

The Residential Symposium 2022

All Day. All Residential.

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Thursday, August 25, 2022
- a synchronous symposium presentation -

Get in on the ground level! We would like to invite your company to accept our invitation to become a sponsor at the Northern California Chapter's "*The Residential Symposium 2022: All Day. All Residential*". This is "the" annual event for anyone involved in residential real estate including appraisers, lenders, AMCs, brokers, attorneys and government agency representatives. As a sponsor, you will gain special recognition and visibility - before, during and after the symposium.

Platinum Sponsor - \$1,500

With benefits valued at over \$2,000

Gold Sponsor - \$750

With benefits valued at over \$1,000

Silver Sponsor - \$500

With benefits valued at over \$750

Bronze Sponsor - \$250

With benefits valued at over \$500

TRS Sponsor - \$175

A special sponsorship level reserved for Northern California Chapter Designated Members, Candidates and Affiliates valued at over \$250

See [Summary of Sponsorship Opportunities \(page 2\)](#) for detailed benefits



Northern California Chapter

The Residential Symposium 2022

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Sponsorship Opportunities

SUMMARY OF BENEFITS

Thursday, August 25, 2022

| Sponsorship Level | Platinum \$1,500 | Gold \$750 | Silver \$500 | Bronze \$250 | TRS \$175 |
|---|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|
| Newsletter Mention | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Admission (includes CEC and lunch with attendees) | (3) three | (2) two | (1) one | (1) one | (1) one |
| Full-page Newsletter Ad (10"h x 7.5"w - provide own pdf ad) | ✓ 2x | ✓ 1x | | | |
| 1/2 page Newsletter Ad (4.75"h x 7.5"w - provide own pdf ad) | | | ✓ 1x | | |
| 1/4 page Newsletter Ad (4.75"h x 3.75"w - provide own pdf ad) | | | | ✓ 1x | |
| Acknowledgement in Welcome PowerPoint | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition during Symposium Breaks | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in Select Promotional Materials (brochure, emails, website, etc.) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Multiple Email tags (your company name / logo broadcasted to 4,800+) | ✓ Expanded recognition 6 times | ✓ Expanded recognition 4 times | ✓ Expanded recognition 3 times | ✓ Expanded recognition 2 times | ✓ Expanded recognition 1 time |
| Static Logo in ZOOM picture window (requires company log- on) | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | |
| Estimated Value | \$2,000 | \$1,000 | \$750 | \$500 | \$175 |

All sponsors are required to provide their own ad copy for newsletter publication. *AppraisalNEWS*, the Northern California Chapter's newsletter, is produced and viewed in color.

Disclaimer: We reserve the right to modify benefits if completed sponsorship applications and necessary artwork/advertising copy is not received by August 19, 2022.

Updated 08/10/22

Top Reasons Why Your Company Should Become a Sponsor

- Each sponsorship level represents an opportunity for a phenomenal return on your marketing investment dollars compared with other marketing strategies
- “Virtual” contact with appraisers, lenders, brokers, attorneys, AMCs and government agencies on the day of the symposium
- Get your company’s name / logo included in select symposium marketing materials with consistent repeat exposure pre- during and post-event
- Our attendees are proven consumers – the decision makers and users of your products/services – real estate appraisers, support staff and allied professionals
- There is good reason that past sponsors return to events sponsored by the Northern California Chapter year after year – **RESULTS!**
- **All sponsorship levels receive complimentary attendee admittance**

This year’s symposium features 4 breakout sessions, providing attendees with numerous “virtual” opportunities to have your company / firm recognized throughout the day

Synchronous Symposium Hours
8:00am – 3:45pm

Attendees are encouraged to visit with “virtual” during pre-registration, scheduled breaks and lunch.

Don’t Delay – Sign Up Today!

As you can see, the benefits of participating in the Northern California Chapter’s “*The Residential Symposium 2022*” are many! We think you will agree that this opportunity provides an outstanding value for your marketing dollars. We look forward to your participation.

Questions? Please do not hesitate to contact Lisa Estes, Executive Director, at 925/932-7753 or lisa@norcal-ai.org.

The Residential Symposium 2022

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Thursday, August 25
- Sponsor & Exhibitor Registration Form -

- Platinum Sponsor - \$1,500**
- Gold Sponsor - \$750**
- Silver Sponsor - \$500**

- Bronze Sponsor - \$250**
 - TRS Sponsor - \$175***
- (*) Reserved for Northern California Chapter
Designated Members, Candidates and Affiliates

Company Name _____

Company Address _____
Street address

City _____ State _____ Zip _____

Phone _____ FAX _____ Website _____

Contact Name _____ Title _____

Contact Phone ____/____/____ FAX ____/____/____

Contact Email _____

- REMITTANCE:** Enclosed is a check payable to the Appraisal Institute
1966 Tice Valley Boulevard #421, Walnut Creek, CA 94595

Don't Miss this Promotional Opportunity! Provide a brief description of your products or services (this info will appear *as written*) that we can share with registrants. The 2-3 paragraph write-up can be emailed directly to lisa@norcal-ai.org as an MSWord document (not a pdf). Note: We reserve the right to edit as necessary.

Names and emails of representatives from your company that will be attending using COMPLIMENTARY symposium registrations included with your sponsorship; this applies to those who will be attending the entire symposium and seeking CEC:


Indicate sponsorship level

PLATINUM GOLD SILVER BRONZE NORCAL

(1) _____ (2) _____

(3) _____ (4) _____

(5) _____ (6) _____

| | | |
|--|---|--|
|  <p>Appraisal Institute® <i>Professionals Providing Real Estate Solutions®</i></p> | <p>Northern California Chapter</p> | <p>Kindly remit completed form to: Appraisal Institute Northern California Chapter 1966 Tice Valley Boulevard, #421 Walnut Creek, CA 94595 925/932-7753 lisa@norcal-ai.org</p> |
| <p> </p> | | <p> </p> |

Prior Residential Symposium Sponsors include

