REALTOR®
ASSOCIATION OF PIONEER VALLEY

PARTNERSHIP OPPORTUNITIES

2027 Annual Sponsorship Package

Build visibility. Create connections. Make an impact across the Pioneer Valley.

VIP PARTNERSHIPS
Three annual levels designed for year-round visibility.

A LA CARTE OPPORTUNITIES
Target the events and programs that best fit your goals.

SPONSORSHIP COMMITMENTS DUE DECEMBER 18, 2026

Questions? Laura Herring | 413-785-1328 | laura@rapv.com

VISIBILITY
CONNECTION • ENGAGEMENT • IMPACT

2027

Increase your impact with RAPV

A message to our valued business partners

The REALTOR® Association of Pioneer Valley (RAPV) is pleased to share our 2027 partnership opportunities. This guide brings together annual sponsorships and focused marketing options available to our valued members.

RAPV connects businesses across the Pioneer Valley through education, advocacy, leadership and relationship-building. By investing in our programs, your company can create new customer relationships, engage with association members and strengthen its visibility throughout the region.

Your brand may be featured through event collateral, print advertising, our website, electronic communications and social media. Choose the annual package or individual opportunities that best align with your marketing goals and the audience you want to reach.

YEAR-ROUND VISIBILITY	MEMBER CONNECTIONS	FLEXIBLE OPTIONS
Consistent exposure across RAPV programs, communications and events.	Meaningful opportunities to engage REALTORS® and industry professionals.	Select a VIP level or build a focused mix from the a la carte menu.

How to reserve your sponsorship

1. Review the VIP comparison and a la carte menu.
2. Complete the applicable enrollment form(s).
3. Return your selections by Friday, December 18, 2026.

Submit to: Laura Herring at laura@rapv.com
Mail checks to: RAPV, 225 Park Ave., 4th Floor, West Springfield, MA 01089

Please note: Sponsorship inventory is limited. Dates, locations and events are tentative and subject to change based on availability.

VIP sponsorship levels

Choose the annual partnership that fits your visibility and engagement goals.

BENEFIT	PLATINUM $5,000	GOLD $3,500	SILVER $2,000
EDUCATION			
New Member Orientation snack sponsorship*	2	1	1
New Agent Training raffle prize sponsorship*	1	1	1
“If the REALTOR® Had Only Known” series - first right of refusal	Yes	Yes	—
Host a professional development class (your topic/instructor)	Yes	Yes	—
EVENTS & RECOGNITION			
Recognition at RAPV meetings and in related marketing	3 meetings	2 meetings	1 meeting
Display marketing materials at RAPV events	Yes	—	—
Fundraising, networking or RAPV event sponsorships	6 events	4 events	2 events
COMPLIMENTARY REGISTRATION			
Excellence Awards Gala	2 tickets	1 ticket	1 ticket
Legislative event	2 tickets	1 ticket	1 ticket
Holiday Luncheon & Installation	4 tickets	2 tickets	1 ticket
ADVERTISING & MARKETING			
Event Program Ad (black & white only)	Inside front cover - 3	Full page - 2	Half page - 1
REALTOR® Quarterly Update ads	4	2	1
Quarterly newsletter feature article (200-word limit)	2	1	—
Logo on RAPV website, linked to your website	12 months	12 months	12 months
Link to your website on our Affiliate directory	Yes	Yes	—
Mass Appeal segments (as available)	2	1	—
Email blasts to full membership	2	1	—
Social media shout-outs	3	2	1
Annual conference program logo placement	1	1	—

*Assigned on a first-come, first-served basis. Benefits and placements are subject to availability.

VIP enrollment form

Select one package, then indicate your preferred opportunities. RAPV will confirm availability and scheduling.

SELECT A VIP PACKAGE

- ☐ Platinum — $5,000
- ☐ Gold — $3,500
- ☐ Silver — $2,000

EDUCATION PREFERENCES

New Member Orientation - select preferred dates:

- ☐ Jan.
- ☐ Mar.
- ☐ May
- ☐ July
- ☐ Sept.
- ☐ Nov.
- ☐ New Agent Training
- ☐ If the REALTOR® Had Only Known series
- ☐ Host a professional development class

EVENT PREFERENCES

- ☐ Excellence Awards Gala
- ☐ Legislative Event
- ☐ Holiday Luncheon & Installation

NETWORKING / FUNDRAISING EVENTS

- ☐ Bingo Event (Scholarship)
- ☐ Brew Fest (Government Affairs)
- ☐ Comedy Night (Community Service)
- ☐ NYC Bus Trip (RAPV)
- ☐ Summer Networking (Affiliate/REALTOR®)
- ☐ Shred Event (Community Service)
- ☐ Celebrity Bartending (Scholarship)

ADVERTISING PREFERENCES

- ☐ Event program advertising
- ☐ REALTOR® Quarterly Update
- ☐ Quarterly newsletter article
- ☐ Email blast / social media

Contact & payment information

CONTACT NAME _____

COMPANY NAME _____

CONTACT EMAIL _____

PHONE _____

BILLING ADDRESS _____

CITY / STATE / ZIP _____

PAYMENT METHOD

- ☐ Check enclosed
- ☐ Visa
- ☐ Mastercard
- ☐ American Express

CARD NUMBER _____

EXPIRATION / CVV _____

VIP PACKAGE TOTAL _____

ADDITIONAL UPGRADES (FROM A LA CARTE FORM) _____

TOTAL COMMITMENT _____

AUTHORIZED SIGNATURE / DATE _____

Signature event opportunities

Three high-visibility opportunities to connect your brand with RAPV members.

EXCELLENCE AWARDS GALA | FEBRUARY 2027

Sponsorship	Investment	Included benefits
Premier Sponsor	**$700**	4 tickets; VIP seating; speaking opportunity; logo on marketing; event recognition.
Elite Sponsor	**$600**	2 tickets; logo on marketing; event recognition.
Marketing Sponsor	**$350**	Recognition on all marketing materials and at the event.
Program Advertising	**From $100**	Full-page ad $300; half-page ad $200; business card-size ad $100.

LEGISLATIVE EVENT | SEPTEMBER 2027

Sponsorship	Investment	Included benefits
Premier Sponsor - Limit 1	**$600**	4 tickets; reserved table near the front; logo on marketing; event recognition.
Elite Sponsor - Limit 2	**$500**	2 tickets; marketing and event recognition; opportunity to begin the pledge and/or invocation.
Marketing Sponsor	**$350**	Recognition on all marketing materials.
Program Advertising	**From $100**	Full-page ad $300; half-page ad $200; business card-size ad $100.

HOLIDAY LUNCHEON & INSTALLATION | DECEMBER 2027

Sponsorship	Investment	Included benefits
Premier Sponsor - Limit 1	**$900**	4 tickets; reserved table at the front; logo on marketing; event recognition.
Elite Sponsor - Limit 2	**$750**	2 tickets; marketing and event recognition.
Marketing Sponsor	**$350**	Recognition on all marketing materials.
Program Advertising	**From $100**	Full-page ad $300; half-page ad $200; business card-size ad $100.

Dates, locations, inventory and event details are tentative and subject to change. RAPV will confirm availability before finalizing each sponsorship.

A la carte enrollment

Select the opportunities that best fit your business goals. Use this form alone or to add upgrades to a VIP package.

EXCELLENCE AWARDS GALA

- ☐ Premier Sponsor — $700
- ☐ Elite Sponsor — $600
- ☐ Marketing Sponsor — $350
- ☐ Full-page program ad — $300
- ☐ Half-page program ad — $200
- ☐ Business card-size ad — $100

LEGISLATIVE EVENT

- ☐ Premier Sponsor — $600
- ☐ Elite Sponsor — $500
- ☐ Marketing Sponsor — $350
- ☐ Full-page program ad — $300
- ☐ Half-page program ad — $200
- ☐ Business card-size ad — $100

HOLIDAY LUNCHEON & INSTALLATION

- ☐ Premier Sponsor — $900
- ☐ Elite Sponsor — $750
- ☐ Marketing Sponsor — $350
- ☐ Full-page program ad — $300
- ☐ Half-page program ad — $200
- ☐ Business card-size ad — $100

NETWORKING EVENTS

- ☐ Bingo Event (Scholarship) — $250
- ☐ Brew Fest (Government Affairs) — $250
- ☐ Comedy Night (Community Service) — $250
- ☐ NYC Bus Trip (RAPV) — $250
- ☐ Summer Networking (Affiliate/REALTOR®) — $250
- ☐ Shred Event (Community Service) — $250
- ☐ Celebrity Bartending (Scholarship) — $250

EDUCATION & ADVERTISING

- ☐ Professional Development class — $350
- ☐ Pre-Licensing Salesperson Course — $300
- ☐ Education Classes (CE) — $200
- ☐ Quarterly Update - single ad — $250
- ☐ Quarterly Update - four ads — $800

Complete your commitment

For the A la carte Enrollment Form

Thank you for investing in RAPV programs and the members we serve.

Contact information

CONTACT NAME _____

COMPANY NAME _____

CONTACT EMAIL _____

PHONE _____

BILLING ADDRESS _____

CITY / STATE / ZIP _____

Payment information

☐ Check enclosed ☐ Visa ☐ Mastercard ☐ American Express

CARD NUMBER _____

EXPIRATION / CVV _____

TOTAL COMMITMENT _____

AUTHORIZED SIGNATURE / DATE _____

RETURN BY	EMAIL	QUESTIONS
Friday, December 18, 2026	laura@rapv.com	413-785-1328

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