



When you advertise with The Lakelands Association of REALTORS® you take advantage of the many benefits of targeting your audience and getting face-to-face with prospective customers and quality leads. Using The Lakelands Association of REALTORS® sponsorship program, you will gain access to our 800+ members, each operating as a REALTOR® in the regions of Parry Sound, Muskoka, Haliburton and Orillia.

About Us

The Lakelands Association of REALTORS® is a not-for-profit professional association representing over 800 local REALTOR® members. Our members serve both residential and commercial real estate in the heart of Ontario's Cottage Country. The region, known world-wide for its lakes and forests is also home to both larger cities and smaller vibrant communities. It's home to a thriving tourism industry and a building telecommuter base for the Greater Toronto Area.

Our Mission

To provide the best tools and education to support our members' success and professionalism.

Our Vision

That The Lakelands Association of REALTORS® contribution is valued and considered indispensable in our local communities.

Our sponsorship package runs from February 1, 2019 until January 31, 2020. Packages are pro-rated on a quarterly basis which affects benefits accordingly. After reviewing this package, please do not hesitate to contact me with any questions or comments. If you feel that advertising with The Lakelands Association of REALTORS® is a good fit for your company, please complete the enclosed application form and include your method of payment.

Sincerely,

Kelly Warr
Operations Manager
T: 705-788-1504 ext. 229
F: 705-788-2040
kelly@thelakelands.ca



PLATINUM

\$1,500

FREE regular booth at The Lakelands Bi-Annual trade show.	Our trade show offers an optimal opportunity to showcase your product and services to our members. Past trade shows have been held at Deerhust Resort and Casino Rama with well over 200 attendees. Your booth is a 10'x10' space with a 6' table. Electrical service can be purchased separately.
Logo in slideshow at The Lakelands Association of REALTORS® annual meeting.	The Lakelands Association of REALTORS® AGM is held annually in the fall. Your logo will be added to the "Platinum Sponsors" slide.
Sponsorship announcement to The Lakelands Association of REALTORS® members and public.	We announce your sponsorship in our monthly digital newsletter and on our social media platforms.
1 pair of tickets to a professional development course of your choice.	You will be notified of a selection of upcoming courses. Depending on the session, various numbers of members attend each session.
Opportunity to speak for 15 minutes about your products/services at one of our Lakelands Professional Network (LPN) events or professional development courses. If you are interested in conducting a full seminar please speak to Kelly Warr.	As an expert in your field, you may conduct a talk regarding your product and services during one of our Lakelands Professional Network events. This allows face-to-face time with a qualified audience.
Brochures in reception area at The Lakelands Association of REALTORS®.	Your promotional material will be placed in the reception area for members to view.
Promotional materials in The Lakelands Association of REALTORS® new member orientation package.	As a member of The Lakelands Association of REALTORS®, new members must attend a New Member Orientation in order to validate their membership. Your information will be included in their package. Orientation is a full-day session. On average, we host between 2-4 orientations per year with 30 members in each session.
Company listing on monthly digital newsletter sent to all The Lakelands Association of REALTORS® members.	Your company information will be included in our monthly digital newsletter.
1 advertorial full page ad in The Lakelands Association of REALTORS® digital newsletter.	1 advertorial full page ad – 8.5" X 11". *artwork must be supplied 30 days in advance
2 half page ads in The Lakelands Association of REALTORS® digital newsletter.	2 half page ads per year - 7.5" x 4.5" in our digital newsletter. *artwork must be supplied 30 days in advance
3 social media posts per year, that will appear across The Lakelands Association of REALTORS® social media platforms: Facebook, Twitter, Instagram and LinkedIn.	3 social media posts per year. *artwork must be supplied 14 days in advance **limit of 100 characters per post, and may include a direct link to your website and social platforms
Company name and link on The Lakelands Association of REALTORS® website.	Your company's contact information and website link will be listed on our public website, under our 'sponsors' page tab.
Company name & link on REALTORLink® Member Services page.	Your company information will be listed on our services directory page on our members-only site.



GOLD

\$1,000

50% off regular booth at The Lakelands Bi-Annual trade show.	Our trade show offers an optimal opportunity to showcase your product and services to our members. Past trade shows have been held at Deerhust Resort and Casino Rama with well over 200 attendees. Your booth is a 10'x10' space with a 6' table. Electrical service can be purchased separately.
Logo in slideshow at The Lakelands Association of REALTORS® annual meeting.	The Lakelands Association of REALTORS® AGM is held annually in the fall. Your logo will be added to the "Gold Sponsors" slide.
Sponsorship announcement to The Lakelands Association of REALTORS® members and public.	We announce your sponsorship in our monthly digital newsletter and on our social media platforms.
1 pair of tickets to a professional development course of your choice.	You will be notified of a selection of upcoming courses. Depending on the session, various numbers of members attend each session.
Brochures in reception area at The Lakelands Association of REALTORS®.	Your promotional material will be placed in the reception area for members to view.
Promotional materials in The Lakelands Association of REALTORS® new member orientation package.	As a member of The Lakelands Association of REALTORS®, new members must attend a New Member Orientation in order to validate their membership. Your information will be included in their package. Orientation is a full-day session. On average, we host between 2-4 orientations per year with 30 members in each session.
Company listing on monthly digital newsletter sent to all The Lakelands Association of REALTORS® members.	Your company information will be included in our monthly digital newsletter.
2 half page ads in The Lakelands Association of REALTORS® digital newsletter.	2 half page ads per year - 7.5" x 4.5" in our digital newsletter. *artwork must be supplied 30 days in advance
2 social media posts per year, that will appear on The Lakelands Association of REALTORS® Facebook, Twitter, Instagram and LinkedIn accounts.	2 social media posts per year. *artwork must be supplied 14 days in advance **limit of 100 characters per post, and may include a direct link to your website and social platforms
Company name and link on The Lakelands Association of REALTORS® website.	Your company's contact information and website link will be listed on our public website, under our 'sponsors' page tab.
Company name & link on REALTORLink® Member Services page.	Your company information will be listed on our services directory page on our members-only site.



SILVER

\$750

<p>25% off regular booth at The Lakelands Bi-Annual trade show.</p>	<p>Our trade show offers an optimal opportunity to showcase your product and services to our members. Past trade shows have been held at Deerhust Resort and Casino Rama with well over 200 attendees. Your booth is a 10'x10' space with a 6' table. Electrical service can be purchased separately.</p>
<p>Logo in slideshow at The Lakelands Association of REALTORS® annual meeting.</p>	<p>The Lakelands Association of REALTORS® AGM is held annually in the fall. Your logo will be added to the "Silver Sponsors" slide.</p>
<p>Sponsorship announcement to The Lakelands Association of REALTORS® members and public.</p>	<p>We announce your sponsorship in our monthly digital newsletter and on our social media platforms.</p>
<p>Brochures in reception area at The Lakelands Association of REALTORS®.</p>	<p>Your promotional material will be placed in the reception area for members to view.</p>
<p>Promotional materials in The Lakelands Association of REALTORS® new member orientation package.</p>	<p>The Lakelands Association of REALTORS®, new members must attend a New Member Orientation in order to validate their membership. Your information will be included in their package. Orientation is a full-day session. On average, we host between 2-4 orientations per year with 30 members in each session.</p>
<p>Company listing on monthly digital newsletter sent to all The Lakelands Association of REALTORS® members.</p>	<p>Your company information will be included in our monthly digital newsletter.</p>
<p>1 half page ad in The Lakelands Association of REALTORS® digital newsletter.</p>	<p>1 half page ad per year - 7.5" x 4.5" in our digital newsletter. *artwork must be supplied 30 days in advance</p>
<p>1 social media post per year, that will appear on The Lakelands Association of REALTORS® Facebook, Twitter, Instagram and LinkedIn accounts.</p>	<p>1 social media post per year. *artwork must be supplied 14 days in advance **limit of 100 characters per post, and may include a direct link to your website and social platforms</p>
<p>Company name and link on The Lakelands Association of REALTORS® website.</p>	<p>Your company's contact information and website link will be listed on our public website, under our 'sponsors' page tab.</p>
<p>Company name & link on REALTORLink® Member Services page.</p>	<p>Your company information will be listed on our services directory page on our members-only site.</p>



The Lakelands Association of REALTORS® Sponsorship Agreement

Invoice #: _____ Date: _____

Company Name: _____

Address: _____

City: _____ Province: _____ Country: _____ Postal Code: _____

Contact Name: _____

Telephone: _____ Fax: _____

Email: _____

Web Address: _____

-and-

The Lakelands REALTORS® Association agrees to provide the services as outlined in the attached sponsorship package, for the (annual) sum of:

___ Platinum (\$1,500 +HST) ___ Gold (\$1,000 + HST) ___ Silver (\$750 + HST)

This agreement expires on January 31, 2020, 30 days in advance of which, you will receive notice of renewal from The Lakelands Association of REALTORS® (all packages are pro-rated quarterly).

Registering for one of the above Sponsorship Packages with The Lakelands Association of REALTORS® means I hereby certify that in accordance with the Federal Personal Information Protection and Electronics Documents Act (PIPEDA), I will not disclose or sell any personal or private information to anyone obtained by virtue from this advertising/sponsorship agreement with The Lakelands Association of REALTORS®.

The Lakelands Association of REALTORS® is committed to protecting the privacy of all individuals, as part of this compliance with PIPEDA, The Lakelands Association of REALTORS® has adopted a Privacy Policy. The Privacy Policy describes practices, procedures and policies concerning the collection, use and disclosure of personal information to The Lakelands Association of REALTORS®. A copy of The Lakelands Association of REALTORS® privacy policy is available on our public website at www.thelakelands.ca.

Advertisers are not permitted to represent themselves as being endorsed by The Lakelands Association of REALTORS®. Violation of this term will result in the immediate termination of this agreement.

Signature of Representative from Purchasing Company

Please Print Name

Signature of Representative from The Association of Lakelands REALTORS®

Please Print Name

The Lakelands Association of REALTORS® Sponsorship Agreement

Sponsorship Total: _____ + HST _____

Total to be charged to credit card: \$ _____

Credit Card Number: _____

Expiry Date: _____ CVV #: _____

Signature: _____

Date: _____

Fax or e-mail completed application to 705-788-2040 or kelly@thelakelands.ca.

