

The REALTOR® Association of Pioneer Valley

SPONSORSHIP

Opportunities for 2026



*Together we can
make a difference*





Dear Valued Business Partners,

The REALTOR® Association of Pioneer Valley (RAPV) is delighted to share our 2026 Partnership Opportunities Guide with you. This guide offers an overview of major sponsorships and marketing channels available exclusively to our valued members.

At RAPV, we take pride in connecting businesses across Pioneer Valley into a robust and influential network through advocacy and leadership. By investing in our programs, you gain access to a multitude of opportunities to forge new customer relationships, connect with fellow association members, and enhance your overall lead generation and sales strategies.

Your brand will benefit from exposure in our collateral materials and print advertising, which will contribute to securing valuable recognition. Additionally, we provide various avenues to engage with our membership, including our monthly electronic newsletter and social media channels.

RAPV's Sponsorship opportunities enable members to sponsor the events and programs that are most relevant to their interests. Select the sponsorships that best align with your company's marketing goals and desired impact.

We are excited to embark on this journey with you and look forward to fostering a mutually beneficial partnership. Should you have any questions or require further information about the available opportunities, please do not hesitate to reach out.

Warm regards,

For further information on RAPV's sponsorship opportunities and programs, please contact Laura Herring, Director of Director of Operations, at 413-785-1328 ext. 5, laura@rapv.com
Thank you for your support!

VIP SPONSORSHIP LEVELS & OFFERINGS

SPONSORSHIP LEVELS	PLATINUM	GOLD	SILVER
EDUCATIONAL SPONSORSHIPS			
New Member Orientation (provide lunch) <i>1st come 1st serve</i>	2	1	1
New Agent Training Course (provide a raffle prize) <i>1st come 1st serve</i>	1	1	1
If the REALTOR Had Only Known Development Series <i>(1st right of refusal)</i>	yes	yes	
Opportunity to host a Professional Development class <i>(Your topic/instructor)</i>	yes	yes	
FUNDRAISING, NETWORKING, RAPV EVENTS			
Recognition at RAPV Meetings and all Marketing Materials	4 Meetings	2 Meetings	1 Meeting
Opportunity to Display Marketing Materials at RAPV Events	yes		
Sponsorship of Fundraising/Networking/RAPV Events	6 Events	4 Events	2 Events
MAJOR EVENT SPONSORSHIPS			
Excellence Awards	2 Tickets	1 Ticket	1 Ticket
Legislative Breakfast	2 Tickets	1 Ticket	1 Ticket
Holiday Celebration & Installation of Officers & Directors	4 Tickets	2 Ticket	1 Ticket
ADVERTISING AND MARKETING	Inside Front Cover	Full Page	Half Page
Advertising in RAPV Event Programs <i>(black & white only)</i>	3	2	1
Advertising in Monthly Bulletin	4	2	1
Realtor® Quarterly Update Ad	4	2	1
Feature Article in the RAPV Quarterly Newsletter (200-word limit)	2	1	
12 months of your logo on RAPV website, link to your website	yes	yes	yes
Mass Appeal Segment (as available)	2	1	
Email Blast to complete membership	2	1	
Logo on printed monthly newsletter delivered to each agency	2		
Social Media Shout-outs	3	2	1
Logo Placement in Annual Conference Program	1	1	
TOTAL COST	\$5,000	\$3,500	\$2,000

Do you want to connect to the REALTOR® community on a consistent basis? Become a VIP Sponsor and see your business grow!

EXCELLENCE AWARDS GALA

Every year the REALTOR® Association of Pioneer Valley recognizes its REALTOR® members for their professional achievements including involvement with our Association and contribution to our community.

This year we are also recognizing members Years of Membership, ROTY & AOTY, and Good Neighbor Award!



Included with VIP Sponsorship

Platinum Sponsor

- 2 Tickets
- Company Logo on all Event Marketing
- Recognition at Event
- Full Page Ad in Program

Gold Sponsor

- 1 Ticket
- Company Logo in Event Marketing
- Recognition at Event
- Half Page Ad in Program

Silver Sponsor

- 1 Ticket
- Company Logo on all Event Marketing
- Business Card Size Ad

Advertising in Program Only

- Full-page - \$300 | Half-page - \$200 | Business card-size-\$100

A La Carte or Upgrade your VIP Sponsorship

Premier Sponsor—\$700 (Limit 1)

- 4 Tickets to the Event
- Full page Ad in the Program
- Reserved Table Near Front of the Room
- Company Logo in Event Marketing
- Opportunity to Deliver the Invocation

Elite Sponsor—\$600 (Limit 2)

- 2 Tickets to the Event
- Half Page Ad in the Program
- Recognition at the Event
- Company Logo in Event Marketing

Years of Membership Sponsor - \$500 (Limit 1)

- 2 Tickets to the Event
- Opportunity to Announce the Recipients
- Recognition in Program & Event

ROTY & AOTY Sponsor - \$500 (Limit 2)

- 2 Tickets to the Event
- Opportunity to announce the recipients
- Recognition in Program & Event

Good Neighbor Award Sponsor - \$500 (Limit 1)

- 2 Tickets to the Event
- Opportunity to Announce the Recipient
- Recognition in Program & Event

LEGISLATIVE BREAKFAST

RAPV presents a networking opportunity for members and their legislators.

Included in VIP Sponsorship

Platinum Sponsor

- 2 Tickets
- Company Name/logo on all event marketing
- Recognition at event

Gold Sponsor

- 1 Ticket
- Company Name/logo on all event marketing
- Recognition at Event

Silver Sponsor

- 1 Ticket
- Company Name/logo on all event marketing
- Recognition at Event

A la Carte or Upgrade VIP Sponsorship

Premier Sponsor—\$600 (Limit of 1)

Breakfast Sponsor

- 4 Tickets for the Event
- Reserved Table near Front of the Room
- Company Logo on Event Marketing
- Recognition at the Event

Elite Sponsor—\$500 (Limit of 2)

- 2 Tickets for the Event
- Company Logo on Event Marketing
- Recognition at Event
- Opportunity to deliver the Invocation

Marketing Sponsor—\$350

- Recognition on all marketing materials

Advertising in Program Only

- Full-page - \$300 | Half-page - \$200 |
Business card-size-\$100

HOLIDAY CELEBRATION

Featuring INSTALLATION OF OFFICERS & DIRECTORS

The premier event of the REALTOR® Association of Pioneer Valley is the Installation of Officers & Director and our Holiday Celebration all rolled into one!

Included with VIP Sponsorship

Platinum Sponsors:

- 4 Tickets
- Company Logo on Event Marketing
- Full Page Ad in Program
- Recognition at Event
- Banner Displayed at Event

Gold Sponsors:

- 2 Ticket
- Half Page Ad in Program
- Recognition at Event

Silver Sponsors:

- 1 Tickets
- Business Card Size Ad in Program
- Recognition at Event

A la Carte or Upgrade VIP Sponsorship

Premier Sponsor - \$900 (Limit 1)

- 4 Tickets to the Event
- Full Page Ad in Program
- Reserved Tables in Front of Room
- Company Logo on all Event Marketing
- Recognition at Event

Elite Sponsor - \$750 (Limit 2)

- 3 Tickets to the Event
- Half Page Ad in Program
- Company Logo on all Event Materials
- Recognition at Event

Classic Sponsor - \$600 (No Limit)

- 2 Tickets to the Event
- Company Logo on Event Marketing
- Business Card Size Ad in Program
- Recognition at Event

Installation of Officers - \$1500 (Limit 1)

- 5 Tickets to the Event
- Reserved Tables in Front of Room
- Sponsorship Sign on all Tables
- Full Page Ad in Program
- Company Logo on all Event Marketing
- Recognition at Event

Marketing Sponsor - \$350

- Recognition on all Event Marketing

Advertising in Program Only

- Full-page - \$300 | Half-page - \$200 |
Business card-size-\$100

SPONSORSHIP ENROLLMENT

Please choose the sponsorship that meets the marketing goals and needs of your company

VIP SPONSORS: *(select programs you want to sponsor based on your VIP selection)*

___ **Platinum Sponsor**.....\$5,000 ___ **Gold Sponsor**..... \$3,500 ___ **Silver Sponsor**.....\$2,000

A LA CARTE or VIP UPGRADE SPONSORSHIPS: Once you decide which a la carte items best fits your business goals, complete Enrollment Form and return to Laura Herring at laura@rapv.com. Please note selections are on a 1st come 1st serve basis. If you are paying by check, Please contact Laura Herring for mailing instructions as we are moving our office on December 1st. **Deadline: December 13, 2025.**

Excellence Awards

___ Premier Sponsor	\$700
___ Elite Sponsor	\$600
___ Years of Membership Sponsor.....	\$500
___ ROTY or AOTY Sponsor.....	\$500
___ Good Neighbor Award Sponsor.....	\$500
___ Advertising in Program (Full page).....	\$300
___ Advertising in Program (half page).....	\$200
___ Advertising (business card size).....	\$100

Holiday Celebration / Installation of Officers & Directors

___ Premier Sponsor.....	\$900
___ Elite Sponsor.....	\$750
___ Classic Sponsor.....	\$600
___ Installation Sponsor.....	\$1,500
___ Marketing Sponsor.....	\$350
___ Advertising in Program (Full page).....	\$300
___ Advertising in Program (half page).....	\$200
___ Advertising in Program (business card).....	\$100

Legislative Breakfast

___ Premier Sponsor.....	\$600
___ Elite Sponsor.....	\$500
___ Marketing Sponsor.....	\$350
___ Advertising in Program (full page).....	\$300
___ Advertising in Program (half page).....	\$200
___ Advertising in Program (business card)	\$100

Networking Events

___ Spring Fundraiser Event (Scholarship).....	\$250
___ Government Affairs Fundraiser Event.....	\$250
___ Comedy Night (Community Service).....	\$250
___ NYC Bus Trip (RAPV).....	\$250
___ Summer Networking (Affiliate-Realtor)	\$250
___ Fall Fundraiser (Scholarship).....	\$250

Educational Programs

___ If the Realtor Had Only Known Class.....	\$300
___ Pre-Licensing Salesperson Course.....	\$300
___ Professional Development Classes.....	\$400

REALTOR® Quarterly Update Advertising

___ Monthly Rate (per ad—4 opportunities)	\$250
___ Yearly Rate (4 Ads)	\$800
___ Logo in Print Monthly Newsletter (12 issues avail.)	\$200

This schedule is tentative as we have not set all the exact dates for 2026. Please keep events in mind while planning for the upcoming year.

Contact Name: _____ Company Name: _____
Contact Email: _____ Phone: _____
PAYMENT: ___ Check Enclosed ___ Visa ___ MasterCard ___ AMEX
Card Number: _____ Expiration: _____ CVV: _____
TOTAL AMOUNT OF A 'LA CARTE PACKAGE: \$ _____ + Additional Upgrades: \$ _____ = \$ _____
Signature: _____