



2021-2022 NAREB REGION IV SPONSORSHIP PACKET

MARYLAND, VIRGINIA AND WASHINGTON DC



Chandra R. Patterson, Vice-President, Region IV
NATIONAL ASSOCIATION OF REAL ESTATE BROKERS



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NAREB Region IV Sponsorship Invitation

The National Association of Real Estate Brokers (NAREB) is a premier trade & advocacy organization represented by thousands of Real Estate professionals across the United States. The organization is diverse, focused, and committed to building, maintaining, and growing African-American wealth through homeownership. We are also equally committed to leveling the playing field for all minorities.

NAREB History & Mission in Brief

The National Association of Real Estate Brokers, (NAREB) has a multitude of local chapters across the country who embrace our ideals and mission of “promoting democracy in housing”. While our name suggests an organization of Real Estate Brokers, it is a professional real estate organization which includes membership from multiple disciplines in the real estate industry. These disciplines include: Realtors, Mortgage Lenders, Mortgage Brokers, Real Estate Appraisers, Title Companies, Attorneys, Certified Public Accountants, Real Estate Coaches, and much more. We welcome professionals in all areas of real estate to join us and help promote our mission.

Our national goal is to bring together the nation’s minority professionals in the real estate industry to promote the meaningful exchange of ideas about our business and how best to serve our clientele. We strive to create an environment where creativity flourishes in both the workplace and the marketplace.

To service our target market, we ensure training and educational opportunities are available to our entire membership across the many disciplines we represent, providing certifications and special designations in many areas of interest. Our ability to professionally service our client base is the foundation by which we operate.

Our organization was founded in 1947, making it the oldest minority professional trade association in America. It was formed out of a need to secure the right to equal housing opportunities regardless of race, creed, or color. Since its inception, we have participated in meaningful challenges and legislative activities, to establish fair housing for all. For a more detailed history of our organization, please visit our website at www.nareb.com/mission-statement.

NAREB is governed by a board of directors and an executive committee comprised of members and leaders in the industry from across America. Each local chapter continuously accepts new members to join and actively become community real estate leaders. We are currently updating features on our website including membership. Please visit the Join NAREB Page for information on how to contact a chapter near you.

We are excited as an organization to continue our fight for the worthy cause of leveling the playing field to allow as many African-American and minority members of society realize and achieve the goals of wealth building through responsible homeownership.

Respectfully,

Chandra R. Patterson, Vice President
NAREB Region IV
Email: narebrvp4@nareb.com

Region IV of NAREB consists of 7 Local Chapters:

Region IV is a vibrant and dynamic “tri-state” area rich in housing growth, employment growth, education, cultural diversity. Your sponsorship opens doors for your company to a vast range of geographic economic opportunity as harnessed by the power of NAREB members, affiliates, and partners throughout the region.

Washington, DC**Prince George’s County,
Maryland****Baltimore, Maryland****Greater Metropolitan
Maryland****Northern Virginia****Richmond, Virginia****Hampton Roads, Virginia**

2021 Calendar and Events

January 18	Regional Leadership Symposium
January 31	NAREB Membership Dues – NOW Due!!
February 15	Leadership Monthly Call Meeting
February 25	Black History Month – ‘The Color of Law’ Richard Rothstein
February 27	NAREB Chapter In The Box – Leadership Training
March 3-6	NAREB Mid- Winter Conference
March 15	Leadership Monthly Call Meeting
April 19	Leadership Monthly Call Meeting
April 11-17	REALTIST WEEK
May 11-13	NAREB SPRING POLICY CONFERENCE
May 17	Leadership Monthly Call Meeting
May 27	Region IV Virtual Conference (**Alternate Date – June 3)
June	NATIONAL HOMEOWNERSHIP MONTH
June 21	Leadership Monthly Call Meeting
July 19	Leadership Monthly Call Meeting
Jul 24-27	NAREB ANNUAL CONVENTION - CLEVELAND OH
August 16	Leadership Monthly Call Meeting
September 12-17	CONGRESSIONAL BLACK CAUCUS ALC (Virtual)
September 20	Leadership Monthly Call Meeting
October 18 November	Leadership Monthly Call Meeting
15 December 20	Leadership Monthly Call Meeting
	Leadership Monthly Call Meeting









*****NOTE**** *Calendar is subject to change accordingly as new information is received.
Additional National and Regional Events may occur.*

Training & Seminars

Region IV Education & Training Initiatives Include but are not limited to:

NAREB 5 Pillars

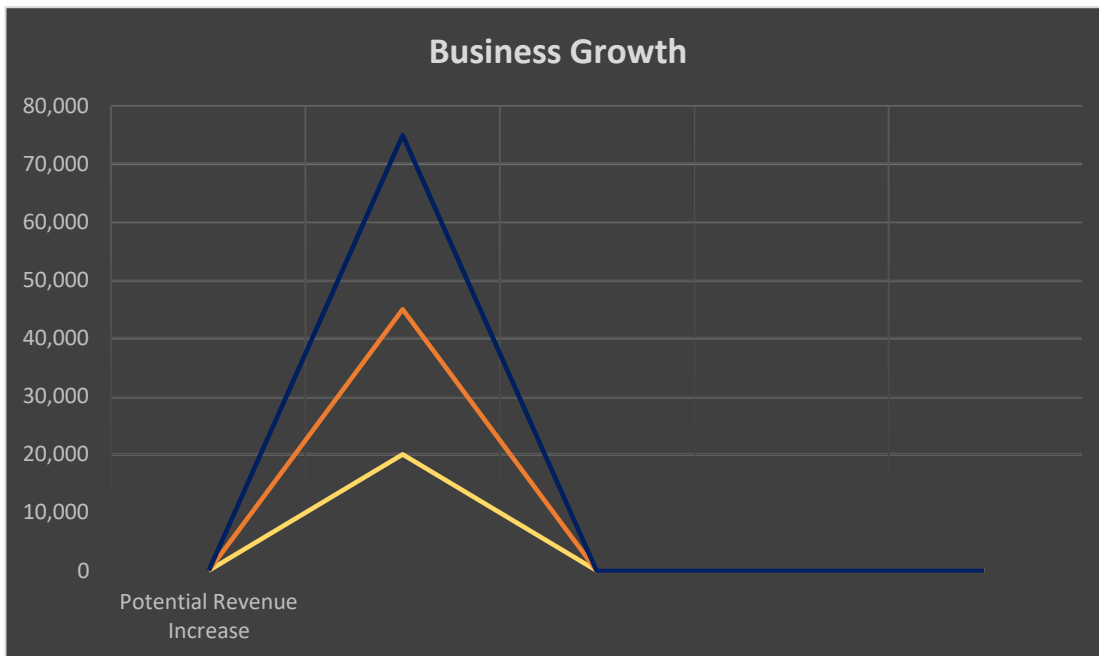
- Faith Based & Civic Engagement
- Women Initiatives (WIRE)
- Diversity & Inclusion/Small Business
- Multi-Generational Wealth
- Government Relations & Advocacy

-  First-time Homebuyer Mortgage Products
-  Lead Generation and Conversion
-  Using Social Media to Effectively Grow Your Business
-  Mortgage Products (Residential and Commercial)
-  Financial Literacy/Understanding Credit
-  Hard-Money Mortgage Products
-  Effective Negotiating Techniques
-  Business & Growth Coaching



Return on Investment

-  **Conversion** opportunity:
Relationships-to-closed deals
-  **Access** to influential Real Estate Professionals
-  **Access** to elected officials on local, state, and federal levels
-  **Unique** Marketing and Brand exposure
-  **Opportunity** to make multiple valuable contacts
-  **Opportunity** to Educate and empower real estate professionals
-  **Facilitate** relationships among industry stakeholders, real estate practitioners and other housing industry professionals
-  **Advocating** for public policy that supports the trade association’s mission
-  **Participating** in training and education initiatives for NAREB members and real estate professionals



Sponsor a Cause



Join us at our national, regional, target market, faith-based or digital events. Your company can choose to advertise on NAREB Region IV's website, host webinars to reach the Region IV membership, provide editorial content for NAREB's current or future publications, both digital or print, or design a marketing program that not only meets your target marketing objectives, but also supports NAREB's goals to increase Black homeownership and expand professional opportunities for our membership.



www.nareb.com/shiba-report

Partnership

NAREB National Partners & Affiliates Include Some of the Following:





REGION IV SPONSORSHIP FORM

COMPANY NAME: _____

DATE: _____

COMPANY ADDRESS: _____

COMPANY CONTACT: _____

PHONE: _____

POSITION: _____

EMAIL: _____

SPONSORSHIP LEVEL: DIAMOND _____ RUBY _____ EMERALD _____ SAPPHIRE _____

NOTES FOR REGION IV REVIEW:

All Checks Made Payable to: "NAREB Region IV" or "NAREB DMV"

Full Memorandum of Understanding and/or Memorandum of Agreement shall accompany all paid Sponsorships.

NAREB REGION IV dba NAREB DMV, operates as one of twelve National Association of Real Estate Brokers regions throughout the United States. Events, topics, opinions, and viewpoints held at Region IV events may or may not represent those held by the National Office. All Region IV events are independent of the NAREB National Office unless expressly communicated and validated in writing by the Region IV Vice-President and applicable leadership at the National level. NAREB Region IV adheres to the mission, message, history, standards, and professionalism as professed and practiced by the NAREB National Office. All sponsorship funds given by Sponsors for Region IV activities shall be used for purposes to advance the mission & message of NAREB. All sponsorship funds given by Sponsors for Region IV activities shall be held in a Region IV- specific account; not for use by the National Office unless specified and agreed upon by all parties.



“DEMOCRACY IN HOUSING” SPONSORSHIP LEVELS

DIAMOND: \$15,000

- ❖ Up to 20-minute presentation at Region IV Conference
- ❖ Optional 30 Minute Class/Session (Topic TBD) at Region IV Conference
- ❖ Prominent signage and marketing materials at Region IV Conference
- ❖ Up to Five (5) Minute presentation and signage at all Region IV Events
- ❖ Prominent Logo on Region IV Website as Premier Sponsor
- ❖ Opportunity for Two (2) Quarterly webinars available for all Region IV Members
 - Out of the four (4) quarters, two (2) are reserved for this sponsorship level
- ❖ Up to Seven (7) Paid Local Chapter and National NAREB Membership Fees (2021)
 - One (1) Sponsor Representative Membership per Chapter
- ❖ Link to Your Company website on Region IV website (Logo will be a hyperlink)
- ❖ One (1) to Two (2) Minute Marketing video at Region IV Conference

RUBY: \$7,500

- ❖ Up to 10-minute presentation at Region IV Conference
- ❖ Prominent Signage and marketing materials at Region IV Conference
- ❖ Three (3)-minute presentation and signage at all Region IV Events
- ❖ Logo shown on Region IV website as Sponsor
- ❖ Opportunity for One (1) Quarterly webinar available for all Region IV Members
 - Out of the four (4) quarters, one (1) is reserved for this sponsorship level

EMERALD: \$2,500

- ❖ Full Acknowledgement as Sponsor at all applicable events
- ❖ Small signs and marketing materials at all applicable events
- ❖ Logo shown on Region IV website as Sponsor
- ❖ Introduction and speaking opportunities as applicable

SAPPHIRE EVENT: \$1,500 (Per Event)

Sponsor Individual events such as:

- ❖ Realist Masterminds (Local and Regional)
- ❖ Meet & Greet Networking Sessions
- ❖ Local Chapter Classes and Seminars
- ❖ Networking Events
- ❖ Distribute Marketing brochures and Business cards
- ❖ Introduction and acknowledgment at specified events