verbal acknowledgment and recognition as "Gold Sponsor" • Logo included in pre-post event email blasts	
Monthly Meeting/Networking "Meet-up"	\$250.00
Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers	
CRA Happy Hour	\$250.00
Primary sponsor of 1 of 3 CRA Happy Hour events • Logo prominently included in pre-marketing event email blasts • Verbal acknowledgment and recognition as "Gold Sponsor"	
Realtist Week	\$750.00
Prominently located vendor booth at Realtist Housing Expo • Logo included on printed marketing materials for Realtist Housing Expo and Bowl-A-Thon • Logo included in pre-post event email blasts for Realtist Housing Expo and Bowl-A-Thon • Verbal acknowledgment and recognition as "Gold Sponsor" at Realtist Housing Expo and Bowl-A-Thon	
Women in Business Breakfast	\$750.00
4 tickets to the Women in Business Breakfast • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Gold Sponsor"	
Lunch & Learn	\$300.00
Primary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts	
Scavenger Hunt - Prize Sponsor	\$250.00
Prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "prize sponsor" • Business cards/promotional items attached with prizes	
Affiliate Membership	\$500.00
2015 Affiliate Membership in CRA (Quantity of 2)	
.....	
TOTAL VALUE	\$4,175.00

Deadline: March 13, 2015

Pay in full by February 27, 2015 for a \$250 discount.

Sponsorship Opportunities

SILVER SPONSORSHIP

CRA Website and Email Marketing	\$375.00
Promotion of up to 3 of your events to CRA membership • Clickable logo and link on CRA website	
2016 Installation Banquet	\$500.00
2 tickets to the 2016 Installation Banquet • Banner displayed during event • Logo displayed on event program • Verbal acknowledgment and recognition as "Silver Sponsor" • Logo included in pre-post event email blasts	
Monthly Meeting/Networking "Meet-up"	\$250.00
Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers	
Realtist Week	\$750.00
Prominently located vendor booth at Realtist Housing Expo • Logo included on printed marketing materials for Realtist Housing Expo and Bowl-A-Thon • Logo included in pre-post event email blasts for Realtist Housing Expo and Bowl-A-Thon • Verbal acknowledgment and recognition as "Silver Sponsor" at Realtist Housing Expo and Bowl-A-Thon	
CRA Holiday Event	\$250.00
2 tickets to the Holiday Event • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Silver Sponsor"	
Women in Business Breakfast	\$500.00
2 tickets to the Women in Business Breakfast • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Silver Sponsor"	
Lunch & Learn	\$300.00
Primary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts	
Blood Drive - Raffle Prize Sponsor	\$250.00
Raffle prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "raffle prize sponsor" • Business cards/promotional items attached with raffle prizes	
Affiliate Membership	\$500.00
2015 Affiliate Membership in CRA (Quantity of 2)	
.....	
TOTAL VALUE	\$3,925.00

Deadline: March 13, 2015

Pay in full by February 27, 2015 for a \$250 discount.

Sponsorship Opportunities

BRONZE SPONSORSHIP

Monthly Meeting/Networking "Meet-up"	\$250.00
Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers	
CRA Holiday Event	\$250.00
2 tickets to the Holiday Event • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Bronze Sponsor"	
Lunch & Learn	\$300.00
Primary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts	
Blood Drive - Raffle Prize Sponsor	\$250.00
Raffle prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "raffle prize sponsor" • Business cards/promotional items attached with raffle prizes	
Scavenger Hunt - Prize Sponsor	\$250.00
Prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "prize sponsor" • Business cards/promotional items attached with prizes	
Affiliate Membership	\$250.00
2015 Affiliate Membership in CRA	

TOTAL VALUE **\$1,550.00**

Deadline: March 13, 2015

Pay in full by February 27, 2015 for a \$250 discount.

CRA SCHOLARSHIP PROGRAM SPONSORSHIP

CRA Website and Email Marketing	\$375.00
Promotion of up to 3 of your events to CRA membership • Clickable logo and link on CRA website	
Cleveland Realtist Association Scholarship Fund	\$3,000.00
For one deserving student, monetary aid to cover tuition, books and fees to support the advanced education of an individual showing interest, aptitude and promise of a productive real estate career.	
Customized "Big Check"	\$150.00
With your logo and presentation to recipient photo opportunity.	
Affiliate Membership	\$250.00
2015 Affiliate Membership in CRA	

TOTAL VALUE **\$3,775.00**

Deadline: Ongoing

Sponsorship Opportunities

CRA MEETING SPONSORSHIP

Monthly Meeting/Networking "Meet-up" \$250.00

Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers

Affiliate Membership \$250.00

2015 Affiliate Membership in CRA

TOTAL VALUE \$500.00

Deadline: Ongoing

CRA LUNCH AND LEARN SPONSORSHIP

Lunch and Learn \$300.00

Secondary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts

TOTAL VALUE \$300.00

Deadline: Ongoing

GOLF TOURNAMENT SPONSORSHIP

Platinum
\$5,000.00
Contact for details

Gold
\$3,000.00
Contact for details

Silver
\$1,500.00
Contact for details

Bronze
\$500.00
Contact for details

Deadline: May 15, 2015

ORA STATE CONFERENCE SPONSORSHIP

Gold
\$3,000.00
Contact for details

Silver
\$1,500.00
Contact for details

Bronze
\$500.00
Contact for details

Deadline: May 15, 2015

Sponsorship Opportunities

DESIGN YOUR OWN SPONSORSHIP

Choose the events and advertising that appeals to you most. Select THREE or more and we'll take 15% off the total. Must choose a min. of 2

- CRA Website and Email Marketing** **\$375.00**
 Promotion of up to 3 of your events to CRA membership • Clickable logo and link on CRA website
Deadline: Ongoing

- 2016 Installation Banquet** **\$1,000.00**
 6 tickets to the 2016 Installation Banquet • Banner displayed during event • Logo displayed on event program • Verbal acknowledgment and recognition as "Platinum Sponsor" • Logo included in pre-post event email blasts
Deadline: December 4, 2015

- Realtist Week** **\$750.00**
 Prominently located vendor booth at Realtist Housing Expo • Logo included on printed marketing materials for Realtist Housing Expo and Bowl-A-Thon • Logo included in pre-post event email blasts for Realtist Housing Expo and Bowl-A-Thon • Verbal acknowledgment and recognition as "Platinum Sponsor" at Realtist Housing Expo and Bowl-A-Thon
Deadline: March 13, 2015

- CRA Holiday Event** **\$500.00**
 6 tickets to the Holiday Event • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Platinum Sponsor"
Deadline: December 4, 2015

- Women in Business Breakfast** **\$1,000.00**
 6 tickets to the Women in Business Breakfast • Banner displayed during event • Logo included on printed marketing materials • Logo included in pre-post event email blasts • Verbal acknowledgment and recognition as "Platinum Sponsor"
Deadline: May 15, 2015

- Monthly Meeting/Networking "Meet-up"** **\$250.00**
 Primary sponsor of 1 of 10 monthly meeting/networking "meet-up" events • Logo prominently included in pre-marketing event email blasts • Ability to have 1-2 representative(s) as featured event speakers
Deadline: Ongoing

- Lunch & Learn** **\$300.00**
 Secondary sponsor of 1 of 10 monthly Lunch & Learn continuing education courses • Logo displayed on all marketing materials for class • Logo included in pre-post event email blasts
Deadline: Ongoing

- Blood Drive - Raffle Prize Sponsor** **\$250.00**
 Raffle prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "raffle prize sponsor" • Business cards/promotional items attached with raffle prizes
Deadline: December 4, 2015

- Scavenger Hunt - Prize Sponsor** **\$250.00**
 Prize(s) will be provided in your name in the total amount of \$250 • Logo listed on all marketing materials as "prize sponsor" • Business cards/promotional items attached with prizes
Deadline: May 15, 2015

Events & Initiatives

MONTHLY MEETING/NETWORKING “MEET-UP”

Purpose:

Monthly Meeting/Networking “Meet-ups” serve as CRA General Body Meetings. The primary objective of these events is to discuss the organization’s plans, contributions and events, and to provide a platform for other industry professionals to educate and inform CRA members on products and services to assist them in how they do business. These events also provide members with the opportunity to network and reconnect with one another and other industry professionals in a comfortable environment.

CRA HAPPY HOUR

Purpose:

Much like monthly networking meet-ups, CRA Happy Hours are for current members to network and connect with one another and other industry professionals, and also connect with prospective members; however in a more relaxed public venue, such as a restaurant or bowling alley. Happy Hours are engaging events meant to foster a greater sense of camaraderie amongst industry professionals.

REALTIST WEEK

Purpose:

Every year since the founding NAREB, normal business is set aside for one full week to celebrate the true meaning and mission of the organization. Realtist Week, taking place in the month of April. The national organization selects themes for the week and the local chapters plan a week of activities around them (i.e. Sunday-“Day of Worship and Prayer”, Monday-“Youth Education Day”, Tuesday-“Membership Recruitment & Affiliate Display Day”, Wednesday-“Meet Your Local City and State Officials on Real Estate Issues”, Thursday-Going Green!!, Friday- Realtist Expo Day- Operation R.E.D., Saturday- Nationwide Housing Expo Day- “Moving Upward... Moving Home”).

CRA HOLIDAY EVENT

Purpose:

The annual CRA Holiday Event is a party with a purpose! The holiday event offers a unique opportunity for members and leadership to bond with each other, while coming together to collect goods for donation to a worthy cause or person(s) in need. Giving back is a big part of the holiday season for CRA whether giving in spirit through initiatives like toy drives and canned food drives.

Events & Initiatives

WOMEN IN BUSINESS BREAKFAST

Purpose:

The Women in Business Breakfast will honor the area's most influential women. The breakfast will be attended by industry-leading executives, entrepreneurs and business owners, who have mastered their industries and are admired by the business community.

LUNCH & LEARN

Purpose:

A lunch & learn is an opportunity to get in from of real estate professionals by offering a training or information session during a lunch hour. This is an intimate way to engage directly with industry professionals about your products or services.

SCAVENGER HUNT

Purpose:

CRA will be devising a fun Scavenger-Hunt-meets-extreme-Open-House! The event will send participants around the city through Open Houses to solve house-and neighborhood-related mysteries and puzzles, answer trivia questions and successfully complete surprise challenges. Teams will strategize and navigate through open houses, Habitat for Humanity projects and other home-related locations of supporting sponsors.

BLOOD DRIVE

Purpose:

Giving blood is a simple thing to do, but it can make a big difference in the lives of others. CRA will be bringing industry pro together to help save lives through a blood drive.

2016 INSTALLATION BANQUET

Purpose:

Installing new officers is a very important procedure in CRA operations and has a very special significance to both the newly elected officers and to members. The installation will be attended by industry-leading executives, entrepreneurs and business owners, and other notables in the local business community

Sponsorship Disclaimer

Sponsors are responsible for ensuring that material submitted for inclusion on our Website or in our marketing is accurate and complies with applicable laws. We are not responsible for the illegality or any error, inaccuracy or problem in the sponsor's materials.

The inclusion of Third Party Advertisements does not constitute an endorsement, guarantee, warranty or recommendation by the Cleveland Realist Association and we make no representations or warranties about any product or service therein.

We may allow access to or advertise certain third-party product or service providers ("Members") from which you may purchase certain goods or services. You understand that we do not operate or control the products or services offered by Members. Members are

responsible for all aspects of fulfillment and customer service. We are not a party to the transactions entered into between you and Members.

You agree that use of or purchase from such Members is at your sole risk and is without warranties of any kind by us, expressed, implied or otherwise. We are not liable under any circumstances for any damages arising from transactions between you and members or for any information appearing on member websites or any other website linked to or from our website.

With regard to our relationship to Members neither party has authority to make any representations or commitments on behalf of the other. CRA is not responsible for damages arising from the transactions between you and members.

Cleveland Realist Association

SPONSORSHIP ORDER FORM

COMPANY INFORMATION

Company Name _____

Address _____

Website _____

Phone _____

SPONSORSHIP CONTACT INFORMATION

Person to receive future sponsorship communication.

Name _____

Title _____

Email _____

Phone _____

SPONSORSHIP OPPORTUNITIES

Indicate the item:

- Platinum Sponsor** (\$4,925 Value)
- Gold Sponsor** (\$4,175 Value)
- Silver Sponsor** (\$3,925 Value)
- Bronze Sponsor** (\$1,550 Value)
- CRA Scholarship Program Sponsor** (\$3,775 Value)
- CRA Meeting Sponsor** (\$500 Value)
- CRA Lunch & Learn Sponsor** (\$300 Value)
- Design Your Own Sponsorship**
Choose the events and advertising that appeals to you most.
Select THREE or more and we'll take 15% off the total.
Must choose a min. of 2
 - CRA Website and Email Marketing (\$375 Value)
 - 2016 Installation Banquet (\$1,000 Value)
 - Realist Week (\$750 Value)
 - CRA Holiday Event (\$500 Value)
 - Women in Business Breakfast (\$1,000 Value)
 - Monthly Meeting/Networking "Meet-up" (\$250 Value)
 - Lunch & Learn (\$300 Value)
 - Blood Drive - Raffle Prize Sponsor (\$250 Value)
 - Scavenger Hunt - Prize Sponsor (\$250 Value)

TOTAL: _____

For ORA State Conference and Golf Tournament sponsorship contact us for details at info@clevelandrealist.org.

PAYMENT INFORMATION

- Check/Money Order enclosed, payable to Cleveland Realist Association
- Charge my credit card
 - Visa MasterCard AmEx Discover

Card No. _____

Expiration Date _____

Security Code _____

Signature _____

Name on Card _____

LOGO SUBMISSION

Please submit your logo to info@clevelandrealist.org. Logo must be vector (ai, eps), or high resolution png, tif, or jpg image at 300 dpi, no less than 3"x 3".

PLEASE RETURN THIS FORM TO:

Cleveland Realist Association
P.O.Box 201744
Cleveland, Ohio 44120
info@clevelandrealist.org

ABOUT CLEVELAND REALIST ASSOCIATION

The Cleveland Realist Association (CRA) is a local chapter of NAREB®. As a local NAREB chapter, CRA embraces the NAREB ideals and mission of "promoting democracy in housing" and bringing together minority professionals in the real estate industry to promote the meaningful exchange of ideas about our business and how best to serve our clientele. The CRA organization embraces all qualified real estate practitioners who are committed to these ideals and mission. CRA members meet monthly and participate in various community service initiatives.

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Dedicated To "Democracy In Housing" Since 1947