



2027 Preferred Partner Kit

Our Annual Sponsorship Program = Year-Round Recognition!

Becoming a Howard County Association of REALTORS® Preferred Partner is the first step in forming a long-lasting referral network.

Questions about Partnerships? Contact us at Staff@hcar.org!

HCAR AFFINITY
PARTNERS

Preferred Deals. Preferred Partners. Real Savings.



Why Be a Partner?

Connect with our 2000+ members locally and join a network of over 1.5 million REALTORS® nationwide. Enjoy optimal opportunities for sponsorships, increased industry involvement, and enhanced visibility in the real estate community.

Partnership Types

There are three kinds of Partnerships available, each with their own benefits to our partners and our membership.

Preferred Partners:

Preferred Partners are members of Howard County Association of REALTORS® (HCAR). They pay annual dues and get the wide variety of member benefits that we offer, including networking events, education, and much more.

Affinity Partners:

Affinity Partners are Preferred Partners who offer exclusive or selective discounted services and products through our Affinity Partner Program for HCAR members and their clients. This allows us to provide more value to our REALTOR® members, with a bonus of generating additional client contacts for our Preferred Partners.

GEM Partners:

GEM Partners are Preferred Partners who provide higher-level, annual support for HCAR programming and services. These annual packages offer value beyond standard sponsorships by bundling discounts and sponsorships throughout the year and unlocking exclusive recognition opportunities.

With 5 levels and payment plan options it allows our Preferred Partners to choose the package that fits their goals and budget.

Preferred Partners

Individual Preferred Partner Benefits:

Payment: Annual, Prorated at time of application.

- Inclusion in the Online Preferred Partner Directory.
- Company Logo Inclusion on the HCAR Office Lobby TV Preferred Partner Recognition Reel.
- Inclusion in the Preferred Partner Directory Magazine (2 Printings per year, Digital PDF distribution to all joining members).
- Able to attend YPN Monthly Network & Learn events (Complimentary).
- Discounted Membership pricing to attend or Sponsor the Installation & Awards Ceremony and the Keynote Speaker Events as well as other HCAR events.
- Have the ability to get involved with HCAR Committees and join the Board of Directors.
- Able to offer discounted services to members using the Affinity Partner Program.
- Able to submit REAL Talk Articles for a month long spotlight on the Weekly e-newsletter.
- Able to purchase website banner ads (more information below).

All Corporate Preferred Partners, Secondary, and Additional Members have all the benefits of an Individual Preferred Partner.

Website Banner Ad

Payment: Due at time of advertising agreement.

- Cost: \$100 per month, 3 month minimum
- Limit of 4 advertisers per month
- Banner ad on each page of HCAR's website
- Ad will link to your company page

Advertise with a Website Banner



Corporate Preferred Partner Benefits:

Payment: Annual, Prorated at time of application.

- All benefits listed under Individual Preferred Partners.
- One (1) Principal Corporate Preferred Partner.
- Two (2) Complimentary Secondary Members (must complete application).
- Up to seven (7) \$75 Additional Members per Principal Corporate Preferred Partner.

2026-2027 Preferred Partner Pricing

2027 Membership Year Ends: October 31, 2027

Individual Preferred Partners:

Join Month	HCAR Local Dues	*One Time Processing Fee	Total	**Total with Optional RPAC
Sept. 2026 - Jan. 2027	\$288.00	\$50.00	\$338.00	\$373.00
Feb. - April 2027	\$216.00	\$50.00	\$266.00	\$301.00
May - July 2027	\$144.00	\$50.00	\$194.00	\$229.00
Aug. - Sept. 2027	\$72.00	\$50.00	\$122.00	\$157.00

Principal Corporate Preferred Partners:

Join Month	HCAR Local Dues	*One Time Processing Fee	Total	**Total with Optional RPAC
Sept. 2026 - Jan. 2027	\$326.00	\$50.00	\$376.00	\$411.00
Feb. - April 2027	\$244.50	\$50.00	\$294.50	\$329.50
May - July 2027	\$163.00	\$50.00	\$213.00	\$248.00
Aug. - Sept. 2027	\$81.50	\$50.00	\$131.50	\$166.50

*Current Active Preferred Partners will not be charged a processing fee.

**Contributions to RPAC (REALTOR® Political Action Committee) are voluntary and used for political purposes to elect candidates locally and nationally who understand and support REALTORS® interests. RPAC contributions are not tax deductible.

Affinity Partners

HCAR allows our members to get exclusive access to deals on a wide variety of services through our Affinity Partner Program. Our Affinity Partners will be able to offer these discounts, products and deals through our online marketing as a member benefit to both REALTOR® and Preferred Partner Members.

We want to provide more value to our REALTOR® members, with the bonus of possibly generating additional revenue and new clients for our Preferred Partner businesses.

Affinity Partnership Advertising

- Sunday Scoop spotlight
- Website spotlight
- Sign in member lounge (coming soon)
- Social media spotlight

Program Notes

- There is no charge besides membership to become an Affinity Partner
- Applications to join the Affinity Partner Program may be submitted at any time. However, applications, changes and removals from the program are only considered on a quarterly basis.
- Affinity Partnerships are renewed automatically unless we receive written request to be removed from the program or the Association decides to remove a Preferred Partner from the program. HCAR reserves the right to remove any Affinity Partner from the Affinity Program at any time, at the sole discretion of the Association.

How to Apply

To become an Affinity Partner, Preferred Partners must submit a Program Agreement through our website that details the Affinity Partnership being proposed. All Agreement submissions must include:

- Company and contact information
- Type of offer (discount %, free service, free product, or other)
- Method of distribution (link, coupon code, flyer/coupon, or other)
- Any other relevant information.

**Become an
Affinity Partner!**



GEM Partners



Becoming a GEM Partner with HCAR means consistent advertising with our membership, including your company name at every HCAR event, every Sunday Scoop, and so much more.

Our five GEM levels offer you the flexibility to choose the level that works best for you and your company while maximizing the impact your brand has on our membership. **Explore and compare the full GEM Level Benefits and Details on the next two pages.**

Opal

- **Cost:** \$500
- **Total Value:** \$1,000 +
- **Highlights:** Lobby TV recognition

Emerald

- **Cost:** \$1,000
- **Total Value:** \$2,000 +
- **Highlights:** YPN event sponsorship, Logo at every HCAR event

Sapphire

- **Cost:** \$2,000
- **Total Value:** \$3,500 +
- **Highlights:** **Only 5 available annually**, Silver level Installation sponsor, \$500 Keynote Discount

Ruby

- **Cost:** \$3,000
- **Total Value:** \$5,800 +
- **Highlights:** **Only 3 available annually**, 20% Member Lounge Sponsor Discount, Logo at New Member Orientations

Diamond

- **Cost:** \$5,000
- **Total Value:** \$9,000 +
- **Highlights:** **Only 2 available annually**, full year classroom display, speaking opportunities at 2 New Member Orientations, 1 year of Sunday Scoop ads

GEM Level Details



FEATURE / BENEFIT CATEGORY	OPAL (\$500)	EMERALD (\$1,000)	SAPPHIRE (\$2,000)
MEMBERSHIP			
Total Estimated Value	\$1,000+	\$2,000+	\$3,500+
Availability	Unlimited	Unlimited	Limited to 5
Payment Plan Option	Not available	Bi-Annual (\$500)	Quarterly (\$500)
Incl. Corporate Membership (\$326 Value)	✓	✓	✓
BRAND EXPOSURE & MARKETING			
Preferred Partner HCAR Website Listing	✓	✓	✓
Preferred Partner Magazine Recognition	✓ (\$50 Value)	✓ (\$50 Value)	✓ (\$100 Value)
Member Lounge Sponsor Discount	10%	10%	10%
Lobby TV Recognition	✓ (\$200 Value)	✓ (\$200 Value)	✓ (\$400 Value)
GEM Appreciation Banner at all Events	Company Name	Logo & Company Name	Logo & Company Name
New Member Orientation (NMO)	Mention	Mention	Mention
Website Banner Ad	—	—	—
Monthly Housing Stats Email Ad	—	—	—
Preferred Partner Magazine Ad	—	—	—
Weekly E-Newsletter Ad	—	—	—
Classroom Logo Display	—	—	—
EVENTS & SPONSORSHIPS			
Event Program Special Mention	✓ (\$200 value)	✓ (\$200 Value)	✓ (\$200 Value)
YPN Event Sponsor (\$225 value each)	—	1 Sponsorship	2 Sponsorships
Installation Ceremony Complimentary Tickets/Sponsor	1 Ticket	1 Ticket	Silver Sponsor
Keynote Events Sponsorship Discount (2 events per year)	1 Ticket	\$250 Discount	\$500 Discount
Legislative Breakfast Sponsorship	—	—	✓ (\$500 Value)
Summer Soiree Sponsorship	—	—	✓ (\$500 Value)

GEM Level Details



FEATURE / BENEFIT CATEGORY	RUBY (\$3,000)	DIAMOND (\$5,000)
MEMBERSHIP		
Total Estimated Value	\$5,800+	\$9,000+
Availability	Limited to 3	Limited to 2
Payment Plan Option	Quarterly (\$750)	Quarterly (\$1,250)
Incl. Corporate Membership (\$326 Value)	✓	✓
BRAND EXPOSURE & MARKETING		
Preferred Partner HCAR Website Listing	✓	✓
Preferred Partner Magazine Recognition	✓ (\$100 Value)	✓ (\$100 Value)
Member Lounge Sponsor Discount	20%	20%
Lobby TV Recognition	✓ (\$600 Value)	✓ (\$650 Value)
GEM Appreciation Banner at all Events	Logo, Name & QR	Logo, Name & QR
New Member Orientation (NMO)	Logo & Mention	Logo, Mention & 2 Speaking Opportunities (\$1800 Value)
Website Banner Ad	6 Months (\$600 Value)	1 Year (\$1200 Value)
Monthly Housing Stats Email Ad	1 per year	2 per year
Preferred Partner Magazine Ad	Half-Page (\$200)	Full-Page (\$250)
Weekly E-Newsletter Ad	—	1 Year (\$1800 value)
Classroom Logo Display	—	Full Year
EVENTS & SPONSORSHIPS		
Event Program Special Mention	✓ (\$200 Value)	✓ (\$200 Value)
YPN Event Sponsor (\$225 value each)	2 Sponsorships	3 Sponsorships
Installation Ceremony Complimentary Tickets/Sponsor	Silver Sponsor	Silver Sponsor
Keynote Events Sponsorship Discount (2 events per year)	\$750 Discount	\$1,000 Discount
Legislative Breakfast Sponsorship	✓ (\$500 Value)	✓ (\$500 Value)
Summer Soiree Sponsorship	✓ (\$500 Value)	✓ (\$500 Value)

HCAR GEM Benefit Details



Lobby TV Recognition Reel

Individual/Corporate Preferred Partners

- 5 second spot of logo/company name.

Opal & Emerald

- 7 second spot of logo/company name.
- Recognition as Opal/Emerald Sponsor.
- Company Name Mentioned in list of GEM Level Sponsors at end of Reel.

Sapphire

- 7 second spot of logo/company name.
- QR Code to chosen website.
- Recognition as Sapphire Sponsor.
- Mentioned in list of GEM Level Sponsors at end of Reel with member names and emails.
- Will be listed in GEM Spotlights every 30 companies.

Ruby

- 8 second spot of logo/company name.
- QR Code to chosen website.
- Recognition as Ruby Sponsor.
- Company in list of GEM Level Sponsors at end of Reel with member names and emails.
- Highlighted in GEM Spotlights every 30 companies.
- Optional animated logo during 8 second spot.

Diamond

- 10 second spot of logo/company name.
- QR Code to chosen website.
- Recognition as Diamond Sponsor.
- Company in list of GEM Level Sponsors at end of Reel with member names and emails.
- Highlighted in GEM Spotlights every 30 companies.
- Optional animated logo during 10 second spot.
- Company logo at the top of the Lobby TV Reel alongside the HCAR logo for the duration of the video (except during other GEM Level spotlights).

Magazine Recognition

Opal & Emerald Highlighted listing

Sapphire ¼ page advertisement and highlighted listing

Ruby ½ page advertisement and highlighted listing

Diamond 1 full page advertisement and highlighted listing



Contact Us

Questions about Partnerships?
Contact us at **Staff@hcar.org!**

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