

2024 SIGNATURE EVENTS

Charity Gala March 2, 2024

'24 CHARITY ORGANIZATION: **CAM (Coordinated Assisted Ministries)**

Join us for a formal dinner, entertainment, silent action, photo booth, fun and surprises, all to benefit one organization each year.

Our 2024 Directors will be introduced and the annual award recipients will be announced.

Mark your calendar to get fancy and raise money on Saturday, March 2, 2024.

FUNDRAISING GOAL: \$8,000

2025 Charity Event Tentative: March 1 or 8, 2025

'25 CHARITY ORGANIZATION: **Aimee's Hope**

Annual Meeting October TBA, 2024

Come meet your fellow local REALTORS® and Affiliate members, have lunch, enjoy a short business meeting, professional development program, and learn about the exciting year ahead. Announcement of 2025 Charity Gala location & recipient organization.

Spirit of Giving Holiday Parties 1st wk of December, 2024

In 2020 the Social Activities and Community Outreach committees hosted five (5) parties in RACI counties to celebrate members and express the spirit of giving through the Gift of Warmth campaign. These events were designed to kick off the holiday season with good tidings and good will to members and those in need in our communities.

Members enjoy door prizes at each party with registration fee and monetary donations from Gift of Warmth fundraising campaign used to purchase hats, gloves, mittens, scarves, etc. for children our communities via organizations in all seven (7) RACI counties.

2023 raised over \$5,100, sent countless physical donations to children in our communities, and celebrated over 150 members.

FUNDRAISING GOAL: \$6,000

ENEWSLETTERS

RACI Notes Fridays 6:45am (weekly)

General membership newsletter delivered to RACI Membership (over 600 REALTOR® & Affiliate subscribers)

Available on first come, first serve, rotation basis.

Ad deadline: Friday before (rotation schedule to be assigned)

Pricing: Single run \$25 5 for 4 \$100*

*additional single runs may be purchased if available \$20

[R]esource First Friday of Month 7:05am

Delivered to RACI Agents & Brokers (over 570 subscribers)

Available on first come, first serve, rotation basis.

Ad deadline: Monday before (rotation schedule to be assigned)

Pricing: Single run \$25 (multiple run discount not available)

Tech Update As needed

5 on Friday As needed Fridays 5:00pm

Delivered to Agent & Broker MLS Subscribers (over 730 subscribers)

As needed - min 4, max 24. Available on first come, first serve, rotation basis.

Ad deadline: First Monday of each month (rotation schedule to be assigned)

Pricing: Single run \$25 (multiple run discount not available)

Broker Update 5th Wednesday 3:00pm (quarterly)

Quarterly Broker newsletter delivered to RACI Managing Brokers (over 125 Designated REALTOR® subscribers)

4x a year. Available on first come, first serve, rotation basis.

Ad deadline: Fourth Friday of each quarter (rotation schedule to be assigned)

Pricing: Single run \$25 All 4 \$100*

*multiple run discount not available, all 4 subject to availability.

DIRECTORIES

Nine (9) distinct affiliate categories. Searchable by county.

Company

- Contacts
 - Primary + Additional
- Locations*
- Phone numbers
- Website

*Branch locations may have separate accounts with branch contacts listed or all contacts and locations may be listed under one company account

2024 AFFILIATE Portfolio

RACI 

REALTORS® Association
of Central Indiana

Professional development resources for the
central Indiana real estate community

PARTNERSHIP

\$3,000 Affiliate Partner

New in 2023 this partnership offers increased engagement and visibility for Affiliates with our REALTOR® members.

- Partner section on RACI homepage with logos
- Logo displayed on Partnership wall at RACI
- Partnership Display in Affiliate Directory
- Logo on Partnership Banner at all RACI events and activities
- Five (5) ads in weekly RACI Notes
- Logo in Partnership banner in weekly RACI Notes all year
- Recognition at all RACI events
- Promotions on RACIndiana social channels throughout the year
- Priority seating with reserved table for up to 8 at Annual Meeting
- 10% discount
- Representation on Community Outreach, Program, and Social Activities committees

While this partnership will be recognized at all RACI events and takes the place of sponsor level participation, the exclusive sponsorship opportunities for our Signature events are not included.

2024 PARTNERSHIP COMMITMENT DEADLINE

November 17, 2023

Select invoice option:

- Annual (Jan. 22 - \$3,000)
- Semi-Annual (Jan. 22 - \$1,500 & Jul. 21 - \$1,500)
- Quarterly (Jan. 22 - \$750, Apr. 22 - \$750, Jul. 22 - \$750, & Oct. 21 - \$750)

*Please note: to be included on the printed standup banner, commitment and high-quality logo must be received no later than January 22, 2024.

EXCLUSIVE

\$500 Exclusive Sponsors

Select exclusive sponsor opportunities are available at each Signature event (Charity Gala, Annual Meeting, and Spirit of Giving Holiday Parties).

Examples

- Appetizers, Hors d'oeuvres, Small bites
- Beverages
- DJ/Entertainment
- Keynote speaker
- Photo booth
- REALTOR® branded gift
- Signature drink (cocktail & mocktail versions)
- Social photoframe
- Table top

BENEFITS

At Event

- Thank you shout out by emcee
- Complimentary event tickets (2)
- Recognition in event program
- Recognition in event social posts

Marketing

Recognition (logo or company name) on event marketing collateral including but not limited to:

- Logo on event registration
- Listed in RACI Notes and Upcoming Event emails
- Logo on exclusive sponsors banner*
- Listed on event promotion social posts
- Additional signage may be part of each of these exclusive sponsorship options

*Please note: to be included on the printed standup banner for exclusive sponsors, commitment and high-quality logo must be received no later than 2 weeks before event.

SPONSORSHIP LEVELS

First Showing - \$100

BENEFITS

Marketing

- Company name on event registration
- Listed in RACI Notes and Upcoming Event emails
- Company name on event banner*
- Logo on event banner*
- Listed on event promotion social posts

At Event

- Thank you shout out by emcee
- Recognition in event program
- Recognition in event social posts

Made an Offer - \$200

BENEFITS - all \$100 plus:

Marketing

- Logo on event registration

At Event

- Logo on event banner*

Closing Table - \$300

BENEFITS - all \$100 plus:

Marketing

- Logo on event registration

At Event

- Complimentary event ticket
- Large logo on event banner*

OPPORTUNITIES BY COMMITTEE

Community Outreach

Fundraising Campaigns

Partner with RACI to bring specialized fundraising campaigns to the membership.

**Built in to the following Signature Events: Charity Gala & Spirit of Giving Holiday Parties*

GivingTuesday

REALTOR® Volunteer Days

Economic Development

Candidate Forums

Community Conversations

Mayor & Economic Development Meet Ups

Program

*Annual Meeting

Continuing Education (In-Person)

Designation Programs

LEAD Program

Networking Sessions

New Member Orientation

Social Activities

*Charity Gala

REALTOR® Night at the Jackrabbits

Social Mixers

*Spirit of Giving Holiday Parties

RPAC Fundraising

RPAC Major Investor Event

RPAC Auctions

Technology

Best Practices

Build your Expertise Roundtables

FUNDRAISING CAMPAIGNS

Through the community outreach committee, Affiliates can supercharge outreach efforts with focused fundraising campaigns to the membership by sponsoring an online fundraising campaign to benefit an organization's immediate need, ongoing project, or general fund.

Fundraising campaigns are built in to the following Signature Events:
Charity Gala & Spirit of Giving Holiday Parties

Event (\$250/\$500)

BENEFITS

At Event

- Recognition in event social posts
- Logo on event banner*

Marketing

- Logo on event registration
- Listed in RACI Notes and Upcoming Event emails
- Listed on event promotion social posts