

The Power of Partnership

Why choose us?

Partnering with GKAR is your gateway to powerful business exposure and client growth.

- Showcase your brand to a highly engaged audience of real estate professionals, including agents, brokers, and industry service providers who rely on trusted partners to serve their clients.
- Align your business with GKAR's events, promotions, and professional development programs.
- Sponsorship opportunities place your brand at the center of industry activity, boosting visibility and building trust with a network that directly influences homebuyers and sellers.
- Generate quality leads through face-to-face interactions, and ongoing brand presence within the GKAR community.
- Our commitment to hosting signature events remains, including the REALTOR® Day Expo, two 4:01 Networking Mixers, and our largest event of the year, Installation & State of the Association. Additionally, we continue to offer you opportunities for exposure through video, social media, and GKAR.com.

**PLATINUM
SPONSOR
\$2,000**

**DIAMOND
SPONSOR
\$1,500**

**GOLD
SPONSOR
\$1,000**

**SILVER
SPONSOR
\$500**

Become a Sponsor Today; Enjoy Recognition All Year Long!

Business Name: _____

Contact Person (for sponsorship details/updates): _____

Contact Phone or Email: _____

Sponsor Level:

☐ Platinum \$2,000 ☐ Diamond \$1,500 ☐ Gold \$1,000 ☐ Silver \$500

Method of Payment: ☐ Credit ☐ Check (payable to GKAR) ☐ Bill GKAR Account

PLEASE NOTE: Billing your GKAR account does not qualify as payment received.

Your spot is reserved once payment is received. A limited number of sponsorships are available at each level.

Return this form to Support@GKAR.com and your payment to GKAR by January 1st, 2026.

Sponsor Benefit Overview*

*View full details for each sponsor level on pages 3-6.

	PLATINUM	DIAMOND	GOLD	SILVER
	\$2,000	\$1,500	\$1,000	\$500
WEB & SOCIAL MEDIA				
LOGO & LINK ON GKAR.COM HOMEPAGE	★			
@HOME KALAMAZOO VIDEO SHARED W/ PUBLIC	1	1		
RECOGNIZED INDIVIDUALLY IN FACEBOOK POST	★	★	★	
FEATURED IN SPONSOR LEVEL FACEBOOK POST	Q1	Q2	Q3	Q4
RECOGNITION AS SPONSOR IN ONLINE BUSINESS PARTNER DIRECTORY	★	★	★	★
EVENTS & PROGRAMS				
CON-ED				
SPONSORSHIP	LUNCH SPONSOR	BEVERAGE SPONSOR		
LISTED ON MATERIALS & SIGNAGE	★	★		
REALTOR® DAY EXPO				
EXPO BOOTH LOCATION PICK	1ST ROUND	2ND ROUND	3RD ROUND	4TH ROUND
EXPO OPPORTUNITY TO AWARD PRIZE	★	★	★	★
LISTED ON MATERIALS & SIGNAGE	★	★	★	★
NEW MEMBER ORIENTATION				
OPPORTUNITY TO INSTRUCT ONE NEW MEMBER ORIENTATION FINANCE SESSION	★			
ITEM OR FLYER IN SWAG BAG	★	★	★	★
ANNUAL SUMMER GOLF OUTING				
SPONSORSHIP	LUNCH SPONSOR	BEVERAGE SPONSOR	COURSE SPONSOR	
LISTED ON MATERIALS & SIGNAGE	★	★	★	
FOURSOME (INCLUDES RECEPTION)	★			
SIGNAGE AT 1 HOLE	★	★	★	
PROMOTIONAL ITEM IN SWAG BAG	★	★	★	
ADDITIONAL RECEPTION ADMISSION	2	2	2	
PD SERIES**				
OPPORTUNITY TO BE WELCOME SPONSOR		★		
LISTED ON MATERIALS & SIGNAGE		★	★	★
INSTALLATION & STATE OF THE ASSOCIATION LUNCHEON				
EVENT ADMISSION	5	4	4	3
RECOGNITION DURING PROGRAM	★	★	★	★
LISTED ON MATERIALS & SIGNAGE	★	★	★	★
4:01 NETWORKING MIXERS				
UNLIMITED ADMISSION	★	★	★	★
LISTED ON MATERIALS & SIGNAGE	★	★	★	★
BONUS				
LOGO ON MONITOR IN GKAR LOBBY	★	★	★	★

**Professional Development Series Panels/Speakers are selected by Committee/Sub-Committee Members and are not determined by sponsorship level.



Platinum Exclusive @Home Kalamazoo

- * This ALL-NEW video series will focus on communicating the importance of working with a REALTOR® and a trusted Business Partner professional during the homebuying or selling journey
- * One on-camera interview can be filmed in the new GKAR studio and these videos will be shared with the public

Platinum Exclusive Continuing Education Lunch Sponsor (Spring 2026)

- * Logo/company name on website, promotional material, and signage

REALTOR® Day Expo Sponsor (Spring 2026)

- * Business Partner Expo
- * At this level, you will have first-round pick of your booth location; order within all Platinum Sponsors determined by first-paid, first served
- * Opportunity to award a prize during event
- * Logo/company name on website, promotional material, Facebook event, and event signage

Platinum Exclusive New Member Orientation Course Sponsor

- * Lenders - Opportunity to instruct one Finance Session: six available; based on first-paid, first-served; New Members who've joined GKAR within six months will be invited to attend all Finance Sessions of Orientation, increasing your exposure to new Members
- * Opportunity to provide a promotional flyer or item to be included in the Orientation swag bag

Annual Summer Golf Outing Sponsor (Summer 2026)

- * *New On Course!* "Beat the Pro", with Back Swing Golf Events
- * Logo/company name on website and promotional material
- * Signage recognition provided for you on-course at one hole and on tables in clubhouse
- * Opportunity to provide an item to be included in the golfer swag bags
- * Golf Team for four included: 18 holes, cart, lunch, drinks and after golf reception for each golfer
- * Two After Golf Reception registrations for non-golfers included and additional registrations may be purchased at \$40 per person

Installation & State of the Association Sponsor (December 2026)

- * Logo/company name on website and promotional material
- * Recognition during live program
- * Five registrations included and additional registrations may be purchased at \$40 per person

4:01 Member Networking Mixer Sponsor (Spring/Fall 2026)

- * Logo/company name on website, promotional material, and event signage
- * Unlimited company representatives from GKAR Roster may attend

Logo Featured in Looped Slideshow (displayed prominently in GKAR lobby)

Platinum Exclusive Logo/link Featured on GKAR.com Homepage

Facebook Post Featuring your Business on GKAR Facebook Page

Logo Featured in Q1 Platinum Sponsor Facebook Post



@Home Kalamazoo

- * This ALL-NEW video series will focus on communicating the importance of working with a REALTOR® and a trusted Business Partner professional during the homebuying or selling journey
- * One on-camera interview can be filmed in the new GKAR studio and these videos will be shared with the public

***Diamond Exclusive* Continuing Education Beverage Sponsor** (Spring 2026)

- * Logo/company name on website, promotional material, and signage for the event

REALTOR® Day Expo Sponsor (Spring 2026)

- * Business Partner Expo
- * At this level, you will have second-round pick of your booth location; order within all Diamond Sponsors determined by first-paid, first served
- * Opportunity to award a prize during event
- * Logo/company name on website, promotional material, Facebook event, and event signage

New Member Orientation Course Sponsor

- * Opportunity to provide a promotional flyer or item to be included in the Orientation swag bag

Annual Summer Golf Outing Sponsor (Summer 2026)

- * *New On Course!* "Beat the Pro", with Back Swing Golf Events
- * Logo/company name on website and promotional material
- * Signage recognition provided for you on-course at one hole and on tables in clubhouse
- * Opportunity to provide an item to be included in the golfer swag bags
- * Two After Golf Reception registrations for non-golfers included and additional registrations may be purchased at \$40 per person

***Diamond Exclusive* Professional Development Series Sponsor**

- * Logo/company name on website, and promotional material for all programs
- * One opportunity to welcome attendees to program and introduce yourself/business (two available; first-paid, first-served)

Installation & State of the Association Sponsor (December 2026)

- * Logo/company name on website and promotional material
- * Recognition during live program
- * Four registrations included and additional registrations may be purchased at \$40 per person

4:01 Member Networking Mixer Sponsor (Spring/Fall 2026)

- * Logo/company name on website, promotional material, and event signage
- * Unlimited company representatives from GKAR Roster may attend

Logo Featured in Looped Slideshow (displayed prominently in GKAR lobby)

Facebook Post Featuring your Business on GKAR Facebook Page

Logo Featured in Q2 Diamond Sponsor Facebook Post



REALTOR® Day Expo Sponsor (Spring 2026)

- * Business Partner Expo
- * At this level, you will have third-round pick of your booth location; order within all Gold Sponsors determined by first-paid, first served
- * Opportunity to award a prize during event
- * Logo/company name on website, promotional material, Facebook event, and event signage

New Member Orientation Course Sponsor

- * Opportunity to provide a promotional flyer or item to be included in the Orientation swag bag

Professional Development Committee Program Sponsor

- * Logo/company name on website, and promotional materials for all programs

Annual Summer Golf Outing Sponsor (Summer 2026)

- * *New On Course!* "Beat the Pro", with Back Swing Golf Events
- * Logo/company name on website and promotional material
- * Signage recognition provided for you on-course at a hole and on tables in clubhouse
- * Opportunity to provide an item to be included in the golfer swag bags
- * Two After Golf Reception registrations for non-golfers included and additional registrations may be purchased at \$40 per person

Installation & State of the Association Sponsor (December 2026)

- * Logo/company name on website and promotional material
- * Recognition during live program
- * Four registrations included and additional registrations may be purchased at \$40 per person

4:01 Member Networking Mixer Sponsor (Spring/Fall 2026)

- * Logo/company name on website, promotional material, and event signage
- * Unlimited company representatives from GKAR Roster may attend

Logo Featured in Looped Slideshow (displayed prominently in GKAR lobby)

Facebook Post Featuring your Business on GKAR Facebook Page

Logo Featured in Q3 Gold Sponsor Facebook Post



REALTOR® Day Expo Sponsor (Spring 2026)

- * Business Partner Expo
- * At this level, you will have fourth-round pick of your booth location; order within all Silver Sponsors determined by first-paid, first served
- * Opportunity to award a prize during event
- * Logo/company name on website, promotional material, Facebook event, and event signage

New Member Orientation Course Sponsor

- * Opportunity to provide a promotional flyer or item to be included in the Orientation swag bag

Professional Development Committee Program Sponsor

- * Logo/company name on website, and promotional materials for all programs

Installation & State of the Association Sponsor (December 2026)

- * Logo/company name on website and promotional material
- * Recognition during live program
- * Three registrations included and additional registrations may be purchased at \$40 per person

4:01 Member Networking Mixer Sponsor (Spring/Fall 2026)

- * Logo/company name on website, promotional material, and event signage
- * Unlimited company representatives from GKAR Roster may attend

Logo Featured in Looped Slideshow (displayed prominently in GKAR lobby)

Logo Featured in Q4 Silver Sponsor Facebook Post