

The background of the entire page is a photograph of a business meeting. In the foreground, two people in business suits are shaking hands. In the background, other people are visible, some looking at a tablet or laptop. The scene is brightly lit, suggesting an office environment.

Bloomington-Normal Association of REALTORS®

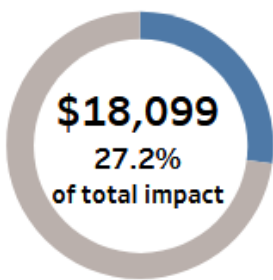
2020 Affiliate Member Partnership Program

Expand Your Professional Network
Promote Your Business
Learn Invaluable Industry Insights
Gain Industry Exposure

According to the National Association of REALTORS, in 2018 alone the total economic impact of a home sale in the State of Illinois was

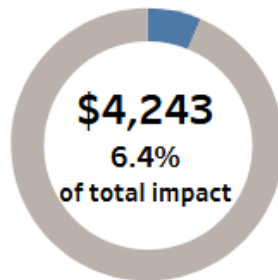
\$66,583

Income generated from real estate industries



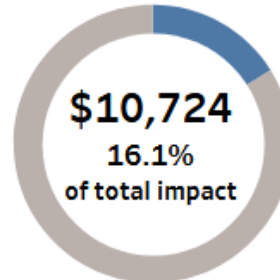
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Expenditures related to home purchase



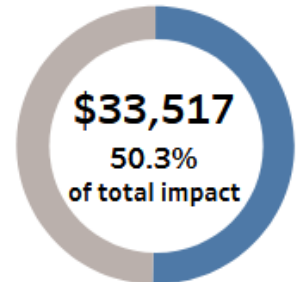
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Multiplier of housing related expenditures



+

New home construction



That is a significant impact invested back into the economy through local businesses just like YOURS.

WHO can become an Affiliate Member?

Any one whose business or industry supports the Real Estate market and is looking for the competitive edge to expand their market influence and enhance their professional network through meaningful relationship-building opportunities.

HOW do you become an Affiliate Member?



Select which of our 4 Membership Levels is a best fit for your business. Our exclusive Affiliate Partner Program allows you to be in control of your level of affiliation by giving you a tailored menu to suit your needs!

Complete and return the attached Membership Registration form with contact information of primary and all Secondary affiliate members being included. Payment will be billed upon receipt of the form.

WHY become an Affiliate Member?

1) BECOME A TRUSTED INDUSTRY PARTNER

First and foremost, our membership vetting process makes you a TRUSTED industry partner with our REALTOR members. This means unlimited referral opportunities from our network of members to help grow your business.

2) MEMBER ACCESS

Being a BNAR member gives you direct access to 440+ area REALTORS, all who use the services of our affiliate members in their real estate transactions. You'll also receive access to the full BNAR Member Roster for lead generation.

3) BRAND AWARENESS

Increase your visibility and build brand recognition with logo placement and company recognition on the BNAR website, social media pages and e-newsletter affiliate spotlights promoting you and your business to our network of REALTORS. You will also be eligible for recognition as 'Affiliate of the Year' presented at the annual BNAR Awards Ceremony.

4) NETWORKING/SPONSORSHIP OPPORTUNITIES

Build and strengthen business connections through numerous event sponsorship opportunities and participation in Association Committees, volunteer opportunities and social networking events. By joining the BNAR you will be able to network one-on-one with THE people in the community that can bring you business.

5) STAY UP-TO-DATE ON ALL THINGS REAL ESTATE

Receive up-to-date, real-time information on legislation and other hot topics that directly affect the real estate industry and therefore your business. You will also stay in-the-know by receiving all Association communications via emails, texts, closed social groups and the weekly e-newsletter.

2019 Program Levels

\$3,392

Only 6 Opportunities Available - First Come, First Paid

- Total value of package as a Non-Platinum member is \$5,520
- 1 Primary and 5 Additional Memberships included in package
- Inclusion into the BNAR Young Professionals Network for all 6 Affiliate Members
- Attendance to ALL BNAR networking opportunities and events

Networking/Sponsorship Opportunities

All Sponsorships include recognition on all signage and promotional event communications via website, social media, email and e-newsletter with company logo, recognition at the event and opportunity to network with members during event attendance.

- Host and Sponsor (1) General Membership Meeting
 - Includes up to 15 minutes to present a topic of your choice to the group.
- (1) Happy Hour Sponsorship
- (1) YPN Event or Power Hour Sponsorship
- (1) Hole Sponsorship at BNAR Golf Outing
- (1) Breakfast & Break or Lunch Sponsorship at a BNAR Education Class
 - Includes opportunity to speak to the group prior to the start of class
- (1) Lunch & Learn Sponsorship
- Opportunity to serve on ALL BNAR Committees and Task Forces

Brand Awareness

- Full page, color flyer in the New Member Welcome Binder
- Logo on ALL weekly e-newsletters (52 per year)
- 1/2 page Affiliate Spotlight with outbound link to your website in the weekly BNAR e-newsletter distributed to over 500 REALTOR and Affiliate BNAR members. (3 times per year)
- Logo prominently displayed with other Platinum and Gold Members on the 'Affiliate Partners' Page on the BNAR website with outbound link to your website
- Listed as a trusted partner in the Affiliate Directory of the BNAR website
 - Company listing includes logo, affiliate member names, contact info, head shots and external link to company website
- Affiliate Spotlight in the Closed BNAR Facebook group accessible only to our members
- Affiliate Spotlight in the Public BNAR Facebook group accessible to members and the public.

Member Access

- Table at the BNAR New Member Orientations during the lunch break to meet and network with new members. (4 times per year)
- Inclusion into the BNAR Closed Facebook Group to stay up to date on news and events
- Receive the BNAR Membership Roster with contact information of our 500+ Members (upon request)
- Receive the weekly BNAR e-newsletters
- Receive the BNAR Monthly Housing Statistics
- VIP Table for 8 to the annual President's Charity of Choice event
- Team of 4 to play in BNAR Golf Outing (4) Lunches and (4) Dinners for Golf Outing Hole Attendees
- (4) Hours use of BNAR Meeting Room Holds up to 60 people, A/V equipment available

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2020 Program Levels

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\$1,796

Only 8 Opportunities Available - First Come, First Paid

- Total value of package as a Non-Gold member is \$3,437
- 1 Primary and 4 Additional Memberships included in package
- Inclusion into the BNAR Young Professionals Network for all 5 Affiliate Members
- Attendance to ALL BNAR networking opportunities and events

Networking/Sponsorship Opportunities

All Sponsorships include recognition on all signage and promotional event communications via website, social media, email and e-newsletter with company logo, recognition at the event and opportunity to network with members during event attendance.

- (1) Happy Hour Sponsorship
- (1) YPN Event or Power Hour Sponsorship
- (1) Hole Sponsorship at BNAR Golf Outing
- (1) Breakfast & Break or Lunch Sponsorship at a BNAR Education Class
 - Includes opportunity to speak to the group prior to the start of class
- (1) Lunch & Learn Sponsorship
- Opportunity to serve on ALL BNAR Committees and Task Forces

Brand Awareness

- 1/2 page Affiliate Spotlight with outbound link to your website in the weekly BNAR e-newsletter distributed to over 500 REALTOR and Affiliate BNAR members. (2 times per year)
- Logo prominently displayed with other Platinum and Gold Members on the 'Affiliate Partners' Page on the BNAR website with outbound link to your website
- Listed as a trusted partner in the Affiliate Directory of the BNAR website
 - Company listing includes logo, affiliate member names, contact info, head shots and external link to company website
- Affiliate Spotlight in the Closed BNAR Facebook group accessible only to our members
- Affiliate Spotlight in the Public BNAR Facebook group accessible to members and the public.

Member Access

- Inclusion into the BNAR Closed Facebook Group to stay up to date on news and events
- Receive the BNAR Membership Roster with contact information of our 500+ Members (upon request)
- Receive the weekly BNAR e-newsletters
- Receive the BNAR Monthly Housing Statistics
- (3) Lunches and (3) Dinners for Golf Outing Hole Attendees at the Annual Golf Outing
- (2) Hours use of BNAR Meeting Room Holds up to 60 people, A/V equipment available



2020 Program Levels

SILVER

\$991

No restrictions on number of Silver Level Memberships Available

- Total value of package as a Non-Silver member is \$1,991
- 1 Primary and 2 Additional Memberships included in package
- Inclusion into the BNAR Young Professionals Network for all 3 Affiliate Members
- Attendance to ALL BNAR networking opportunities and events

Networking/Sponsorship Opportunities

- (1) Hole Sponsorship at BNAR Golf Outing
 - Includes recognition on all signage and promotional event communications via website, social media, email and e-newsletter with company logo, recognition at the event and opportunity to network with members during event attendance.
- Opportunity to serve on ALL BNAR Committees and Task Forces

Brand Awareness

- 1/2 page Affiliate Spotlight with outbound link to your website in the weekly BNAR e-newsletter distributed to over 500 REALTOR and Affiliate BNAR members. (1 times per year)
- Listed as a trusted partner in the Affiliate Directory of the BNAR website
 - Company listing includes logo, affiliate member names, contact info, head shots and external link to company website
- Affiliate Spotlight in the Closed BNAR Facebook group accessible only to our members
- Affiliate Spotlight in public BNAR Facebook group accessible to members and the public

Member Access

- Inclusion into the BNAR Closed Facebook Group to stay up to date on news and events
- Receive the BNAR Membership Roster with contact information of our 500+ Members (upon request)
- Receive the weekly BNAR e-newsletters
- Receive the BNAR Monthly Housing Statistics
- (2) Lunches and (2) Dinners for Golf Outing Hole Attendees at the Annual Golf Outing
- (1) Hours use of BNAR Meeting Room Holds up to 60 people, A/V equipment available

LOGO REQUIREMENTS

As a Platinum, Gold or Silver Affiliate Partner you will have numerous opportunities to have your company logo displayed for promotional purposes. So that we may best display your logo, please provide us with (1) Full color and (1) white colored logo of HIGH RESOLUTION (at least 300dpi resolution or 1MB or more in size). Files should be .png or .jpg format. Please also send any brand guidelines for logo use if available in PDF format.

For questions and to submit files, please contact Michelle Gudgel, Marketing Director at michelleg@bnrealtors.biz.



2020 Program Levels

B A S I C

\$325

No restrictions on number of Basic Level Memberships Available

- 1 Primary Memberships included in package
- Inclusion into the BNAR Young Professionals Network
- Attendance to ALL BNAR networking opportunities and events
- \$200 initial set-up fee assessed for NEW Basic Affiliate companies

Networking/Sponsorship Opportunities

- Opportunity to serve on ALL BNAR Committees and Task Forces

Brand Awareness

- Listed as a trusted partner in the Affiliate Directory of the BNAR website
 - Company listing includes, affiliate member names, contact info, head shots and external link to company website. Logo not displayed with listing.

Member Access

- Inclusion into the BNAR Closed Facebook Group to stay up to date on news and events
- Receive the BNAR Membership Roster with contact information of our 500+ Members (upon request)
- Receive the weekly BNAR e-newsletters
- Receive the BNAR Monthly Housing Statistics

PROGRAM DETAILS

- Sponsorship Opportunities are available a la carte upon request.
- Affiliate Memberships are renewed at the end of each year.
- Membership fees are prorated based on date of application.
- Please alert the BNAR asap of any member or contact information changes that occur so that the appropriate updates may be made.
- For questions regarding which of the 4 Program Levels best fits your business, contact Michelle Gudgel at michelleg@bnarealtors.biz or 309-664-5092 to discuss.

Connect with the people that will help grow your business!



2020 Affiliate Program Application

Please select your preferred 2020 Affiliate Level below:

PLATINUM
\$3,392

1 Primary, 5 Additional
Memberships Included

GOLD
\$1,796

1 Primary, 4 Additional
Memberships Included

SILVER
\$991

1 Primary, 2 Additional
Memberships Included

BASIC
\$325*

1 Primary Membership
Included Only

Company:

Name/Date: _____

Address: _____

Phone: _____

Website: _____

Primary Affiliate:

Name/Date: _____

Phone: _____

Email: _____

A La Carte Sponsorships:

(If available)

\$30 - Each Additional Affiliate

\$100 - Golf Hole Sponsor

\$300 - BNAR Happy Hour

\$250 - Breakfast or Lunch Sponsor for Classes

\$300 - YPN Event Sponsor

\$150 - YPN Power Hour Sponsor

\$500 - Golf Lunch Sponsor (2 available)

\$1,000 - Golf Drink Cart Sponsor (2 available)

Total: \$ _____

*Additional \$200 initial set-up fee assessed
for NEW Basic Level Companies

Additional Affiliates:

(Please fill out ONLY the # of Additional
Affiliates your chosen level above includes)

Name/Date: _____

Phone: _____

Email: _____

Name/Date: _____

Phone: _____

Email: _____

Name/Date: _____

Phone: _____

Email: _____

Name/Date: _____

Phone: _____

Email: _____

Name/Date: _____

Phone: _____

Email: _____

Payment will be billed after receipt of this application.

Please return completed form, any logo files and head shot photos to Michelle Gudgel at: