

2021 REALTORS® Conference & Expo

# RISE & SHINE

Nov. 12-15, 2021 San Diego

## REALTORS® TOWN SQUARE

Sponsorship Opportunities



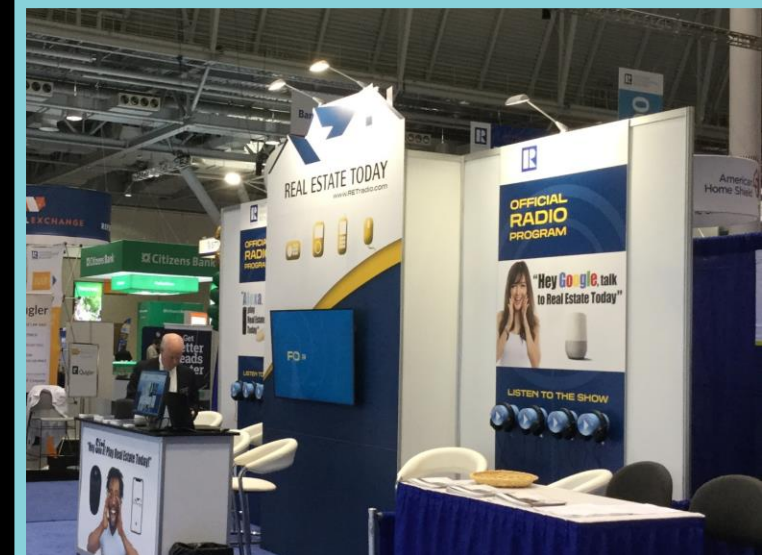
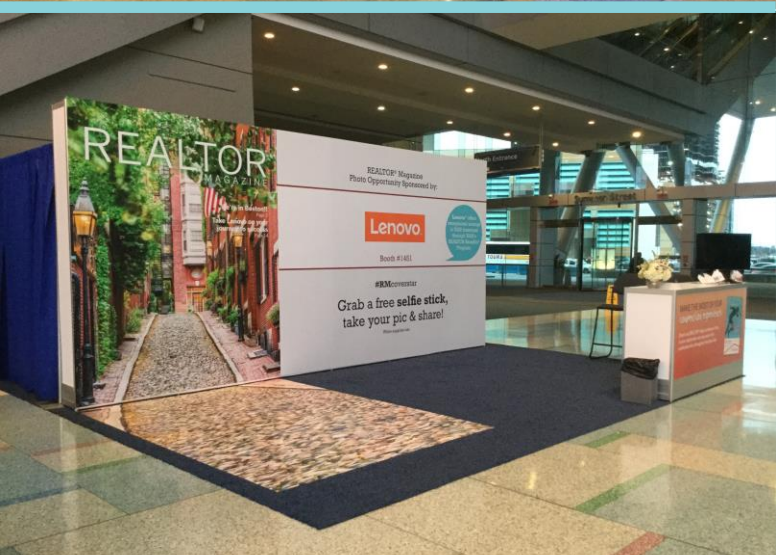
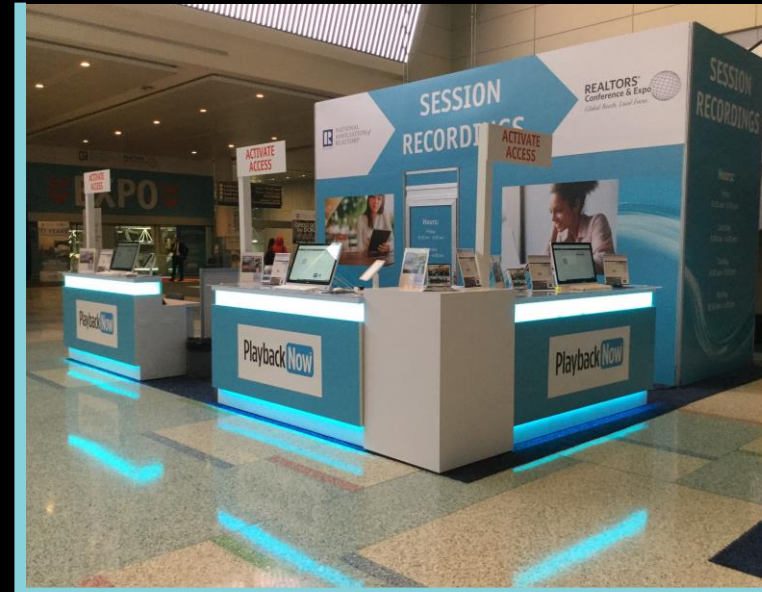
WELCOME TO  
SAN DIEGO



# Introducing the new REALTORS® Town Square

A NEW networking venue centrally located on the exhibit floor that includes the following traffic-generating booths: *Good Neighbor Awards, Magazine Live, NAR Real Estate Radio Booth and NAR Audio Sales*

In the middle of the Town Square, REALTORS® will find “Surprise & Delight” activities, places to network, games to play and treats to eat. You'll want your company's name attached to this exciting new show floor feature in San Diego! (see additional slides for branding opportunities).







*Sponsor any or all of  
the following*

SPONSORSHIP  
**ACTIVATIONS**





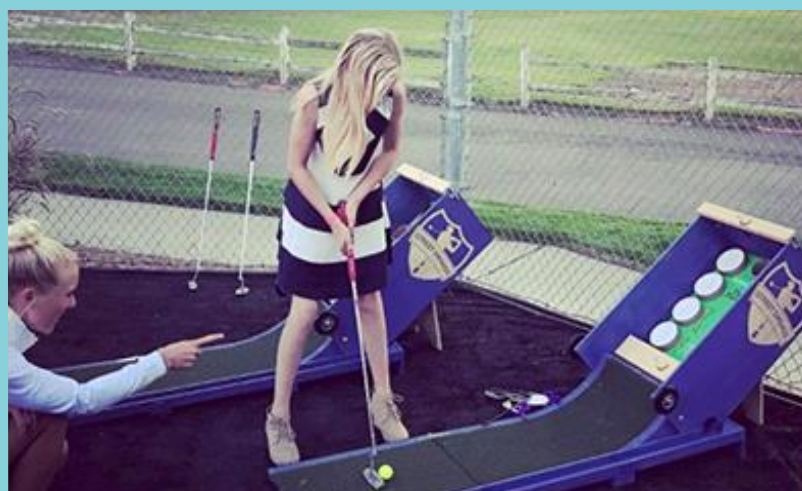
Straightest Drive Friday



Longest Drive Saturday



Closest to Pin Sunday



# Golf Simulator & Putting Challenge

Sponsorship includes:

Golf simulator featuring daily competitions to bring REALTORS® back again and again:

- Straightest drive
- Longest drive
- Closest to pin
- \$900 in gift cards included

Banner Branding Includes:

- 3'x7' Double-sided
- 1'x12' Single-sided

Lead generation captured at golf challenge area or by claiming "play" ticket at your booth.

**PUTTSKEE CHALLENGE:**  
Sponsor offers branded prizes for holes-in one (separate cost provided by sponsor).

\$16,000 All Inclusive



## GREETING FROM: POSTCARD STATION

With the ability to send genuine snail-mail greetings across the country, this nostalgic graphic pop-up is 100% customizable, with retro postcard artwork, plus brandable backdrop and floor visuals. Featuring real USPS stamps and faux mailbox, guests choose their colorful postcard, pen a greeting, and add a mailing address for delivery. Click to view [HERE!](#)



## Activation Sponsorships

Each opportunity includes:

- Branding
- Badge scanning of participants



## GIANT MYSTERY TATTOO FUNNEL

Standing at 10ft high the "Mystery Tattoo 10ft Funnel" intrigues, puzzles and tempts curious guests to put their arm into the funnel! What temp tattoo will they be branded with? Custom graphics available on funnel, backdrop, flooring and temporary tattoos.

Postcard Station: \$25,500  
Tattoo Funnel: \$24,500  
Hit & Run: \$19,500

## HIT & RUN CARICATURIST

No lines, no waiting. The Hit & Run Artists draw out of sight, in "stealth" mode. This allows them to get a good cross-section of the group being drawn (and they can draw guests who don't want to sit and wait for a "typical" caricature). When the art is complete, the artist gives (hits) the unsuspecting guest(s) the drawing, which is more of a figure sketch or cartoon sketch rather than a caricature. Then the artist disappears (runs) and is off to draw the next targets, hence the name "Hit & Run!"





## Refreshment Breaks

Opportunities galore to sponsor tempting food and beverage options:

Includes food & drink tickets and badge scanning opportunities.

Price per Sponsorship Item:

<u>F&amp;B Item</u>	<u>Price</u>
Craft Beer Floats	\$5,375
Cranberry Mojitos	\$6,350
<i>Non-Alcoholic</i>	\$4,000
Topo Chico Margaritas	\$6,000
Starbucks Shaken Tea	\$2,700
Infused Water Bar	\$1,400
Paletas Ice Cream	\$3,000
Paletas and Branded Ice Cream Cart	\$5,500
Popcorn Trail Mix	\$3,200
Break cost based on 250 servings.	







GIANT JENGA



CORNHOLE

### CUSTOM BRANDING

Enhance the games  
with a custom wrap or  
print of the sponsor  
logo!



PING PONG TABLE

## Game Zone Sponsorship

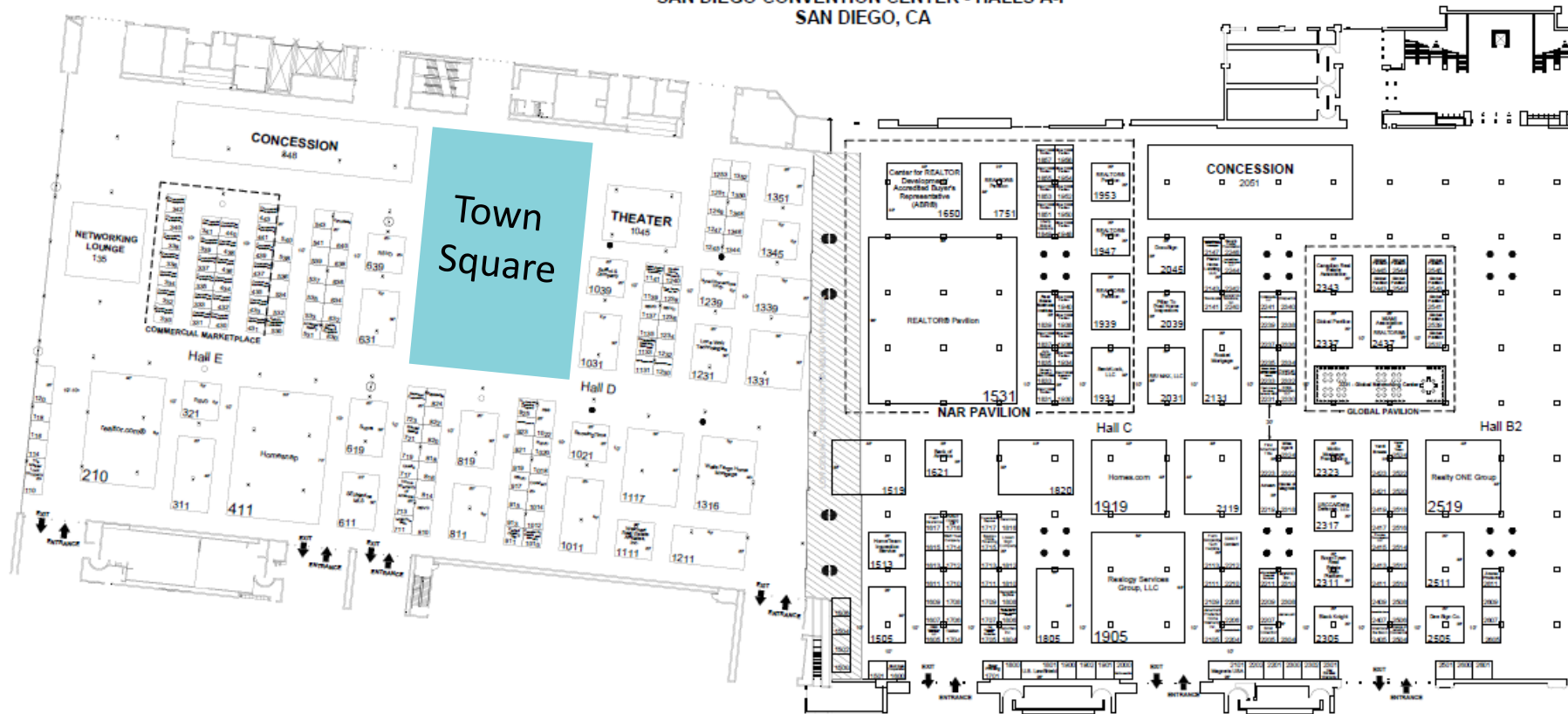
Includes:

- 2) Jenga sets
- 2) Branded cornhole sets
- 1) Custom branded ping-pong table

- Branding
- Badge scanning of participants

\$5,500

**NATIONAL ASSOCIATION OF REALTORS® - CONFERENCE & EXPO**  
SAN DIEGO CONVENTION CENTER - HALLS A-F  
SAN DIEGO, CA



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**CONTACT**  
**Sponsorship & Information**