

2025



Preferred Partner

PROGRAM

400 N. Henry St.
P.O. Box 1815
Morristown, TN 37814
(423) 587-2266
laar.realtor

Increase your impact in the Lakeway Area
through a partnership with Lakeway
Area Association of REALTORS®!



As a Preferred Partner of Lakeway Area Association of REALTORS®, you will gain ongoing exposure to our 500+ members in multiple settings, from one-on-one interactions, to ongoing touches in our print, electronic media, and training room fixtures.

Becoming a Preferred Partner will increase your company's visibility and reach your target audience— the REALTORS® in the Lakeway Areas with the buying power, personal and professional networks, and deep influence in their communities to spread your message and boost your bottom line.

We invite you to explore the many options within this booklet to learn about our partnership options and choose one that is best suited for your needs. Together, we will help you reach our members.

Partnering with us is as easy as 1, 2, 3!

1. Choose your partnership level
2. Choose events, programs, and other add-ons.
3. Complete and return the enrollment form.



Partner Levels and Benefits

All sponsor levels will include:

- Inclusion in LAAR Membership/Roster
- Business information on LAAR.realtor and InfoHub
- Supra Ekey (limited business categories)
- Forewarn Subscription
- Ability to serve on LAAR committees
- Free education classes
- Use of LAAR Business Center

	Silver	Gold	Platinum	Diamond
Tickets to Christmas Party	2	3	4	5
Sponsorship Recognition on Annual Partner Banner	Name only	Small logo	Med logo	Large Logo
Social Media Spotlight	✓	✓	✓	✓
Opportunity to teach a class		✓	✓	✓
Monthly Newsletter Sponsor		✓	✓	✓
Reserved Seating at Christmas Party			✓	✓
Opportunity to display information at orientations			✓	✓
Use of LAAR Training Room			✓	✓
Rotating ad on LAAR.realtor			✓	✓
Banner at LAAR Member Meetings				✓
Total	\$800	\$1000	\$1,200	\$1,500

Basic Membership

LAAR Membership & Business Information included in Preferred Partner Directory

\$150

2025 Event Sponsorship Opportunities Add-Ons

January **Future Ready Expo-** Over 2,400 8th grade students from Hamblen and surrounding counties will have the opportunity to explore careers within these four clusters through hands-on activities to gain an understanding of the sector and the businesses in it, which will hopefully guide them as they choose a career path that suits their interests and abilities.

LAAR will provide a hands-on budgeting exercise for students and provide a giveaway.

Partners names will be included on the table signage.

\$200—4 Available

April **Fair Housing Month-** Every April, REALTORS® commemorate the passage of the Fair Housing Act of 1968 and reflect on housing discrimination and segregation, past and present. As community leaders, real estate professionals have an opportunity to be a part of equitable and inclusive change. Fair Housing Month signifies a recommitment to advancing equitable opportunities and expanding homeownership.

Reflect. Repair. Renew. Because That's Who We R®. Partners names will be included on the table signage.

Partners' names will be included on all social media posts. Partners' logos will be displayed on a Fair Housing Month banner that will be displayed at Fair Housing classes throughout the month.

\$200 — 4 Available

2025 Event Sponsorship Opportunities Add-Ons Continued

Spring

LAAR Charity Picnic– Each year the LAAR Community Awareness committee designates a local charity to receive the benefits from the picnic. Items donated from sponsors will be auctioned off during the picnic.

Sponsoring Partners will be featured on the event registration page, banners and tabletop signs. *Sponsoring this event does not exclude you from being asked to donate an auction item.

\$250—4 Available

RPAC Online Auction– Each spring, LAAR holds an online auction to raise money for RPAC. This online auction is open to any REALTOR® in Tennessee. LAAR promotes the auction during the NAR legislative meeting.

Partners' logos will be displayed on the auction webpage.

\$250 — 2 Available

LAAR Spring Membership Meeting/TN REALTORS® Roadshow- All LAAR members are invited to the membership meeting. This meeting is typically held at The Country Club in Morristown. The TN REALTORS® Leadership team will also stop by and present during the meeting.

Partners' logos will be displayed on tabletop signs.

\$500 — 3 Available

2025 Event Sponsorship Opportunities Add-Ons Continued

September **RPAC-A-THON**– Local associations throughout the state participate in a annual volunteer phone bank event which comprises member to member outreach to educate them about RPAC, and asking directly for an investment in RPAC. The RPAC-A-THON is broadcast via Zoom which each local association making “live” check-ins throughout the event.

Partners will be listed on all social media and emails promoting the event. Partners’ names will also be displayed during the live check-ins.

\$250 — 2 Available

REALTOR® Safety Month– LAAR will promote safety tips on social media and with membership emails. Personal safety classes will also be offered throughout the month.

Partners’ names will be included on all social media posts. Partners’ logos will be displayed on a REALTOR® Safety Month banner that will be displayed at Safety classes throughout the month.

\$250 — 4 Available

Fall **LAAR Fall Membership Meeting**- All LAAR members are invited to the membership meeting. This meeting is typically held at The Country Club in Morristown. Partners’ logos will be displayed on tabletop signs.

\$500 — 3 Available

2025 Event Sponsorship Opportunities Add-Ons Continued

December

Christmas Party– LAAR’s Premier Annual Event is held at The Country Club in Morristown. The party includes live music, drinks, appetizers meal and dessert. All members and partners and their guests are invited to attend.

Partners will be listed on all social media and emails promoting the event. Partners names will be displayed on tabletop signs and banners throughout the event.

\$2000 — 10 Available

Board of Directors Installation and Awards Ceremony– This annual event honors the Board of Directors and Committee chairs. The new Officers and Board of Directors are installed.

Partners’ names will be included on all social media posts, emails and registration page. Partners’ logos will be displayed on a event banner at the ceremony.

\$600— 5 Available

2025 Education Classes

Partners can choose classes to sponsor. Each class sponsorship includes the opportunity to speak to the class attendees. Class sponsors will also receive the class attendees contact information. Partners information will be displayed with the provided meal. The food will be arranged by the association.

\$200 — 25 Available

2025 Quarterly Events Add-Ons

New Member Orientation

Partners will be listed on all social media and emails promoting the event. Partners names will be displayed on tabletop signs. Partners will have the opportunity to speak to the members at the orientation for 15-30 minutes and eat lunch with the members.

\$500 — 4 Available

Broker Breakfast

Brokers will be invited to enjoy breakfast, network and participate in a brief informative session. Partners will be listed on registration page, emails and social media posts. Partners will have the opportunity to attend the breakfast and speak to the group.

\$375— 4 Available

2025 Programs

LAAR Young Professionals Network— This group is intended for newer REALTORS® and will provide networking opportunities, education, and fun! The group will meet 6 times throughout the year.

Partners will be displayed on the 2025 YPN banner which will be displayed at all the YPN events. The partner's logo will also appear on registration page and social media posts.

\$750— 4 Available

Hurst Leadership Academy— The leadership academy is a program for members who are interested in improving their leadership skills. This program is a 6-9 month program with monthly educational sessions and activities. The Academy ends with a graduation in the fall. The graduation is held at The Country Club. The LAAR Board of Directors, the participants and brokers attend the ceremony.

\$1000— 5 Available

This \$1000 sponsorship is for 2 years.

LAAR Training Room Add-Ons

Training Tables

Purchase a new training table for our training room. Your name will be displayed on a plaque on the table.

\$400 — 20 Available

Training Room/Kitchen Updates

LAAR will be updating the training room and kitchen in 2025. Partners who sponsor the improvements, will have their names displayed on plaques in the training room.

\$300— 8 Available



2025 Lakeway Area of REALTORS®

Preferred Partnership Agreement



Please submit this form to Sarah Childress at sarah@laar.realtor or fill out the form online at www.laar.realtor/preferredpartner

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Contact Person _____

Email _____ Date _____

Partner Levels

Please select the level of partnership your organization is interested in for 2025.

Silver Gold Platinum Diamond Basic Membership

Add-Ons

Please select the add-on (s) your organization is interested in for 2025.

Future Ready Expo	<input type="checkbox"/>	Christmas Party	<input type="checkbox"/>
Fair Housing Month	<input type="checkbox"/>	Installation & Awards	<input type="checkbox"/>
LAAR Charity Picnic	<input type="checkbox"/>	Education Class	<input type="checkbox"/>
RPAC Online Auction	<input type="checkbox"/>	New Member Orientation	<input type="checkbox"/>
Spring Membership/Roadshow	<input type="checkbox"/>	Broker Breakfast	<input type="checkbox"/>
RPAC-A-THON	<input type="checkbox"/>	LAAR YPN	<input type="checkbox"/>
REALTOR® Safety Month	<input type="checkbox"/>	Hurst Leadership Acad.	<input type="checkbox"/>
Fall Membership	<input type="checkbox"/>	Training Tables	<input type="checkbox"/>
Training Room Updates	<input type="checkbox"/>		

Can we contact you throughout the year if more event sponsors are needed? ___ Yes ___ No

Application

Application for an annual partnership must be made by submitting this form to Lakeway Area Association of REALTORS®, which reserves the right, in its sole discretion for any reason, to accept or reject a potential partner or to cancel a partnership. If an existing partnership is cancelled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

Payment

Should your application be accepted, we will contact you regarding payment, which will be due on or before February 28, 2025. Applicants will not be entitled to partnership benefits until full payment has been received.

Nature of Relationship

Acceptance by LAAR of an application for annual sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by partner, nor constitute an endorsement of any service or product offered by partner.



