

2022-23 REAL ESTATE PROFESSIONALS EVENT SERIES SPONSORSHIP OPPORTUNITIES & LEVELS

On behalf of the Membership team at Aaron Family Jewish Community Center of Dallas, we invite you and your company to take part in our first ever JCC Membership Department hosted Real Estate Professionals Event Series! Our first of two events in this series takes place on Thursday, September 1st from 9:30am-11:00am, **Real Estate Brunch & Learn at the J!** Please read below for our business and marketing strategies as it pertains to each individual event.

INCENTIVES FOR ATTENDEES

- The event will be marketed as a learning opportunity by hosting a small panel of experts in the industry from different backgrounds. The panel will include: a loan specialist, a real estate social media marketing specialist, a title agent, and a prominent realtor in the area as the moderator.
- A free raffle for various gift cards will be held at the event.
- Two-week guest passes will be offered to all those who attend the event along with a guarantee of two-week guest passes given to any of their new clients in the area. We will also waive the registration fee to all those who join as members during their two-week trial period.
- Free advertising to JCC Members! A Real Estate Professionals and Realtor Directory will be added as a new page on the JCC website. Anyone who attends the event will automatically be allowed to include their contact details with a photo/logo advertising their business. We will send all attendees ad perimeters in a form for them to fill out so we can include them on the site. Once the page has been created, the JCC Membership Team will send out an e-blast to our entire member email base advertising the directory.

MARKETING & ADVERTISING

- Regularly scheduled posts on the JCC Dallas Facebook, LinkedIn and Instagram. (≈10K followers combined)
- A Facebook event created on the JCC Dallas Facebook account.
- Signage displayed around the JCC campus advertising the event.
- Multiple email campaigns sent to over 17,800 contacts. Lists include JCC membership base and program participants, the Real Estate Professionals directory, provided by the Jewish Federation of Greater Dallas, and a list of over 300 realtors in the DFW area.
- Announcement of the event on the Jewish Federation of Greater Dallas' community calendar.
- Event promotion at the bottom of JCC membership team member's email signatures sent to hundreds of members each week.

HOSPITALITY SPONSOR - \$1,500

- 1/4 page ad in event programs
- Name recognition during announcements at the events
- Table at the events
- Your company's marketing flier included in attendee grab bags

TITLE SPONSOR - \$3,000

- Name as Title of Real Estate Professionals Event Series and featured on logo
- Name recognition and tagging in all posts promoting the event on our social media platforms
- Solo speaking opportunity or opening speech during both events
- Full page ad on inside back cover of event programs
- Personalized banner ad in e-blasts to our member base promoting the events
- JCC Corporate Membership discount for all employees at your company with no minimum sign up restrictions
- Name recognition as co-host of the events
- Table in location of choice at events
- Your company's marketing brochure in attendee grab bags

Name (as it should appear on all PR) _____

Email _____ **Phone** _____

Address _____ **City** _____ **State** _____ **Zip** _____

I would like to pay by: Check (payable to the JCC) **OR** please charge to: MasterCard Visa

Card # _____ **Exp. Date** _____ / _____

Signature _____

Return form to: Membership, Aaron Family JCC, 7900 Northaven Road, Dallas, TX 75230-3392

General Information: For information, contact Brady Wolchansky at bwolchansky@jccdallas.org. All programs are subject to change.