GBAR
GREATER BOSTON
ASSOCIATION OF REALTORS®

2027 Sponsorship Opportunities



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GBAR.ORG
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68 Main Street | Reading, MA 01867

About Us



The Greater Boston Association of REALTORS® (GBAR) is the largest local REALTOR® association in New England and among the top 30 largest nationally. We count more than 8,600+ residential real estate agents, brokers, and industry affiliates as members in a territory that includes 64 communities in Eastern Massachusetts, which also makes us the largest of five divisions that comprise the Greater Boston Real Estate Board (GBREB). GBAR provides professional development courses, standard forms, legal reports and updates, brokerage counseling, legislative and regulatory representation, ethics, mediation and arbitration services, as well as recognition awards. REALTORS® subscribe to the strict Code of Ethics of the National Association of REALTORS®.

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2027
Premium Sponsor Recognition

Unlock Premium Sponsor Recognition and enjoy exclusive benefits! By selecting your preferred sponsorship opportunities and meeting the minimum investment for a Platinum, Gold, Silver, or Bronze sponsorship level, you'll increase your brand's visibility among GBAR's 8,600+ members. Each level includes valuable benefits and enhanced exposure designed to maximize your sponsorship investment. Explore the qualifications and benefits for each level and start elevating your company's presence today!

	PLATINUM $12,500	GOLD $10,000	SILVER $7,500	BRONZE $5,000
Membership				
Affiliate Membership (Group Membership up to 4 members)	$550	$550	$550	$550
Communications				
Ad in Awards Program	Full Page	1/2 Page	1/2 Page	1/2 Page
Logo in GBAR e-Newsletter, X times per year	All	12	6	3
Solo email from GBAR to Members	3	2	1	
Highlight on GBAR social media platforms X times	3	2	1	1
Provide promotional items for NEW REALTORS®	X	X	X	X
Link to Sponsor on NEW REALTOR® welcome email	X	X	X	X
Digital Ad on TV in GBAR's foyer X quarters of year	4	3	2	1
Website				
Company logo w/link on GBAR homepage	X	X	X	X
Ability to provide educational content for GBAR's website X times during year (content subject to GBAR approval)	4	3	2	1
Events				
Recognition at all major events	X	X	X	X
Rental of GBAR's classroom or conference room X times	2	2	1	1
Reserved letter-sized rack space in GBAR's classroom (you provide the handouts)	X	X	X	X



GBAR Premium Sponsors will also receive year-round visibility with their company logo displayed on a standing sponsor sign prominently featured at the GBAR office and at all GBAR events.

Don't delay! The deadline to secure your company's placement on the sponsor signage is March 1.

2027 Education & Networking Events

Whether in person or virtual, sponsors receive the opportunity to speak for 2–3 minutes before the program begins and share promotional materials with attendees. At in-person events, sponsors may also set up a display table in the classroom to network with members. During virtual events, sponsors have the opportunity to address attendees online. In addition, your company logo, linked to your website, will be featured in event promotional emails, on the event registration page, in attendee confirmation emails, and across GBAR's social media channels, maximizing your visibility before, during, and after the event.

Continuing Education Course Course Sponsor

Exclusive Sponsorship for 12 courses; delivered monthly LIVE via ZOOM. $2,500/bundle

Fair Housing & Code of Ethics Course Sponsor

Exclusive Sponsorship for 12 courses; delivered monthly LIVE via ZOOM $1,250/bundle

New Member Orientation Sponsor

Event for new members; 8 in-person in Reading and 4 LIVE via ZOOM. $500/$3,000

NAR Designation/Certification Course Sponsor

Exclusive Sponsorship per course; may be in-person or LIVE via ZOOM. $500/course

Rentals the Right Way Sponsor

Offered 4 times annually; 2 in-person in Reading office, 2 LIVE via ZOOM $500/course

Legal LIVE Webinar Sponsor

Topic specific and LIVE via ZOOM. $500/course

Professional Development Courses Sponsor

Topics and locations may vary. $300/course







2027 Event Opportunities

Young Professionals Network (YPN) Event

Coordinated by GBAR's Young Professionals Committee, various networking, education, and community events are held throughout the year to help new real estate professionals amplify their business by engaging in our communities, expanding their knowledge, and growing their network. Sponsors will be recognized on promotions of all YPN events, on social media, and during events. (excludes Battle of the Brokerages event) $500/event



GBAR RealTour

Three RealTours will be held in 2027 across GBAR's 64 cities and towns. These in-person events offer sponsors the opportunity to connect with REALTORS® through a tabletop display.

$500/event

Designated REALTOR®/Broker-Owner Program

This program helps Designated REALTORS® and Broker-Owners navigate industry trends, manage risk, and discover new strategies to strengthen and grown their business. Held LIVE via ZOOM.

$300

2027 Digital Opportunities

The Walk Through eNewsletter

GBAR's bi-weekly e-newsletter has an impressive average open rate of 56% and is sent to over 7,500+ agent members! Sponsorship includes your logo and link in the email.

$150/edition

Broker Brief eNewsletter

Looking to reach the Greater Boston brokers? GBAR's quarterly e-newsletter targeted toward broker members has an average open rate of 58% and is sent to over 700 broker members. Sponsorship includes your logo and link in the email.

$200/edition

Advocacy Matters eNewsletter

Sponsor this quarterly email, delivered to 8,600+ GBAR members with an average 42% open rate, providing valuable visibility.

$250/edition

Solo Email Blast

A dedicated email with your content sent to all GBAR members (limited to 1/week or 2/month, content subject to GBAR approval).

$500/edition

Logo with Link on Website

Make it easy for members to find you by having your logo on our website. In 2026, our website had an average of 23,000 views.

$300/month

Social Media Spotlight Sponsor

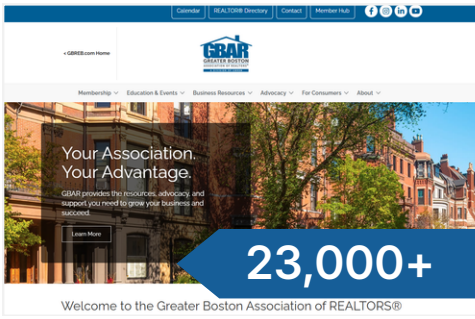
Spotlight your business on GBAR's social media channels (Facebook or Instagram). Content subject to GBAR approval (text, image, or video). Provide content or we can share an existing post from your channel.

$250/post

Display on GBAR TV Sponsor

Prominently display your company logo/ad on GBAR's television to provide constant brand recognition to all visitors at our Reading Training Center for classes, committee meetings, and more!

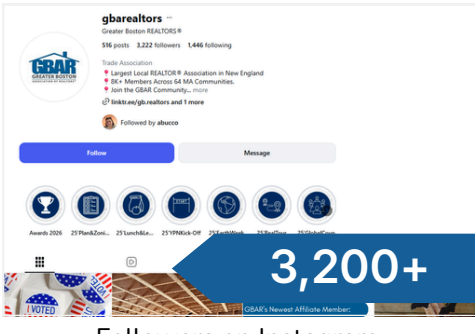
$100/quarter



Average Monthly Website Page Views



Followers on Facebook



Followers on Instagram

WWW.GBAR.ORG





2027 Roadshow: Conference & Expo

APRIL 2027 | TBD

The GBAR Roadshow: Conference & Expo is our largest networking and educational event of the year! Now in its 12th year, the Roadshow attracts hundreds of REALTORS® and industry partners, providing sponsors and exhibitors with unmatched brand exposure, direct access to key decision-makers, and valuable networking opportunities designed to generate leads and grow your business.

Exclusive Sponsorship Options:

Keynote Sponsor (1 Available)

- Opportunity to introduce keynote speaker.
- 1-minute video commercial for the event to be featured on website & emailed to members.
- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 6 tickets.

$5,000

Session Sponsor (2 Available)

- Session signage and recognition during session.
- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 5 tickets.

$3,000

Technology Sponsor (1 Available)

- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 3 tickets.

$2,500

Welcome Coffee Sponsor (2 Available)

- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,200

Photography Sponsor (1 Available)

- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,500

Reception Sponsor (4 Available)

- Premier table positioning in lobby (you provide display, tablecloth, hand-outs, etc.)
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,200

2027
Annual Awards Celebration

JUNE 2027 | TBD

Join us for the Greater Boston Association of REALTORS® Annual Awards Celebration, an exclusive event honoring excellence in real estate. Sponsors gain valuable visibility among top REALTORS®, industry leaders, and influencers through event recognition, signage, networking, and exclusive brand exposure.

Exclusive Sponsorship Options:

Title Sponsor (1 Available)

- Opportunity to address attendees.
- Full-page color program ad (inside cover).
- Company name/logo in marketing materials.
- Includes 5 tickets.

$5,000

Photobooth Sponsor (1 Available)

- Company name/logo on Photobooth strips.
- Full-page black/white program ad.
- Company name/logo in marketing materials.
- Includes 4 tickets.

$4,000

Centerpiece Sponsor (1 Available)

- Company name/logo on centerpieces at tables.
- Half-page black/white program ad.
- Company name/logo in marketing materials.
- Includes 3 tickets.

$3,500

Dinner Sponsor (2 Available)

- Company name/logo at buffet station.
- Half-page black/white program ad.
- Company name/logo in marketing materials.
- Includes 3 tickets.

$2,500

Reception Sponsor (4 Available)

- Company name/logo at the event.
- Half-page black/white program ad.
- Company name/logo in marketing materials.
- Includes 3 tickets.

$2,500









2027
Annual Awards Celebration

Exclusive Sponsorship Options:

Venue Sponsor (1 Available)

- Company name/logo at the event
- Half-page black/white program ad.
- Company name/logo in marketing materials.
- Includes 2 tickets.

$2,000

Photography Sponsor (1 Available)

- Company name/logo on tagged Facebook photo album
- Company name/logo in marketing materials.
- Includes 2 tickets.

$2,500

Entertainment Sponsor (1 Available)

- Company name/logo at the entertainment area
- Company name/logo in marketing materials.
- Includes 1 ticket.

$1,500

Unlimited Sponsorship Options:

Platinum Sponsor: $1,500
- Includes 4 tickets.

Gold Sponsor: $1,000
- Includes 3 tickets.

Silver Sponsor: $750
- Includes 2 tickets.

Bronze Sponsor: $500
- Includes 1 ticket.

Full Page Program Ad: (Black/White) $500
- 8"h x 5"w in pdf or jpeg format

Half Page Program Ad: (Black/White) $250
- 4"h x 5"w in pdf or jpeg format



2027
Economic Expectations

OCTOBER 2027 | TBD

Economic Expectations brings together leading national economic experts to explore key market trends, regional economic insights, and Greater Boston housing forecasts. Sponsors gain valuable exposure to top REALTORS®, industry leaders, and decision-makers while supporting this premier educational event.

Exclusive Sponsorship Options:

Keynote Speaker Sponsor (2 Available)

- Opportunity to address attendees from podium and introduce a speaker.
- 5' tabletop display at the event *(optional)*
- Company name/logo in marketing materials.
- Includes 5 tickets.

$2,500



Venue Sponsor (1 Available)

- 5' tabletop display at the event. *(optional)*
- Company name/logo in marketing materials.
- Includes 4 tickets.

$2,000



Breakfast Sponsor (4 Available)

- 5' tabletop display at the event. *(optional)*
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,500

A/V Sponsor (1 Available)

- 5' tabletop display at the event. *(optional)*
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,200



Unlimited Sponsorship Options:

Platinum Sponsor: $1,000
- Includes 4 tickets.

Gold Sponsor: $750
- Includes 3 tickets.

Silver Sponsor: $500
- Includes 2 tickets.

Bronze Sponsor: $250
- Includes 4 tickets.



2027
Leadership Installation

DECEMBER 2027 | TBD

Celebrate the year's accomplishments at GBAR's Leadership Installation as we honor our outgoing leaders and volunteers and welcome our new directors, officers, and president. Sponsors gain valuable exposure while connecting with REALTORS® and industry leaders at this signature event.

Exclusive Sponsorship Options:

Dinner Meal Sponsor (2 Available)

- Logo on signage next to buffet station.
- Company name/logo in marketing materials.
- Includes 4 tickets.

$3,000

Centerpiece Sponsor (1 Available)

- Company name/logo on centerpieces at tables and in the event space.
- Company name/logo in marketing materials.
- Includes 2 tickets.

$2,500

Photography Sponsor (1 Available)

- Company name/logo on tagged Facebook photo album
- Company name/logo in marketing materials.
- Includes 2 tickets.

$2,000

Cheese Display Sponsor (1 Available)

- Logo on signage next to cheese display.
- Company name/logo in marketing materials.
- Includes 2 tickets.

$2,000









2027
Leadership Installation

Exclusive Sponsorship Options:

Dessert Sponsor (1 Available)

- Logo on signage next to dessert station.
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,500

Entertainment Sponsor (1 Available)

- Company name/logo at the entertainment area
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,000

Venue Sponsor (1 Available)

- Company name/logo at the registration area
- Company name/logo in marketing materials.
- Includes 2 tickets.

$1,000

Unlimited Sponsorship Options:

Platinum Sponsor: $1,000
- Includes 4 tickets.

Gold Sponsor: $750
- Includes 3 tickets.

Silver Sponsor: $500
- Includes 2 tickets.

Bronze Sponsor: $250
- Includes 4 tickets.



2027
Sponsorship Opportunities Form

Thank you for your interest in supporting the Greater Boston Association of REALTORS® (GBAR). By completing this form, you'll have the opportunity to explore a variety of sponsorship options designed to help you connect with our members, promote your brand, and show your support for the real estate community. Please fill out the information below to reserve your sponsorship opportunity.

SIGN UP NOW

To sponsor, please fill out the form below and email it, along with your company logo to ssarvela@gbreb.com and we will contact you with payment options or click here for the digital version and to pay online.

Which Sponsorship Opportunities are you interested in?

- ☐ Premier Sponsorship Recognition
- ☐ Event Opportunities
- ☐ Roadshow: Conference & Expo
- ☐ Education & Networking Events
- ☐ Digital Opportunities
- ☐ Annual Awards Dinner
- ☐ Economic Expectations
- ☐ Leadership Installation
- ☐ Other:_____

Type of Business:

- ☐ Appraisal
- ☐ Environmental Testing
- ☐ Home Staging/Decorating
- ☐ Remodeling/Renovation
- ☐ Attorney/Legal Services
- ☐ Finance/Mortgage Lending
- ☐ Insurance
- ☐ Other:_____
- ☐ Cleaning
- ☐ Home Inspection
- ☐ Printing/Publishing

Individual/Primary Member Information:

COMPANY NAME _____ POSITION/TITLE _____

FIRST NAME _____ MIDDLE INITIAL _____ LAST NAME _____

BUSINESS STREET ADDRESS _____ P.O. BOX (IF APPLICABLE) _____

CITY/TOWN _____ STATE _____ ZIP _____

EMAIL ADDRESS _____ CELL PHONE _____ OFFICE PHONE _____ WEBSITE _____

GBAR GREATER BOSTON ASSOCIATION OF REALTORS®

By registering as a sponsor or exhibitor, you consent to future communications from us regarding events and partnership opportunities. Email completed form & your company's logo to: ssarvela@gbreb.com

Revised 11.6.26

Thank You.

Greater Boston Association of REALTORS®
A Division of the Greater Boston Real Estate Board

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