



Thank you for supporting the 3,300 REALTOR® members of the Omaha Area Board of REALTORS®. We are looking forward to an exciting 2024 and are busy planning.

This year, we created three promotional packages, combining affiliate membership, monthly magazine advertising, event promotion, education sponsorship, and more! It's an excellent opportunity for those wishing to elevate their profile with REALTOR® members in the greater Omaha area.

Highlighting 2024 is OABR's newly updated *REview* monthly magazine and an exciting lineup for this year's *REcharge* event on February 21, and that's just a start!

A promotional package puts your business front-center with the REALTOR® audience every day and provides you with networking opportunities for the entire year. It's a limited opportunity for you to consider. By acting early, you save 40 percent on regular member pricing.

Contact the OABR office today if you're interested.

Best wishes for success in 2024!



PROMOTIONAL PARTNERSHIPS SUMMARY OF BENEFITS

We look forward to your partnership in 2024!

Memberships – Individual Affiliate memberships are part of all packages; the number can be adjusted to meet company needs.

REview – OABR’s monthly print publication with approximately 3,300 copies distributed by U.S. mail to all members at their preferred home addresses. All packages feature twelve REview advertisements: full-page, half-page, or quarter-page, depending on the partnership selected.

REcharge – OABR’s #1 member event of the year includes breakfast, lunch, and a closing reception, all wrapped around three keynote speakers and 12 breakout sessions. Expect 300-500 active individuals in attendance: exhibit table, announcement, banner/poster, program mention, plus tickets and beverage coupons, depending on the partnership selected.

Annual Installation & Awards Event – This food and beverage event occurs in August. The current OABR President has outgoing remarks, welcomes the new President, and the leadership team takes the oath of office for the coming year. In addition, exceptional individuals are recognized, highlighted by the REALTOR®-of-the-Year and Outstanding Affiliate awards. Expect 100-200 individuals in attendance: announcement, banner/poster, program mention, plus tickets and beverage coupons, depending on the partnership selected.

Chili Cook-Off – This October event is well-attended and raises funds for the Food Bank for the Heartland. Chili Cook-Off is a themed social gathering that never disappoints. Expect 200 attendees and 15-20 chefs competing before a panel of local celebrity judges: banner/poster and announcement depending on the partnership selected.

Social Events – Social Events Committee volunteers will host four or more events annually. Tickets, priority seating, banner/poster, and announcement depending on the partnership selected.

Education Center Sponsorship – Banners will be displayed daily in the OABR Education Center for all association events: New Member Orientation, CE classes, Face the REALTORS®, and more!

Social Media Collaboration – Promotional partners with thought leadership or community service Facebook posts will benefit by OABR sharing or reposting the items, increasing your digital reach.

Digital TV Displays – Every day during office hours, package sponsors are highlighted on rotating screens.

Room rentals – Need meeting or event space? The OABR Education Center and Boardroom are available to Promotional Partners at 50 percent off the regular member rate.

Promotional Partnerships are offered to members only, and restrictions apply.

Contact Jordan Forbes at jordan@omaharealtors.com, 402-619-5557, or Donna Shipley at donna@omaharealtors.com, 402-619-5551.

09/15/23

OMAHA AREA BOARD OF REALTORS® 2024 PROMOTIONAL PARTNERSHIPS

| 2024 Events* | Platinum (Maximum of 4) | Value** | Gold (Maximum of 6) | Value | Silver (Maximum of 8) | Value |
|--|--|----------------------|---|----------------------|---|----------------------|
| 2024 Affiliate Annual Membership | 3 ** | \$900 | 2 ** | \$600 | 1 ** | \$300 |
| REview Magazine <i>(Monthly Circulation to all OABR members (3,300+) by U.S. Mail, plus REconnect special email)</i> | Full Page Ad x 12 months | \$5,040 | 1/2 Page Ad x 12 months | \$3,500 | 1/4 Page Ad x 12 months | \$2,400 |
| REcharge 2024 <i>(February 21)</i> | Podium announcement, platinum banner, exhibit table, easel poster and tent card mention, event program mention, event promotions, plus six event tickets and twelve beverage coupons | \$3,000 | Easel poster and tent card mention, event program mention, event promotions, plus four event tickets and eight beverage coupons | \$1,500 | Easel poster and tent card mention, event program mention, event promotions, plus two event tickets and four beverage coupons | \$1,250 |
| Installation <i>(August evening)</i> | Podium announcement, special banner, program mention, six event tickets, twelve beverage coupons | \$2,000 | Program mention, four event tickets, eight beverage coupons | \$1,000 | Program mention, two event tickets, four beverage coupons | \$750 |
| All-Member Annual Meeting <i>(August)</i> | Podium announcement, special banner, six event tickets | \$500 | Podium announcement, easel poster, four event tickets | \$300 | Podium announcement, easel poster, two event tickets | \$200 |
| Chili Cook-Off <i>(October)</i> | Special banner, event promotions, mention at the event | \$400 | Easel poster, event promotions, mention at the event | \$300 | Easel poster, event promotions, mention at the event | \$300 |
| 4+ Social Events <i>(plus other organized membership gatherings)</i> | Six tickets, priority seating, special banner, and program/event mention (if applicable) at each event | \$600 | Four tickets, priority seating, special banner, and program/event mention (if applicable) at each event | \$400 | Two tickets, priority seating, special banner, and program/event mention (if applicable) at each event | \$200 |
| 2024 Education Center Sponsorship <i>(Display at 12 monthly orientation classes, 5 contract classes, 5 finance classes, 4 or more CE, CAT, or other training classes and Face the REALTORS® events.)</i> | Special banner on display in the OABR Education Center during 2024 | \$1,500 | Banner highlighting the 2024 Gold and Silver Partners | \$750 | Banner highlighting the 2024 Gold and Silver Partners | \$750 |
| Social Media Collaboration | OABR will share or repost package sponsors' Facebook posts that are based on thought-leadership or community service (not advertisements) | \$250 | OABR will share or repost package sponsors' Facebook posts that are based on thought-leadership or community service (not advertisements) | \$250 | OABR will share or repost package sponsors' Facebook posts that are based on thought-leadership or community service (not advertisements) | \$250 |
| Digital TV Displays <i>(OABR Office lobby & hallway)</i> | Daily, during OABR office hours, package sponsors will be highlighted in rotation | \$250 | Daily, during OABR office hours, package sponsors will be highlighted in rotation | \$250 | Daily, during OABR office hours, package sponsors will be highlighted in rotation | \$250 |
| Room Rentals <i>(OABR Office)</i> | Education Center or Board Room at 50 percent discount off regular member rates | \$0 to \$150 per day | Education Center or Board Room at 50 percent discount off regular member rates | \$0 to \$150 per day | Education Center or Board Room at 50 percent discount off regular member rates | \$0 to \$150 per day |
| TOTAL VALUE | ** Regular Member pricing | \$14,440 | ** Regular Member pricing | \$8,850 | ** Regular Member pricing | \$6,650 |
| PACKAGE PRICE | Save 15% | \$12,274 | Save 15% | \$7,523 | Save 15% | \$5,653 |
| EARLYBIRD PACKAGE PRICE <i>(Before October 31, 2023)</i> | Save 40% Best value! | \$8,664 | Save 40% | \$5,310 | Save 40% | \$3,990 |

* Note: Affiliate Council Events, including May Golf and November Turkey Bowl, are not included in these packages. For information on these events, contact the OABR office.

*** Number of memberships can be adjusted to meet needs. Must meet eligibility requirements and terms of membership.

Questions?

Contact **Jordan Forbes**, jordan@omaharealtors.com or 402-619-5557, or **Donna Shipley**, donna@omaharealtors.com or 402-619-5551.

REVIEW

Omaha Area Board of REALTORS®

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REview Monthly Rates

| Advertisement Size | W x H | Three-Month Member Rate | Open Monthly Rate |
|--------------------|----------------|-------------------------|-------------------|
| Quarter Page | 3.625" x 4.75" | \$200.00 | \$310.00 |
| Half Page | 7.5" x 4.75" | \$290.00 | \$450.00 |
| Full Page | 7.5" x 9.75" | \$420.00 | \$640.00 |

Circulation:

U.S. Mail (Printed) 3,300+ OABR Members at their home address.

REconnect Special Edition (email) 3,500 OABR Members, industry associates, and complimentary copies

Advertising guidelines:

1. OABR reserves the right to refuse any advertisement
2. Advertiser assumes full liability for ad content
3. No negative advertising
4. No political or religious advertisements
5. No employment advertisements
6. Advertising on space-available bases only, members first.
7. No inserts
8. Advertisement must be sized properly and received by the 10th of the month preceding publication.

Questions?

Contact Jordan Forbes, jordan@omaharealtors.com or 402-619-5557, or

Donna Shipley, donna@omaharealtors.com or 402-619-5551.

Omaha Area Board of REALTORS®

11830 Nicholas Street, Omaha, NE 68154

2024 Room Rental Rate Schedule

| Space Available | Capacity (Maximum) | Full-Day Rate | | Half-Day Rate | |
|------------------|---|---------------|----------|---------------|----------|
| | | Members | Open | Members | Open |
| Education Center | 63 seated at classroom tables (80 with side chairs) | \$325.00 | \$450.00 | \$250.00 | \$325.00 |
| Boardroom | 18 seated in executive chairs at board table (30 with side chairs) | \$200.00 | \$275.00 | \$150.00 | \$225.00 |

The following items should be pre-ordered to ensure availability:

1. Education Center: \$30 audio-visual fee includes two lavalier mics, one handheld mic, 6,000-lumen HDMI LED projector with screen.
2. Boardroom: \$15 audio-visual fee includes 82-inch LED display monitor with HDMI connection.
3. \$10 set up fee for Chromebook or Windows laptop with presentation software and Zoom conference capabilities (limitations apply).
4. \$15 coffee fee. Cold water, soda, and other beverages are available from vending machine.
5. White boards - Available at no cost. NOTE: For use with dry-erase markers only.

Summary of rental guidelines:

1. Renter will be present and remain on the premises during the entire use period
2. Renter assumes all financial responsibility for any damage to the building, property, or equipment
3. Renter assumes all financial responsibility for theft of property, equipment, or furnishings, including bathroom items, remote controls, or cables
4. Renter agrees to leave the premises in a clean and orderly condition with tables and chairs returned to original position. Failure to do so will result in a cleaning fee being assessed to the renter
5. Any costs associated with trash removal, or repairs will be assessed to the renter
6. Renter is responsible for turning lights off, securing doors, and returning keys as instructed
7. Renter agrees to indemnify OABR for liability arising from renter's use of the building. Renter is responsible for any necessary license
8. Smoking is not permitted on OABR property
9. OABR's maximum liability is limited and shall not exceed the amount of money paid by the renter
10. Catering of other food items and beverages is allowed, but only with permission
11. All rentals are subject to a formal rental agreement which must be agreed to before access is granted

Questions?

Contact Monica Bayles, monica@omaharealtors.com or 402-619-5558.