GBAR
GREATER BOSTON
ASSOCIATION OF REALTORS®



SPONSOR OPPORTUNITIES 2026

617-423-8700
GBAR.ORG
3 Center Plaza | Boston, MA 02108
68 Main Street | Reading, MA 01867

2026

Premium Sponsor Recognition

Unlock Premium Sponsor Recognition with ease and enjoy exclusive benefits! By choosing your preferred sponsorship opportunity and meeting the minimum investment for each level (Platinum, Gold, Silver, or Bronze), you can elevate your brand's visibility among GBAR's 8,600+ members. Each level offers unique perks and added exposure to help you make the most of your sponsorship experience. See the details below for each level's qualifications and start maximizing your company's impact 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				
Color 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 Website 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	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 have their logo displayed on a standing roll-up banner that will be displayed at GBAR's office as well as at all events. ***Don't delay*** - Deadline to secure a space on the banner is **April 10th!**

2026 Education & Networking Events

Whether in person or virtual, sponsors are able to speak for 2 to 3 minutes prior to the beginning of the course and share materials with participants. At live events, sponsors will have the ability to set up a table in the classroom and network with new members; when virtual, sponsors will get to address virtual attendees. Your company logo with link to your website will also be displayed on emails promoting the event, on the event registration page, and email confirmations to attendees as well as on GBAR's social media.



CEs with EASE Online - Continuing Education Courses: $2,500 *(bundle)*

Exclusive Sponsorship for all 12 CE's with EASE courses!
Delivered monthly virtually via Zoom.

NAR Designation/Certification Course Sponsor: $500/quarterly

Exclusive Sponsorship per session! Minimum of 25 attendees.
May be virtual or in-person.

New Member Orientation: $500/course or $3,000/annually

This event is held monthly; 8 in-person at the Reading office, 4 LIVE via ZOOM.

Designated REALTOR® Orientation: $500 (2 available)

This event is for new Designated REALTORS®/Broker-owners and is held LIVE via ZOOM.



Legal LIVE Webinar: $500/course

Offered 3 times annually via ZOOM.

Rentals the Right Way: $500/course

Offered 4 times annually; 2 in-person at the Reading office,
2 LIVE virtual via ZOOM.

Professional Development Courses: $300/course

Topics and locations may vary.

2026 Event Opportunities

Young Professionals Network (YPN) Event: $500/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)



RealTour: $500/event or $1,500/year

There will be 3 events held in 2026 (May, August, November). RealTours are in-person events that are held across the 64 cities and towns in GBAR's official territory. In addition to the benefits above, sponsors also have the opportunity to have a tabletop display at the event.

Designated REALTOR®/Broker-Owner Program: $300

Stay ahead of the curve! This program helps Designated REALTORS® and Broker-Owners navigate industry trends, manage risk, and discover new strategies to strengthen and grow their business.

2026 Digital Opportunities

The Walkthrough eNewsletter: $150/edition

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.

Broker Brief eNewsletter: $200/edition

Looking to reach Greater Boston brokers? GBAR's monthly 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.

Solo Email Blast: $500/edition

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

Logo with Link on Website: $300/month or $2000/year

Make it easy for members to find you by sponsoring logo ad on our website! In 2025, our website had an average of 23,000 page views! Get noticed and add your logo with preferred link to GBAR's home page.

Social Media Spotlight: $250/post

Spotlight your business on GBAR's social media channels! (Content subject to GBAR approval - can be text, image, or video!). Provide content or we can share an existing post from your channel. Facebook: 6,100+ followers; Instagram: 2,900+ followers.

Display on GBAR TV: $100/quarter

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!



Average Monthly Website Page Views in 2025



Followers on Facebook



Followers on Instagram

2026 Roadshow: Conference & Expo

April 8, 2026 | Four Points by Sheraton - Norwood

The GBAR Roadshow Conference & Expo, our largest networking and education event of the year! Drawing more than 400 REALTORS® and industry partners and now in it's 11th year, the Roadshow offers sponsors and exhibitors unmatched brand exposure, direct access to decision-makers, and high-value networking opportunities designed to generate leads and grow 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. Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 6 tickets.	**$8,000**
Session Sponsor (3 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials. Session signage and recognition during session, includes 5 tickets.	**$5,000**
Registration Sponsor (1 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 3 tickets.	**$3,000**
Technology Sponsor (1 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 3 tickets.	**$2,500**
Lunch Sponsor (4 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 2 tickets.	**$2,000**
Breakfast Sponsor (4 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 2 tickets.	**$1,500**
Photography Sponsor (1 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 2 tickets.	**$1,500**
Reception Sponsor (4 available): Premiere table positioning in lobby (you provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 2 tickets.	**$1,200**
Table Exhibitor (Limited Availability): Table in the lobby (your provide display, tablecloth, handouts, etc.). Company logo on event signage, website, and marketing materials, includes 2 tickets.	**$795** *(Affiliate Member)* **$1,195** *(Non-Members)*

2026 Annual Awards Celebration

June 10, 2026 | Wellesley Country Club - Wellesley

Join us for the Greater Boston Association of REALTORS® Annual Awards and Networking Dinner—an exclusive event celebrating excellence and connection in real estate. Sponsors gain prime visibility among top REALTORS®, industry leaders, and influencers, with recognition across event promotions. Exclusive sponsorships offer added brand exposure through signage, speaking opportunities, and networking with top professionals at this premier event.



Exclusive Sponsorship Options:

Title Sponsor (1 available): **$5,000**
Opportunity to address attendees, company name/logo in marketing materials, full-page program ad, includes 5 tickets.

Photobooth Sponsor (1 available): **$3,500**
Company name/logo in marketing materials and at photobooth, half-page program ad, includes 4 tickets.

Centerpiece Sponsor (1 available): **$3,000**
Company name/logo in marketing materials and on centerpieces at each table, half-page program ad, includes 3 tickets.

Reception Sponsor (4 available): **$2,500**
Company name/logo in marketing materials and at the bar station, half-page program ad, includes 3 tickets.

Venue Sponsor (1 available): **$2,000**
Company name/logo in marketing materials and at venue, half-page program ad, includes 2 tickets.

Photography Sponsor (1 available): **$1,500**
Company name/logo in marketing materials and page tagged as a sponsor on Facebook photo album, includes 2 tickets.

Entertainment Sponsor (1 available): **$1,500**
Company name/logo in marketing materials and at entertainment area, includes 2 tickets.

Unlimited Sponsorship Options:

Platinum Sponsor: Includes 4 event tickets. **$1,000**

Gold Sponsor: Includes 3 event tickets. **$750**

Silver Sponsor: Includes 2 event tickets. **$500**

Bronze Sponsor: Includes 1 event ticket. **$250**

Full Page Color Program Ad (8"h x 5"w) : **$500**

Half Page Color Program Ad (4"h x 5"w): **$250**



2026 Battle of the Brokerages

September 24, 2026 | Watertown Sons and Daughters of Italy - Watertown

Join GBAR for a night of friendly competition and fun with fellow REALTORS®, all while supporting a meaningful charitable cause during the event. Enjoy an evening of karaoke, entertainment, and giving back to the community!

Exclusive Sponsorship Options:



Karaoke Sponsor (1 available): **$1,500**
Company name/logo on marketing material, event signage, and address the audience (or sing), includes 3 tickets.

Photobooth Sponsor (1 available): **$1,500**
Company name/logo on our marketing material, event signage, and on the photo strips, includes 3 tickets.

Judge Panel Sponsor (3 available): **$1,000**
Company name/logo on our marketing material, event signage, and the opportunity to be an event judge, includes 2 tickets.

Venue Sponsor (1 available): **$1,000**
Company name/logo on our marketing material and event signage, and by the performance stage, includes 2 tickets.

Intermission Sponsor (1 available): **$1,000**
Company name/logo on our marketing material, event signage, and organize an intermission game, includes 2 ticket.

$750

Food Sponsor (3 available):
Company name/logo on our marketing material, event signage, and next to the food stations, includes 1 ticket.









2026 Taste of the World

September 30, 2026 | One Harbor Shore - Boston

Join us as we join our global partners, AREAA & NAHREP for this exclusive event. It's an opportunity to visit a strikingly impressive location and connect with professionals. There will be a 20-30 minute speaking program, tour of the location, networking, cocktails, and a taste of appetizers from around the world!



Exclusive Sponsorship Options:

Reception Sponsor (4 available): **$500**
Opportunity to have a representative on-hand to network with attendees, display company marketing materials at the registration table, company name/logo in marketing materials, includes 2 tickets.

Restaurant Sponsor (2-3 available): **In-Kind**
Provide a light, easy-to-eat appetizer for 150 attendees showcasing your restaurant's signature international cuisine, display company marketing materials at the registration table, company name/logo in marketing materials, includes 2 tickets.









2026 Economic Expectations

October 21, 2026 | Federal Reserve Plaza - Boston

This premier event is designed to bring together top national economic experts to explore key market trends. As a sponsor, you'll have visibility in front of top REALTORS®, industry leaders, and influencers.

Economic Expectations is an invaluable opportunity for industry professionals to gain insights into the regional economy, national housing market forecasts, and a deep dive into what's ahead specifically for the Greater Boston area. Attendees will also enjoy a one-hour continental breakfast, providing ample networking opportunities to connect with influential leaders and decision-makers.

As a sponsor, you'll have the chance to position your brand in front of a highly engaged audience, while supporting a critical discussion on the economic landscape that impacts our industry.

All sponsorships include your company name/logo on our website, emails promoting the event, on the event registration page, a 5' table display at the event, as well as social media.

Exclusive Sponsorship Options:

Keynote Speaker Sponsor (2 available): **$2,500**
Opportunity to address attendees from podium, introduce one speaker, company name/logo in marketing materials, 5' table display at event, includes 5 tickets.

Venue Sponsor (1 available): **$2,000**
Company name/logo in marketing materials, 5' table display at event, includes 4 tickets.

Breakfast Sponsor (4 available): **$1,500**
Company name/logo in marketing materials and at breakfast area, 5' table display at event, includes 2 tickets.

A/V Sponsor (1 available): **$1,200**
Company name/logo in marketing materials, 5' table display at event, includes 2 tickets.

Unlimited Sponsorship Options:

Platinum Sponsor: Includes 4 event tickets. **$1,000**

Gold Sponsor: Includes 3 event tickets. **$750**

Silver Sponsor: Includes 2 event tickets. **$500**

Bronze Sponsor: Includes 1 event ticket. **$250**







2026 Leadership Installation

December 2, 2026 | Anthony's of Malden - Malden

Our grand finale event of the year! Join us for a festive celebration and camaraderie as we applaud the dedication and accomplishments of our outgoing leaders and volunteers.

Then witness the official installation of our new directors, officers, and president! Be a part of this joyous occasion, mingle and position your brand prominently among industry influencers.

All sponsorships include admission to the event your company name/logo in the program, sponsor board, marketing materials, on the event web page, in member emails promoting the event, on social media, and recognition during the program.







Exclusive Sponsorship Options:

Luncheon Sponsor (2 available): **$3,000**
Company name/logo on signage at the buffet station, includes 4 tickets.

Centerpiece Sponsor (1 available): **$2,500**
Company name/logo on centerpieces at each table, includes 2 tickets.

Photography Sponsor (1 available): **$2,000**
Company name/page tagged as a sponsor on Facebook photo album, includes 2 tickets.

Cheese Display Sponsor (1 available): **$2,000**
Company name/logo on signage at the cheese display, includes 2 tickets.

Dessert Sponsor (1 available): **$1,500**
Company name/logo near the dessert table, includes 2 tickets.

Entertainment Sponsor (1 available): **$1,000**
Company name/logo near the entertainment area, includes 2 tickets.

Venue Sponsor (1 available): **$1,000**
Company name/logo near the entertainment area, includes 2 tickets.

Unlimited Sponsorship Options:

Platinum Sponsor: Includes 4 event tickets. **$1,000**

Gold Sponsor: Includes 3 event tickets. **$750**

Silver Sponsor: Includes 2 event tickets. **$500**

Bronze Sponsor: Includes 1 event ticket. **$250**

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
- ☐ Taste of the World
- ☐ Education & Networking Events
- ☐ Digital Opportunities
- ☐ Annual Awards Dinner
- ☐ Leadership Installation
- ☐ Economic Expectations
- ☐ Battle of the Brokerages
- ☐ 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

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

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Coming Soon!

Taste of the World

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