



## BRR Sponsorship and Advertising Policy

Boise Regional REALTORS® (BRR) is pleased to offer annual sponsorship packages, individual event sponsorships, and advertising opportunities to our members and the public.

These opportunities are designed to be beneficial to the sponsoring or advertising organization (hereafter referred to as “the client”) and BRR while respecting IREC’s rules, RESPA rules, and BRR members and staff in the process. By securing either a sponsorship or advertisement with BRR, the client is agreeing to abide by the following policy.

BRR reserves the right to update policies at any time, and current policies can be found at [boirealtors.com](http://boirealtors.com).

BRR reserves the right to terminate any sponsorship or advertising agreement at any time if the client’s actions, behaviors, or statements are not in alignment with BRR’s mission statement or objectives as outlined in the bylaws and policies. Terminated agreements will be either fully or partial refunded, based on the value of benefits received as determined by BRR.

### RULES AND RESTRICTIONS

Marketing materials, ads, promotions, and representatives at events **MAY NOT**:

- Recruit others to join your company
- Compare your company to any similar businesses or companies providing similar services
- Advertise, promote, or gift your own education course offerings that are in direct competition with BRR, either as a live presentation or online format
- Share opportunities that are only open to the agents or affiliates of the client
- Use BRR’s logo or name without the consent of BRR’s Director of Communications
- Duplicate BRR’s branding or alter BRR’s logo in any way
- Suggest that BRR endorses or supports your organization over another

BRR does not allow members to engage in recruiting whether explicit or implicit, through its programs, events, or communications platforms, except through as outlined in the separate [Career Center Policy](#).

Please note that rates (member versus non-member) will be based on the membership status of the organization featured. For example, if a REALTOR® member would like to purchase a targeted marketing package featuring their staging business, they would need a separate affiliate membership for the staging business in order to take advantage of member rates.

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To bring clarity to the advertising options available, please refer to the following:

| <b>Advertisement/Description</b><br><i>Options may change without notice</i>  | <b>Affiliate and<br/>Non-Member organizations</b> | <b>Brokerages and/or<br/>REALTOR® members</b>  |
|---|---|--|
| <b>Career Center</b><br>Banner ad for 30 days on the 10 most popular pages inside BRR's Career Center   | X   | X  |
| <b>Gala Production Award Insert Ad</b><br>Print ad included in the Production Award Newspaper Insert featuring award winners in Idaho Press, both digital and print copies                      | X   | X – ad may congratulate agents, for ex. or general company branding; no explicit or implicit recruiting is allowed |
| <b>Give Back Golf Tournament</b><br>Sand Trap and Water Hazard (logo on signage) and promotional materials  | X   | X – general company branding only; no explicit or implicit recruiting is allowed                                   |
| <b>Housing Summit Advertising</b><br>Digital or print ad in event program   | X   | X – general company branding only; no explicit or implicit recruiting is allowed                                   |
| <b>Member Expo Advertising</b><br>Digital or print ad in event program  | X   | X – general company branding only; no explicit or implicit recruiting is allowed                                   |
| <b>Targeted Marketing Package</b><br>Custom content featured in: <ul style="list-style-type: none"> <li>• A blog post on boirealtors.com</li> <li>• One BRR Member Update newsletter</li> </ul> | X   | N/A  |

## SECURING SPONSORSHIPS AND ADVERTISING

Annual and individual event sponsorship opportunities with Boise Regional REALTORS® are available on a first-come, first served basis. All sponsorships should be secured through a Sponsorship Agreement available at [boirealtors.com/connect/sponsorship](http://boirealtors.com/connect/sponsorship). By submitting a Sponsorship Agreement, the client is entering into an agreement with BRR based on availability at the time of submission.

Advertising opportunities with Boise Regional REALTORS® are available on a first-come, first served basis. All advertisements should be secured through an Advertising Agreement available at [boirealtors.com/connect/advertising](http://boirealtors.com/connect/advertising), or directly through a member of BRR's communications team. By submitting an Advertising Agreement, the client is entering into an agreement with BRR based on availability at the time of submission.

Annual packages include certain individual event sponsorships (for example, a hole at the golf tournament, a YPN event, educational opportunities, etc.) and advertising opportunities (for example, a Production Award Newspaper Insert Ad, a sand trap ad, etc.). Other companies/organizations may secure sponsorships or advertising opportunities on a first-come, first served basis, with priority given to annual

sponsorship package holders. Once annual package sales are closed, individual event sponsorship will be assigned and invoiced.

Please note that BRR will present the client in marketing materials with the exact spelling and style of the client name on the agreement. *Sponsorships and advertisements are non-refundable and non-transferable.*

While BRR staff does their best to update sponsorship and advertising availability online, if the sponsorship or advertisement opportunity requested is not available at the time the agreement

form is submitted, the requesting company/organization will be offered other available opportunities of equal value, when possible.

## **PRICING AND PAYMENT**

Sponsorship and advertisement opportunities are open to both members and non-members alike, but only active BRR members listed as the client's authorized representative will receive member pricing on sponsorships and advertisements. Membership dues for the authorized representative must be paid prior to, or in conjunction with, the invoice. Memberships are tied to the individual, so if the authorized representative leaves the organization, the client's new authorized representative must have an active membership to maintain the member pricing. If not, the client will be invoiced for the difference in price which must be paid within thirty (30) days to continue receiving benefits. Sponsorships or advertisements will not move with authorized representatives to a new company/organization. *Sponsorships and advertisements are non-refundable and non-transferable.*

Annual packages and individual event sponsorship reserved prior to the end of the calendar year will be invoiced (invoice will include member dues, if receiving member pricing) at the end of December with payment in full due by mid-January. Annual packages secured after January 1 will be given the full amount of exposure available for the remainder of the year. Individual event sponsorships or advertisements secured after January 1 must be paid for in advance of the event, or per the sponsorship or advertisement deadline and specifications. If payment in full is not received by the noted deadline, the sponsorship or advertising opportunity can be released for sale. BRR reserves the right to adjust the prices of unsold sponsorships and advertisements if deemed necessary.

## **REQUESTED CONTENT/ARTWORK**

All required components of your agreement (payments, logos, marketing materials, etc.) must be delivered to the BRR contact listed on your agreement before the noted deadline. BRR will remind you of required materials and deadlines, but ultimately it is the client's responsibility to provide content/artwork. If materials are not received by the listed deadline, BRR does not guarantee receipt of that benefit or a refund of the sponsorship or advertising cost.

BRR also reserves the right to request replacement content for ads or marketing materials that they deem inappropriate or that are against the rules laid out in this policy. If you are unable or unwilling to provide alternative materials, you will forfeit this benefit of your agreement.

The final decision regarding placement and/or juxtaposition of client logos shall rest with BRR based on marketing materials and signage included in the agreement. It is the responsibility of the client to provide BRR with any changes to its logo or company name and allow thirty (30) calendar days for changes to be implemented to digital elements. Changes to logos or company names on signage or other outsourced collateral may be requested, however, the requesting client may incur the cost of reprinting such items.

## PERMITTED PRODUCTS OR GIVEAWAYS

The client agrees to advertise, display, or giveaway products that are industry-related products or services that conform to state, federal, or other applicable laws or regulations. No other products may be displayed or promoted. If the client is found in violation of this policy, the client may be asked to leave the event without a refund.

Questions about sponsorships, advertisements, or this policy can be directed to BRR Director of Events Marind Amano at [marind@boirealtors.com](mailto:marind@boirealtors.com) or 208-946-5721.

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