

Valuable connections with Greater Hartford REALTORS®

Annual Sponsorship

Get noticed! Gain influence! Impact your business!

Create lasting relationships by networking with the best REALTORS® in the greater Hartford area. Maximize your business exposure through numerous marketing opportunities like print, electronic media and face-to-face interaction. GHAR has many ways to reach your target market via our 5300+ members, throughout our 27 towns and Litchfield County!



www.gharonline.com

2025 GHAR Sponsorship Opportunities

Great opportunities to connect with industry leaders, brokers, association directors, and more at events throughout the year.

CE Classes - \$250 for members, \$500 for non-members

On average, we register up to 60 members at our on-site CE classes and up to 100 at off-site CE classes that are held north, east, south and west of Hartford all year long.

New Member Orientation

Access to the newest (or renewed) in the business! This opportunity is first come, first served so be sure to contact member services early to ensure your sponsorship. Orientation classes average approximately 20 new agents.

Professional Development - Price Varies

These non-CE events draw networking interest with those engaged in the real estate business and looking to increase their knowledge in a specific area, such as tax tips, broker specific topics, legal updates, technology, etc.

Networking Events - \$250 for members, \$500 for non-members

GHAR committee volunteers are always brainstorming happy hours, lunches or breakfasts that are aimed at bringing together members in a more informal, relaxed atmosphere. This is a unique way to get to know our membership!

Lunch & Learn - Price Varies

Take advantage of this opportunity to teach our members something about your business. We will provide the setting and registration - all you have to do is share your knowledge and provide lunch!

Signature Event Schedule (80-100+ attendees)

MAY: REALTOR® Education Day

JUNE: Commercial Real Estate Conference

JULY: Stroll for Charity

SEPTEMBER: Comedy Show Fundraiser

DECEMBER: Holiday & Volunteer Appreciation Party

GHAR AFFILIATE MEMBERSHIP BENEFITS

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Affiliate eNews

Monthly eNewsletter for affiliates only. Full of information about upcoming events, classes and ways to network with our members.

Rosters & Mailing Labels

Custom roster and mailing label of our members are available to assist with your marketing needs. (Roster-free; labels, nominal pricing)

Advertising Opportunities

Increase your exposure to our 5300+ members without breaking the bank. Options include our weekly GHAR eNewsletter and advertising on our website: www.gharonline.com.

Lockbox eKey

Key leasing is available to home inspectors and appraisers for convenient access to pending sale properties to perform inspection and appraisals.

Sponsorship

Enhance your presence and promote your products and/or services at events, classes and new member orientation. A great way to meet members, as well as receive recognition through event marketing materials.

Committee Participation

Affiliates are welcome to join many of the GHAR volunteer committees, such as: Young Professionals Network, Community Involvement, regional event planning, diversity and more. Take advantage of small group meetings in a fun, rewarding environment.

Affinity Discounts

Showcase your business by offering GHAR members a discount on products or services. Discounts will be highlighted as a member benefit in various communications.

GHAR Affiliate Marketing Tips

- Be sure to talk to members at events
- Use the rosters as a follow up
- Ask when our members have office meetings and use your GHAR affiliation as an introduction to speak
- The affiliates who get the most out of their membership are the ones who put the most into it



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Advertising Rate Sheet

As an affiliate, maximize your business exposure through numerous marketing opportunities like print and electronic media. GHAR has many ways to reach your target market via our 5300+ members, throughout greater Hartford (27 towns) and Litchfield County.

- ☐ **REALsTORy Weekly e-Newsletter** **\$200/month (4 imprints)**
(\$400/month non-affiliates)

Over 50% readership by engaged REALTORS® in the business. Emailed every Monday evening and includes full color and an embedded link or email address. Banner ad specifications: Horizontal 440x120 px in any image format.

- ☐ **GHAR Website Ad** **\$150/month**
(\$300/month non-affiliates)

Includes placement on www.gharonline.com on every page (excluding the home page). Right column image 200x200px, with a link to website or email address. 2600 unique visitors monthly.

10% discount on ads placed for at least three (3) consecutive months and 15% discount on all ads placed for six (6) consecutive months or longer. Payment is due in advance. Email artwork to klangston@gharonline.com and provide URL, if applicable. Contact Keara Langston at 860.561.1800 or by email with any questions.

ORDER FORM

- ☐ I have enclosed a check (payable to GHAR)

Please charge my: ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card # _____ Exp Date _____

Name on card: _____ Sec code _____

Company _____

Cardholder's Signature _____

Please return along with payment to GHAR, 430 New Park Ave, Suite 202, Hartford, CT 06106 or email: klangston@gharonline.com.



Advertising Policy Statement

The Greater Hartford Association of REALTORS®, Inc. (Association), may from time to time sell advertising space in Association publications or on-line media, at prices set by the Association, as the case may be.

The Association strives to meet the educational and informational needs of its membership and advertising space is sold in the Association's publications and on-line media in furtherance of this goal. Advertisements published by the Association should be of a nature, which benefits all Members by informing them of products, and services that are available and relevant to the membership as a whole in the conduct of their real estate business.

The Association welcomes the submission of advertisements. All advertisements must comply with the requirements of this policy in order to be accepted for publication. Advertisements that comply with this policy will be published to the extent that advertising space is available, on a first-come, first-served basis. The Association will notify any advertiser if an advertisement cannot be published.

All advertisements must comply with the following requirements:

Advertisements must be for products or services for use by REALTORS® or Affiliate Members in the course of their business or by their clients or customers and must be real estate related but cannot be in direct competition with any products or services provided by the Association.

Advertisements for real property (whether for purchase, sale, exchange, lease or otherwise), employment-related opportunities of any kind, or any product or service that is not real estate related shall not be accepted.

Advertisements must be factually accurate, must not contain misleading facts or representations, and must comply with applicable Connecticut and federal laws.

Advertisements must comply with applicable bylaws, rules, regulations and policies of the NATIONAL ASSOCIATION OF REALTORS®, INC. and the Association including, without limitation, proper use of all trademarks and service marks.

Advertisements must be consistent with, and not harmful to, or in any way jeopardize or negatively impact the business, purposes, objectives or functions of the Association.

Publication of an advertisement by the Association does not constitute an endorsement of the matter advertised and advertisements must be worded in a manner that does not in any way imply such an endorsement.

The Association, as the case may be, may refuse to publish any advertisement that it reasonably believes does not meet the requirements of this policy.