

Premier Partnership

+ event sponsorship

2026



To learn more about becoming a GCAAR Premier Partner or event sponsor, contact our Events team at events@gcaar.com.

1

Introduction

When it comes to finding the most effective way to invest your marketing dollars within the D.C./Maryland real-estate community, look no further than a GCAAR partnership or event sponsorship. **What makes our opportunities different than all the rest?** For our premier partners, it's the year-long visibility and special benefits we offer, and for our partners and sponsors, it's the brand exposure and unmatched access you'll get to the prospects who are central to the success of your business, all through GCAAR's most popular and sought-after events.

About GCAAR

As one of the nation's largest local REALTOR® associations, representing over 11,000 agents and industry professionals across Montgomery County, Maryland, and the District of Columbia, the Greater Capital Area Association of REALTORS® is the leading voice of real estate in the region. GCAAR connects the people, ideas, and opportunities that drive our industry forward.

Package eligibility

Premier Partnerships and event sponsorships are available to GCAAR affiliate members, brokerages and non-members*. To learn more about becoming a GCAAR Premier Partner or event sponsor, contact our Events team at events@gcaar.com.

We look forward to being an integral part of your marketing toolkit!

**Pricing is based on membership status.*



2

Benefits of partnership & sponsorship

When you sign on as a GCAAR Premier Partner or sponsor*:

- Your company will be highly visible at our most popular events, with our larger ones attracting hundreds of brokers, agents and others – because brand recognition is the first step toward building your target audience's trust and loyalty.
- You'll have plenty of opportunities to promote your business and have meaningful interactions with individuals that have the potential to become long-term clients – including brokers.
- You'll rub shoulders with the real-estate professionals that best align with the needs of your business, from the region's most established movers and shakers to those new to the profession - and everyone in between.
- Your voice will be heard. We regularly seek input from our partners and sponsors about their experience with us, and continuously adjust our annual offerings to help you maximize your return on investment.

***Our partners get all of these benefits, all year long – PLUS lots of extras! See our packages below for the details.**

3

Partner testimonials

Our current partners have a lot to say about the benefits of partnering with GCAAR:

“Being a partner with GCAAR has been a great experience. It has given me the opportunity to connect with REALTORS® and others in the industry. GCAAR's events have enabled me to get in front of people who need our services. I look forward to continuing to grow my business with GCAAR as a partner.”

- *Michelle Hopkin, CEO & co-owner, **ProTec Inspection Services***

“We've found great value in being GCAAR members and sponsors. The trade shows have been a wonderful opportunity for us to showcase our products and meet new people. GCAAR is an exceptionally well-run organization, and everyone is always so friendly and engaged. We're truly grateful to be part of this community and highly recommend getting involved!”

- *Julie & Bill Lewis, Owners, **Lewis Woodwork***

“Our partnership with GCAAR through the Premier Partnership program has been both impactful and inspiring. It has provided KVS Title with meaningful opportunities to connect with REALTORS® across the region, contribute to their professional growth, and strengthen our shared commitment to excellence in real estate. GCAAR's dedication to fostering collaboration, education, and community makes this partnership truly stand out—and we're proud to align with an organization that consistently elevates our industry and the professionals within it.”

- *Marty Stanton, COO, **KVS Title, LLC***

4

GCAAR events

All the events below are included with your Premier Partnership.

Q1

Recognition Awards and Showcase

Kick off the year at one of GCAAR's most-anticipated celebrations! The **GCAAR Recognition Awards & Showcase** draws **250+ of the most successful real estate agents and brokers in the region** for an evening to celebrate their high-volume sales achievements, and features networking, photo opportunities and a lively showcase floor, where sponsors connect directly with attendees. This event provides the unique chance to meet agents and brokers – from brokerages both large and small – whom you won't typically see at other GCAAR events. Last year, our event attracted individuals from **more than 50 brokerages** throughout D.C. and Montgomery County, Md. With high energy and high visibility, this is your chance to put your brand center stage as GCAAR honors the best in the business.

Q2

New in 2026! REALTOR® Fest Professional Development Expo

Be a trailblazer and participate in the brand-new GCAAR Professional Development Expo in 2026! In addition to providing visibility to the **more than 500 agents** who sign up for REALTOR® Fest, GCAAR is offering partners and sponsors the exclusive chance to connect with **over 100 brokers and agents** at the in-person, half-day expo.

Following three days of **REALTOR® Fest** virtual continuing education classes, members will gather face to face to hear from high-profile industry leaders and refine their professional skills. Partners and sponsors will be a prominent part of this event, with opportunities to exhibit and contribute raffle prizes to further your brand awareness, while also engaging in meaningful conversations with your prospects. This event has been redesigned from previous years to maximize visibility, showcase your expertise and foster lasting relationships with a highly motivated and influential audience.

5

Q3 → **Member Trade Show**

What was GCAAR's most sought-after event for sponsors in 2025? The **Member Trade Show**, with more than 15 sponsors last year! Space is limited in order to boost each sponsor's exposure to the max, so you don't want to miss this opportunity to spotlight your company in front of **100+ agents and brokers**. In addition to the trade show, the event features a **dynamic panel of high-profile individuals in the industry**, and draws real-estate pros who are eager to learn and interact with others on the trade show floor. We invite sponsors to connect directly with attendees through interactive experiences and exclusive contests at your exhibit booth, delivering visibility, relationship-building and brand recognition within GCAAR's professional community.

Q4 → **Holiday Party & Board Recognition**

This is it: GCAAR's most popular event of the year! Celebrate the season and **connect with 300+ GCAAR members** at our **Annual Holiday Party & Board Recognition** event. Sponsors enjoy prominent visibility throughout the evening festivities, with plenty of chances to engage in conversation with some of the biggest names in DMV real estate. In the midst of the joyful atmosphere, we'll honor the incoming GCAAR leadership and recognize our Annual Award winners as we close out 2026 and set the stage for another year of growth and impact in the greater capital area.

Profession Sessions

The ideal setting for one-on-one interactions, GCAAR's professional development seminars, called "**Profession Sessions**," deliver practical, non-CE content designed to help members grow their knowledge and elevate their business. Held monthly both in person and virtually, these sessions attract **15-50 agents** who are highly motivated to learn. Premier Partners gain direct access to attendees, engaging them through exhibit tables and speaking opportunities.

6

Premier Partners

Premier Partnership packages include a year-long, strategic collaboration with GCAAR through its events. Premier Partnership is available on a first-come, first-served basis and **is limited to 12 partners in 2026.**

Premier Partner benefits

\$3,000

- One individual GCAAR affiliate membership or an additional complimentary 4th corporate affiliate participant (each valued at \$160)
- Year-long recognition on partnerships page of GCAAR's website with company name, logo and link to website
- Featured exhibit table at the following events and the opportunity to raffle a prize; logo featured on ads and emails promoting the event
 - Recognition Awards & Showcase
 - REALTOR® Fest Professional Development Expo
 - Member Trade Show
 - Holiday Party & Board Recognition
 - Profession Sessions *[Hosted in GCAAR's Rockville office, and limited to two per event, first-come, first-served]*
- Opportunity to display a pop-up banner in the Rockville classroom for the year
- Logo displayed on rotating signage in GCAAR's member store in Rockville
- Two dedicated social media posts a year on GCAAR's channels highlighting the partnership and tagging/thanking the partner
- "Sponsored by" name/logo on signage at events included in Premier Partnership
- Company name, logo and link to website included in monthly events email
- Up to two minutes to speak at a Profession Session – in addition to an hosting an exhibit table and offering a raffle prize *[Limit to two speaking slots per event, first-come, first-served]*
- Exposure at GCAAR's member store in Rockville
 - Affiliate Alley: Rack space for marketing materials throughout the year
 - Store swag: Opportunity to provide small promotional items [pens, notepad, stickers, etc.] that can be added to gift bags for members who visit the member store
Partners responsible for supplying and keeping materials updated
- Four complimentary company registrations at each event
- Priority consideration for partner-recommended topics and/or speakers for Profession Sessions
- Recognition from the podium/stage at all cornerstone events

7

Premier Partner sign-up bonus

Sign up early as a Premier Partner and receive extra benefits!

- **Sign up by December 31, 2025** for \$500 off a Premier Partnership package.
- **Sign up by January 31, 2026** and your logo will be featured on our event banner displayed at all GCAAR cornerstone events throughout 2026.

GCAAR's cornerstone events include the Recognition Awards & Showcase, REALTOR® Fest Professional Development Expo, Member Trade Show and the Holiday Party & Board Recognition.

Sponsorship packages

Sponsorship packages are available for our four cornerstone events and are based on venue capacity.

Cornerstone event sponsor benefits

\$750 per event [non-members pay double]

Recognition Awards & Showcase | Q1

- Host an exhibit table at the event
- Opportunity to offer a raffle prize
- Name in ads and emails promoting the event
- Name featured on event signage
- Two complimentary event registrations
- Verbal recognition from the stage
- Name/logo featured in post-event survey email

REALTOR® Fest Professional Development Expo | Q2

- Host an exhibit table at the event
- Opportunity to offer a raffle prize
- Name in ads and emails promoting the event
- Company name with link displayed on REALTOR® Fest website
- Name featured on event signage
- Two complimentary event registrations
- Verbal recognition from the stage
- Name/logo featured in post-event survey email

Member Trade Show | Q3

- Host an exhibit table at the event
- Opportunity to offer a raffle prize
- Name in ads and emails promoting the event
- Name featured event signage
- Two complimentary event registrations
- Verbal recognition from the stage
- Name/logo featured in post-event survey email

Holiday Party & Board Recognition | Q4

- Name in ads and emails promoting the event
- Name featured event signage
- Three complimentary event registrations
- Verbal recognition from the stage
- Name/logo featured in post-event survey email

9

Additional benefits

Add-on perks may be added to enhance the event benefits that accompany the Premier Partnership package, or they may be purchased individually. Add-on perks are available on a first-come, first-served basis and are for GCAAR affiliate members only.

Add-on perks

First-come, first-served. One per event, unless noted. GCAAR affiliate members only.

\$250 | Opportunity to speak at a New Member Orientation [held virtually; 5-minute spotlight] and be featured in a follow-up email to attendees highlighting your company's services.

\$350 | Sponsor GCAAR in the GCAAR vs. PGCAR basketball tournament [5 available]

\$500 | Sponsor a Broker/Manager Forum [2 per event]

\$500 | Select a signature cocktail and have a custom cocktail napkin featuring your company's logo at a cornerstone event

\$500 | Sponsor an enhanced dessert table at a cornerstone event

\$1,500 | Sponsor the portrait photography session at the Recognition Awards & Showcase

\$1,500 | Sponsor the entertainment for the Holiday Party & Board Recognition

Partnership/sponsorship agreement

Premier Partnership or event sponsorship may be purchased throughout the year; **however, benefits outlined within the packages will not be awarded nor reserved without payment. To receive the full benefits outlined within the packages, the signed agreement and payment must be received by the payment date(s) indicated below.** GCAAR will deliver as much of the benefit package as possible to partners and/or sponsors depending on when they purchased a package. Prices and benefits are not prorated based on the date. Some benefits are on a first-come, first-served basis. All events must be held in the sponsorship/partnership calendar year. There is no rollover of events or sponsorships/partnership to the next calendar year.

Company: _____

Address: _____

Name/point of contact: _____

Email: _____ Phone: _____

GCAAR Premier Partner and sponsorship levels

Prices below reflect the member rate. *Non-members pay double the listed rate.

PREMIER PARTNERSHIP

- \$3,000

RECOGNITION AWARDS & SHOWCASE SPONSOR

- \$750*

REALTOR® FEST PROFESSIONAL DEVELOPMENT DAY SPONSOR

- \$750*

MEMBER TRADE SHOW SPONSOR

- \$750*

HOLIDAY PARTY & BOARD RECOGNITION SPONSOR

- \$750*

ADD-ON PERK

- _____
\$_____

Payment processing

Once GCAAR receives your signed agreement, GCAAR will send a digital invoice for payment. Partners and sponsors will **have 72 hours to pay the invoice to confirm the agreement**. Once payment is received, benefits will be executed. To receive the full benefits outlined within the packages, the signed agreement and payment must be received.

TERMS & CONDITIONS

RIGHT TO REFUSE PARTNERSHIP/SPONSOR

GCAAR shall reserve the right to reject any potential partners/sponsors on such factors as questionable business practices, those having a mission that conflicts with GCAAR, or those who have advertising practices not aligned with GCAAR's advertising practices. GCAAR is committed to engaging diverse groups of partners/sponsors and speakers for its events to support its diversity, equity and inclusion efforts.

FIRST RIGHT OF REFUSAL

All partnership packages are industry exclusive offered on a first-come, first-served basis. When contracting for the aforementioned partner or sponsor benefits, your agreement will not be honored until payment is received.

PAYMENT & CANCELLATION POLICY

Payment for partnership/sponsorship must be received 72 hours after the invoice has been issued; no benefits will be awarded until full payment is received. Failure to make payment within 72 hours will result in immediate cancellation of the agreement. Until payment is received, the company's future participation in GCAAR events could be affected. **Under no circumstances is GCAAR obligated to accept late payments.**

Cancellations must be made in writing to the Events contact indicated on the first page of this packet. No refunds will be made.

PRIVACY POLICY

Partner/sponsor is subject to [GCAAR's Privacy Policy](#), which limits GCAAR's ability to share member information with third parties. We ask for our partner/sponsor's assistance in adhering to this commitment.

DISCLAIMER

The relationship between GCAAR and the partnering/sponsoring organization do not represent exclusive agreements between GCAAR and the specific organization, nor do they suggest that GCAAR endorses the programs, products or services of the organization and under no circumstances can be represented as such.

GENERAL

Partner/sponsor represents and warrants to GCAAR that the content of its materials do not violate any copyright, trademark, proprietary or personal rights of others, and that any advertisement is factually accurate and contains no unlawful matter. Partners agree to submit all "Affiliate Alley" materials to GCAAR in advance of displaying to ensure materials do not violate the standards. Partner/sponsor agrees to indemnify and hold harmless GCAAR against any damages GCAAR may incur in connection with partnership/sponsorship pursuant to this Agreement.

Partners/sponsors may not assign their rights or obligations, and nothing in this Agreement creates any rights for a third party.

This Agreement is the final and complete expression regarding the subject matter of the Agreement. This Agreement supersedes, and the terms of this Agreement govern, all previous oral and written communications regarding these matters. This Agreement may be changed only by a written Agreement signed by an authorized agent of both parties. This Agreement shall be governed by the laws of State of Maryland, and subject to the exclusive jurisdiction of the federal of Maryland courts.

ACCEPTANCE

We agree to abide by all rules, regulations, terms and conditions as outlined in this Agreement.

Signature: _____

Date: _____

***Thank you for your support of the
Greater Capital Area Association of REALTORS®!***

Thank you for your support!

If you have further questions,
please contact our Events team.



Phone

301-590-8776



Email

events@gcaar.com



Website

<https://www.gcaar.com/events/advertising-partnership-opportunities>