

# ALLIANCE PROGRAM

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2021

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FLORIDA GULFCOAST COMMERCIAL  
ASSOCIATION OF REALTORS®

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# ALLIANCE MEMBERSHIP

The Florida Gulfcoast Commercial Association of Realtors® (FGCAR) is a stand-alone commercial overlay board, which means we cover several counties within the Gulfcoast region. Our charter from the National Association of Realtors® is to focus on COMMERCIAL REAL ESTATE ONLY.

Our members are all doing business within the commercial real estate community locally and statewide. Our members do billions of dollars of business every year and we encourage you to join with their success.

Our professional vendor members are known as ALLIANCE MEMBERS. This reflects the business alliance we look to develop with you... Joining FGCAR as an Alliance Member will deliver your marketing package for the year. However, you will build and develop that business by becoming involved.

You will only grow your business if you attend events, network, join committees and become recognized within the community. Donate less than an hour a month and join a committee, become a speaker at a lunch or host an event.

Membership is only part of the sales model that will deliver success. We will help you by customizing your marketing package. Within this brochure is the standard examples of programs available. However, we believe in alliances that work for everyone. You can let us know what your style of marketing and we will create that for you...

*“The POWER OF MEMBERSHIP is gaining value for your company through the many benefits of FGCAR from our dynamic high-profile events such as the Annual Pinnacle Awards and Golf Tournament to our Luncheons and Social Networking Events...”*



**By becoming a FGCAR Alliance Member, you will have the opportunity to market your services by:**

- ✓ **Putting your business front and center to top brokers in the region**
- ✓ **Placing yourself in front of your target market**
- ✓ **Increasing your brand awareness within your target market**
- ✓ **Increasing your reach and exposure to new clients and businesses**
- ✓ **Engaging you with a bigger audience**
- ✓ **Generating strong leads**
- ✓ **Offering you an opportunity to grow your network**

**FGCAR is unique – we will customize a marketing program to enable you to choose how you spend your dollars. As an example - we know that being part of our marquee events will guarantee you extensive exposure.**

**Our reach to over 4,000 commercial professionals throughout Western and Central Florida places your brand on the desk of your clients and future deal makers that your marketing alone could not achieve.**

**Ask us to build a marketing package once you have chosen your budget figure and how you wish to invest in the programs FGCAR has available throughout the year.**

## ALLIANCE MEMBERSHIP BENEFITS AVAILABLE

ANNUAL MARKETING INVESTMENT	Diamond	Platinum	Gold	Silver	Bronze	Basic
<b>One Year</b> (prorate July 1)	\$7,500+	\$5,000+	\$3,500+	\$1,750+	\$800+	\$500
BENEFITS	Diamond	Platinum	Gold	Silver	Bronze	Basic
Individual Linked Memberships	5	4	3	2	2	1
Listed in Member Directory	✓	✓	✓	✓	✓	✓
Discount at all events	✓	✓	✓	✓	✓	✓
Unlimited Pitch Sessions	✓	✓	✓	✓	✓	✓
Logo on web home page	✓	✓	✓	✓	✓	
FREE Tickets - Alliance Social	4	4	3	2	2	
Recognized at all events	✓	✓	✓	✓	✓	
Host Member Event	✓	✓				
DISCOUNT Web Banner	NA	NA	NA	10%	5%	
DISCOUNT Newsletter Ad	20%	15%	10%	5%		
<b>ADDED OPTIONS – SEE BELOW</b>						
Logo on print directory	✓	✓				
FREE Advert - print directory	✓	✓				
FREE Advert - web directory	✓					

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## ANNUAL FGCAR MAJOR EVENTS

*Building imperative business alliances through your membership will build your business. FGCAR offers many high quality commercial real estate community events to enable you to raise your profile.*



- ✓ **PINNACLE AWARDS** – a spectacular reception and dinner event held every March to celebrate the success of the top commercial real estate professionals in the region. Due to the high quality of this event sponsors raise their profile by supporting the program.
- ✓ **CLAYS** – fun day shooting clays and enjoying BBQ where business relationships are built, and fun is had by all – members doing business with members. Members and nonmembers can shoot even if they have never held a rifle before... Be creative in how to use your marketing dollars at this event.
- ✓ **GOLF OUTING** – annual friendly golf tournament held to support a local charity and get your name in the marketplace. Again, be creative and get everyone’s attention.
- ✓ **TENNIS TOURNAMENT** – bringing back our annual tennis tournament to bring together proficient and new players to enjoy networking and socializing. You can be offer sponsorship ideas and options for your benefit and of those attending.
- ✓ **ANNUAL BUS TOUR** – annually we take a bus tour of properties and land available to our members and we provide a captive audience for a whole day... Think how that will work within your marketing budget. Pricing available 60 days before tour.



# INDIVIDUAL EVENT SPONSORSHIP OPTIONS

## LUNCHEON - \$850.00

- Exclusive Luncheon Sponsor – short presentation on product or service
- Three registrations for luncheon
- Member discount on additional tickets
- Introduction of speaker – or may provide a speaker on an approved topic
- Marketing table at networking prior to lunch and on seats at lunch
- Company logo on marketing material and FGCAR’s website
- Recognition in luncheon program and slide show during event

## SOCIAL - \$2,000.00

**\*\* *The sponsor may host the event at their offices or at another venue***

- Exclusive Social Sponsor – short presentation on product or service
- Four registrations for social
- Marketing material available on special display table and give away option
- Logo on all marketing material for the event

## JOINT SOCIAL SPONSOR - \$250.00

- Joint Social Sponsor – limited slots available for each event
- Two registrations for social
- Marketing material available on special display table and give away option
- Logo on all marketing material for the event

## EDUCATION - \$250.00 each session

- Exclusive Education Sponsor – short presentation on product or service
- Sponsor may provide presenter for the class on their product but cannot be a sales pitch
- Marketing material available and give away option
- Logo on marketing for event/class

## PITCH SESSIONS - \$75.00 each

**Hillsborough, South Pinellas, Mid Pinellas or North Pinellas - sponsors choice**

# MARKETING OPTIONS



- ✓ **FGCAR Home Page - Website Banner Advertisement**  
\$300 - 6 months      \$450 - 9 months      \$550 - 12 months
  
- ✓ **FGCAR Web Member Directory Page - Website Logo**
  - \$250 - 6 months      \$350 - 9 months      \$475 - 12 months
  
- ✓ **FGCAR Printable PDF Member Directory**
  - \$300 - logo      \$750 – banner advertisement
  
- ✓ **FGCAR Monthly Newsletter Banner Advertisement**
  - \$450 - 6 months      \$675 - 9 months      \$800 - 12 months
  
- ✓ **FGCAR Monthly Newsletter Box Logo Advertisement**
  - \$150 - 6 months      \$225 - 9 months      \$300 - 12 months

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