



# RCAMA Sponsor Opportunities

**Commercial  
Leaders in Action**

[www.RealtorsCommercialAllianceMA.org](http://www.RealtorsCommercialAllianceMA.org)

**2024**

# REALTORS® COMMERCIAL ALLIANCE OF MASSACHUSETTS

Thank you for your consideration in becoming a valued partner and sponsor of The REALTORS® Commercial Alliance of Massachusetts. We are pleased to present to you our 2024 VIP Sponsorship package, and truly look forward to getting to know you and your business.

In this package we have outlined the sponsorship opportunities available through a variety of marketing avenues to reach our members and their clientele.

Here at The REALTORS® Commercial Alliance we pride ourselves on the personal connections that we build through in-person and online meetings, educational opportunities, and networking.

Our Sponsors and affiliates are crucial to our members and their clients, through education and community outreach.

Please feel free to reach out to any one of our directors, whose contact information you will find on our website [www.RealtorsCommercialAllianceMA.org](http://www.RealtorsCommercialAllianceMA.org), our CEO Beth Howell, or our executive team listed below.

Use the enclosed form or access the form online to get started today!

All the best,

Nicole Vadnais  
2024 RCAMA President  
NicoleV523@gmail.com  
413-636-3273



**Nicole Vadnais**  
2024 RCAMA  
President



**Beth Howell**  
CEO/AE

**Michele Mathieu**  
President Elect

**Wendy Whitty**  
Secretary

**Charity Edwards**  
Treasurer /  
Immediate Past President

For further information on RCAMA's sponsorship opportunities and programs, please contact Beth Howell at [Beth@RealtorsCommercialAllianceMA.org](mailto:Beth@RealtorsCommercialAllianceMA.org)

# VIP SPONSORSHIP LEVELS & OFFERINGS

Connect to the REALTOR® community on a consistent basis.  
Become a Sponsor and watch your business grow!

Sponsorship Level	Platinum Sponsor \$3,000	Gold Sponsor \$2,000	Silver Sponsor \$1,000	*Event Sponsor \$250 to \$750
<b>Membership</b>				
Free Affiliate Membership	✓	✓	✓	
Committee Involvement	✓	✓	✓	
<b>Education - Class Sponsorships</b>				
Opportunity for CEU / Professional Development Classes	LIMIT: 1 PER MONTH	LIMIT: 4 PER YEAR	LIMIT: 1 PER YEAR	
Access to Exclusive RCAMA Special Events	✓	✓	✓	
<b>Major Event Sponsorships</b>				
Recognition as Sponsor at Event, Including Marketing Materials	✓	✓	✓	✓
Name on Table Tents for Events	✓			✓
Annual Meeting	✓	✓	✓	✓
Installation Luncheon	4 TICKETS	3 TICKETS	2 TICKETS	Excluded
<b>Advertising / Marketing</b>				
Program Advertising: Major Events	FULL PAGE	HALF PAGE	QUARTER PAGE	HALF PAGE
Logo Displayed on Website	✓	✓	✓	Logo on Promo Post
Featured Sponsor Article and Video Interview	LIMIT: 1 PER MONTH	LIMIT: 1/QUARTER	LIMIT: 1 PER YEAR	
Logo Displayed on Email Blasts	✓	✓	✓	Logo on Promo Post
Ability of Business to Post Press Releases on Website	1 PER MONTH	1 PER QUARTER	2 PER YEAR	
Business/Education Related Ad in Quarterly E-Newsletter	LIMIT: 2 PER YEAR	LIMIT: 1 PER YEAR		
<b>Social Media Posts</b>				
Facebook	LIMIT: 2 PER MONTH	LIMIT: 1 PER MONTH	LIMIT: 1/QUARTER	Logo on Promo Post
Linked In	LIMIT: 2 PER MONTH	LIMIT: 1 PER MONTH	LIMIT: 1/QUARTER	Logo on Promo Post
Twitter	LIMIT: 2 PER MONTH	LIMIT: 1 PER MONTH	LIMIT: 1/QUARTER	Logo on Promo Post
Instagram	LIMIT: 2 PER MONTH	LIMIT: 1 PER MONTH	LIMIT: 1/QUARTER	Logo on Promo Post
* Depends on Event				

# EDUCATIONAL PROGRAMS

Join our approved instructors in a CEU class in your field of expertise as a guest instructor/speaker. As a sponsor, you will be advertised in our email blasts and newsletters as the class sponsor. Additionally, you may distribute branded marketing material and provide lunch and refreshments to class attendees.

You will also be provided with the attendee list and contact information after the class.

## **RCAMA WILL PROVIDE:**

- Instructors
- Marketing Materials

## **SPONSOR WILL PROVIDE:**

- Speaker
- Co-Marketing
- Refreshments

## **CEU COURSES AVAILABLE**

- RE72C11: Commercial Buyer Brokerage
- RE33RC11: Real Estate Brokerage Professional Ethics for Residential and Commercial Real Estate Brokerage
- RE87C14: Commercial Tenant Brokerage
- RE77C13: 21E for Commercial Real Estate
- RE29RC07: Investment Property Basics
- RE27RC07: 1031 Tax Deferred Exchanges
- RE60RC10: Commercial Real Estate Transactions
- RE61RC10: Commercial Real Estate Loan Packages
- RE65C11: Advanced Industrial Real Estate Brokerage
- RE66C11: Anatomy of Commercial Building: The Basics
- RE67C11: Commercial Brokerage Due Diligence and Marketing in the Sale of Real Estate
- RE68C11: Investment Real Estate, Cash Flow Analysis
- RE69C11: Commercial Brokerage: The Lease Offer and the Basics of a Lease: Part I
- RE70C11: Commercial Lease Clauses: Part II
- RE80C13: Commercial Lease Clauses of Tenant Concerns: Part III
- RE81C13: Commercial Lease Clauses of Interest to Landlords: Part IV
- RE82C13: Miscellaneous Commercial Lease Clauses: Part V
- RE83C13: Commercial Brokerage, Due Diligence and Marketing on the Lease of Real Estate
- RE92C16 - National Economic Commercial Trends and The Commercial Real Estate Professional
- RE93R15: Consumer Financial Protection Bureau (CFPB) Effect on Real Estate Closings
- RE94C15: Introduction to Commercial Real Estate Basics: Principles and Concepts
- RE95C15: Commercial Real Estate Basics: Geographic and Financial Analysis
- RE102C17: The New Era of Accounting for Real Estate Commercial Leases and Financial Statements
- RE45C10: Overview to Industrial Real Estate - Basics
- RE64C11: The Business of Green and Sustainability in Commercial Real Estate
- RE64C11: The Business of Green and Sustainability in Commercial Real Estate
- RE66C11: Anatomy of Commercial Building: The Basics
- RE101C17: The Evolution of the Tenant Office Solutions
- RE45C10: Overview to Industrial Real Estate – Basics
- RE94C15: Introduction to Commercial Real Estate Basics: Principles and Concepts
- RE95C15: Commercial Real Estate Basics: Geographic and Financial Analysis
- RE100C17: Commercial Real Estate Space: Methods to Measure Space and Impact on Tenant Rent
- RE103C17: Property Assessments, Valuation, & Taxation in Commercial Real Estate
- RE33RC11: Real Estate Brokerage Professional Ethics for Residential and Commercial Real Estate Brokerage
- RE69C11: Commercial Brokerage: The Lease Offer and the Basics of a Lease: Part I
- RE38C05: Evolution of the Commercial Product - Advanced

For any questions, please email [Admin@RealtorsCommercialAllianceMA.org](mailto:Admin@RealtorsCommercialAllianceMA.org)

# MAJOR EVENTS

Your Sponsorship makes all of our professional and educational opportunities possible!

## ANNUAL MEETING

Each year the REALTORS® Commercial Alliance of Massachusetts holds a general membership meeting where members vote on Association Business including the election of Officers & Directors.

### Platinum Sponsor

- Company name/ logo on all events Marketing
- Recognition at event
- \*Banner with Company Name displayed at event  
(\*provided by sponsor)

### Gold & Silver Sponsors

- Company name on all event marketing
- Recognition at Event

## INSTALLATION OF OFFICERS & DIRECTORS

The premier event of the REALTORS® Commercial Alliance of Massachusetts is the Installation of Officers & Directors. It is a great way to celebrate with RCAMA leadership.

### Platinum Sponsor

- 4 Tickets
- Company Name in marketing material
- Full page Ad in Program
- Banner displayed at event
- Recognition at event

### Gold Sponsor

- 3 Tickets
- Half page in Program
- Recognition at event

### Silver Sponsor

- 2 Tickets
- Quater page in Program
- Recognition at event

### A la Carte Sponsorship Items

These items change depending on the venue and the wishes of the Incoming President. Some common sponsorships are:

- Hors D'oeuvre Sponsor
- Dessert Table Sponsor
- Favor Sponsor
- Centerpiece Sponsor

Additionally, we offer advertising in our Program:

- Full page - \$300 (8" x 5")
- Half page - \$200 (4" x 5")
- Business Card - \$50

# MARKETING OPPORTUNITIES

The REALTORS® Commercial Alliance of Massachusetts could not do what it does without the generous support of our Sponsors.

## EMAIL SIGNATURE

Our staff emails will feature our Platinum Level sponsors at all times of the year when we are not promoting an event.

**Available only to Platinum Sponsors.**

## WEBSITE BUSINESS RELATED ARTICLES

Showcase your area of expertise by publishing an article with us!  
Maximize Your Exposure to Our Membership and the Community.

## SPECIAL INFORMATION TO ADVERTISERS

- RCAMA reserves the right to review all advertisements for content and design approval before placement. Ads may be rejected if they do not meet our editorial standards.
- Advertisers assume liability for all content of advertisements, and shall also assume responsibility for any claims arising therefrom.
- It is the responsibility of the Sponsors to submit all ads in a timely manner. RCAMA assumes no responsibility for "lost time" if advertisements are not submitted by due dates.
- Terms and rates are subject to change without notice.

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Name: \_\_\_\_\_ Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

Please make checks payable to: Realtors Commercial Alliance of MA or RCAMA  
Mail to: 288 Littleton Rd, Suite #17, Westford, MA 01886

For any questions, please email [Admin@RealtorsCommercialAllianceMA.org](mailto:Admin@RealtorsCommercialAllianceMA.org)

**Thank you for your continued support!**