

2026 Preferred Partner Membership Package



Preferred Partners

Local, trusted professionals
at your fingertips

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.

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.

2025-2026 Membership Year

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2025-2026 Membership Year

Pro-Rated Dues Schedule for Preferred Partners 2026 Membership Year Ends: October 31, 2026

Individual Preferred Partners

Join Month	HCAR Local Dues	*One Time Processing Fee	Total	**Total with Optional RPAC
Sept. 2025-Jan.2026	\$288.00	\$50.00	\$338.00	\$373.00
Feb. - April 2026	\$216.00	\$50.00	\$266.00	\$301.00
May - July 2026	\$144.00	\$50.00	\$194.00	\$229.00
Aug. - Sept 2026	\$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. 2025-Jan.2026	\$326.00	\$50.00	\$376.00	\$411.00
Feb. - April 2026	\$244.50	\$50.00	\$294.50	\$329.50
May - July 2026	\$163.00	\$50.00	\$213.00	\$248.00
Aug. - Sept 2026	\$81.50	\$50.00	\$131.50	\$166.50

Membership Benefit Value

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 Conference & Tradeshow Expo 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

Corporate Preferred Partner Benefits:

Payment: Annual, Prorated at time of application

- 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

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

* 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.



2025-2026 Membership Year

HCAR GEM Levels

Annual Sponsorship Packages = Recognition throughout the membership year



Opal Preferred Partnership Package

Deadline to Apply	Total Cost
October 31st	\$500.00

Membership Benefit Value

(Over \$1000 in Value)

Opal Preferred Partner Benefits

Payment: Annual, Due at time of Application

Membership Value

- HCAR Preferred Partner Corporate Membership Benefits (\$326 Value)

Marketing

- **Recognition** on Preferred Partner page on official hcar.org website (at level sponsored)
- **Recognition** on Lobby TV Preferred Partner Recognition Reel (at level sponsored, \$200 Value)
- **Special Mention** in Programs for the HCAR Conference and Installation (\$200 Value)
- **GEM Appreciation Banner:** Company Name displayed at all classes and events(\$250)
- **Mention** during New Member Orientation (NMO) (Priceless)
- **Highlight Spot** in Preferred Partner Directory Magazine (\$50 Value)

Events

- **One (1)** representative to attend the Installation and Awards Ceremony at no cost. (\$50 Value)
- Able to attend YPN Network & Learn events (Complimentary)

Requirements of Sponsorship:

- All Hi Definition Marketing materials must be delivered digitally, PRINT READY, by November 1st
- Full Payment is due at time of application.



2025-2026 Membership Year

HCAR GEM Levels

Annual Sponsorship Packages = Recognition throughout the membership year



Emerald Preferred Partnership Package

Deadline to Apply	Total Cost
October 31st	\$1,000.00

Membership Benefit Value

(Over \$2000 in Value)

Emerald Preferred Partner Benefits:

Payment: Annual, Bi-annual \$500 Payment Plan Available

Membership Value

- HCAR Preferred Partner Corporate Membership (\$326 Value)

Marketing

- **Recognition** on Preferred Partner page on official hcar.org website (at level sponsored)
- **Recognition** on Lobby TV Preferred Partner Recognition Reel (at level sponsored, \$200 Value)
- **Special Mention in Program** for the HCAR Conference and Installation (\$200 Value)
- GEM Appreciation Banner: Logo & Company Name displayed at all events (\$300)
- **Mention** during New Member Orientation (NMO) (Priceless)
- **Highlight Spot** in Preferred Partner Directory Magazine (\$50 Value)

Events

- **\$250 Discount on a Vendor Booth or Sponsorship** at HCAR Conference & Expo
- **One (1)** representative to attend the Installation and Awards Ceremony at no cost. (\$50 Value)
- **One (1)** Complimentary YPN Network & Learn **Sponsorship** date of your choosing (\$225 value)

Requirements of Sponsorship:

- All Hi Definition Marketing materials must be delivered digitally, PRINT READY, by November 1st
- Credit/ Debit Card Payment Required for Payment Plan Option



2025-2026 Membership Year

HCAR GEM Levels

Annual Sponsorship Packages = Recognition throughout the membership year



Sapphire Preferred Partnership Package

Deadline to Apply	Total Cost
October 31st	\$2,000.00

Membership Benefit Value

(Over \$3500 in Value)

Sapphire Preferred Partner Benefits:

Payment: Annual, Quarterly \$500 Automatic Payment Plan Available

LIMITED TO 5 PREFERRED PARTNERS!

Membership Value

- HCAR Preferred Partner Corporate Membership (\$326 Value)

Marketing

- **Recognition** on Preferred Partner page on official hcar.org website (at level sponsored)
- **Recognition** on Lobby TV Recognition Reel (at level sponsored, \$400 Value)
- **Special Mention in Programs** for the Annual Conference and Installation Events (\$200 Value)
- **Logo & Company name** on appreciation stand up banner at all events (\$300 Value)
- **Mention** during New Member Orientation (NMO) (Priceless)
- **Quarter-page spot** in Preferred Partner Directory Magazine (\$100 Value)

Events

- **Two (2)** Complimentary YPN Network & Learn **Sponsorships** of your choosing (\$450 Value)
- Legislative Breakfast **Sponsorship** (\$500 Value)
- **One (1) Complimentary Vendor Booth or \$500 Discount on Sponsorship** at HCAR Conference & Expo
- **Bronze Sponsorship** Level at the Installation & Awards Ceremony (\$350 Value)

Requirements of Sponsorship:

- All Hi Definition Marketing materials must be delivered digitally, PRINT READY, by November 1st
- Credit/ Debit Card Payment Required for Payment Plan Option
- Limited to the first 5 to apply



2025-2026 Membership Year

HCAR GEM Levels

Annual Sponsorship Packages = Recognition throughout the membership year



Ruby Preferred Partnership Package

Deadline to Apply	Total Cost
October 31st	\$3,000.00

Membership Benefit Value

(Over \$5800 in Value)

Ruby Preferred Partner Benefits:

Payment: Annual, Quarterly \$750 Automatic Payment Plan Available

LIMITED TO 3 PREFERRED PARTNERS!

Membership Value

- HCAR Preferred Partner Corporate Membership (\$326 Value)

Marketing

- **Recognition** on Preferred Partner page on official hcar.org website (at level sponsored)
- **Recognition** on Lobby TV Recognition Reel (at level sponsored, \$600 Value)
- **Special Mention** in Programs for the Annual Conference and Installation Events (\$200 Value)
- **Logo, Company name and QR code** on appreciation stand up banner at all events. (\$700 Value)
- **Logo** on New Member Welcome and Orientation Materials, and mention during NMO (\$1200 Value)
- **Half-page spot** in Preferred Partner Directory Magazine (\$200 Value)

Events

- **Two (2)** Complimentary YPN Network & Learn Sponsorships of your choosing (\$450 Value)
- Legislative Breakfast Sponsorship (\$500 Value)
- **Bronze Sponsor or a \$1000 Discount on Sponsorship** of choice at the Annual Conference & Expo
- **Silver Sponsorship** Level at the Installation & Awards Ceremony (\$500 Value)
- **Six (6)** Month Banner Ad Display on Website (\$600 Value)

Requirements of Sponsorship:

- All Hi Definition Marketing materials must be delivered digitally, PRINT READY, by November 1st
- Credit/ Debit Card Payment Required for Payment Plan Option
- Limited to the first 3 to apply



2025-2026 Membership Year

HCAR GEM Levels

Annual Sponsorship Packages = Recognition throughout the membership year



Diamond Preferred Partnership Package

Deadline to Apply	Total Cost
October 31st	\$5,000.00

Membership Benefit Value

(Over \$9000 in Value)

Diamond Preferred Partner Benefits:

Payment: Annual, Quarterly \$1250 Automatic Payment Plan Available

LIMITED TO 2 PREFERRED PARTNERS THAT PROVIDE DIFFERENT SERVICES!

Membership Value

- HCAR Preferred Partner Corporate Membership (\$326 Value)

Marketing

- **Recognition** on Preferred Partner page on official hcar.org website (at level sponsored)
- **Recognition** on Lobby TV Recognition Reel (at level sponsored, \$650 Value)
- **Special Mention in Programs** for the Annual Conference and Installation Events (\$200 Value)
- **Logo, Company name and QR code** on appreciation stand up banner at all events. (\$700 Value)
- **Logo** on New Member Welcome and Orientation Materials, and mention during New Member Orientation (\$1200 Value)
- **Logo Display** in Classroom all Year
- **Advertisement placement** on the Weekly Sunday Newsletter for **1 year** (\$1800 Value, our newsletter receives a 60% open rate among membership.)
- **Full-page Advertisement** placement in Preferred Partner Directory Magazine (\$200 Value)
- **One (1) Year Banner Ad Display** on website (\$1200 Value)

Events

*See Event Schedule on pages 10-13 for Sponsorship Benefits

- **Three (3) Complimentary YPN Network & Learn Sponsorships** of your choosing (\$675 Value)
- Legislative Breakfast **Sponsorship** (\$500 Value)
- **Silver Sponsor or \$1250 Discount on Sponsorship** of choice at the Annual Conference & Expo
- **Silver Sponsorship** Level at the Installation & Awards Ceremony (\$500 Value)
- **Speaker at two (2) New Member Orientations** of your choice during the year (\$600 Value)

Requirements of Sponsorship:

- All Hi Definition Marketing materials must be delivered digitally, PRINT READY, by November 1st
- Limited to the first 2 to apply

Membership Benefits

	Individual	Corporate	Opal	Emerald	Sapphire	Ruby	Diamond
Inclusion in the Online Preferred Partner Directory & Magazine	✓	✓	✓	✓+	✓++	✓+++	✓
Inclusion on Lobby TV Preferred Partner Logo Reel	✓	✓	✓	✓+	✓++	✓+++	✓
Ability to attend or sponsor HCAR events and classes as a member	✓	✓	✓	✓	✓	✓	✓
Ability to offer discounted services or products through our member benefit Affinity Partner Program.	✓	✓	✓	✓	✓	✓	✓
Ability to submit REAL Talk Articles featured for a month on the Weekly e-newsletter distribution.	✓	✓	✓	✓	✓	✓	✓
Corporate Membership Benefits: (2 Comp, and up to 7 \$75 Additional Members under your membership)	✗	✓	✓	✓	✓	✓	✓
Recognition on Preferred Partner Page on hcar.org website	✗	✗	✓	✓	✓	✓	✓
Special Appreciation Banner: Recognition displayed at all classes & events.	✗	✗	✓	✓	✓	✓	✓
Special Mention in Printed Programs for the Annual Conference & Installation	✗	✗	✓	✓	✓	✓	✓
REALTOR® New Member Orientation Mention	✗	✗	✓	✓	✓	✓	✓
Board of Directors Installation & Awards Ceremony: Attendance or Sponsorship Discounts	✗	✗	✓	✓	✓+	✓+++	✓
Conference & Tradeshow Expo: Booth or Sponsorship Discounts	✗	✗	✗	✓	✓+	✓+++	✓
YPN Monthly Networking Event Sponsorship Included	✗	✗	✗	✓	✓+	✓+++	✓
Legislative Breakfast Sponsorship Included	✗	✗	✗	✗	✓	✓	✓
REALTOR® New Member Welcome Packet Recognition	✗	✗	✗	✗	✗	✓	✓
Website Banner Advertisement	✗	✗	✗	✗	✗	✓	✓
Special Logo Display in HCAR Classroom ALL Year	✗	✗	✗	✗	✗	✗	✓
Advertisement Spot on the HCAR Weekly E-Newsletter ALL Year	✗	✗	✗	✗	✗	✗	✓
REALTOR® New Member Orientation Speaking Opportunities	✗	✗	✗	✗	✗	✗	✓

✓+ The plus sign indicates a higher level of benefits than the previous sponsor level. More plus signs indicates further increasing benefits per level!
See the full benefit breakdown for your selected GEM level on pages 3-8.

✓ The Diamond shaped Stars indicate the highest level of benefits offered. Check out Diamond Level Benefits on Page 8.

HCAR EVENT SCHEDULE - Individual Sponsorship Opportunities

Prices shown are members-only prices, non-member price options will be shown at time of registration.

Level	Price	# of Passes Included	Benefits Description	Limits
YPN Monthly Network & Learns - Every Month				
Standard	\$225 per event	N/A	<ul style="list-style-type: none"> Booth/Table Space at Happy Hours Able to place swag at seats during Lunch & Learns 5 Minutes to speak before Learning Element Opportunity to collect business cards and hold a drawing Logo will be placed on all marketing and promotions Will be tagged/ mentioned on 2 social media posts regarding the event thanking you for your sponsorship. industry type exclusive sponsorship 	2 per event
Legislative Breakfast - December 2025				
Standard	\$500	N/A	<ul style="list-style-type: none"> Recognition & Table Signage During the Event as a Sponsor Logo will be placed on all marketing and promotions 	Limit of 6
New Member Celebration Week: Conference & Expo - June 8-12 2026				
Installation & Awards Ceremony - October 2026				
Presenting	\$3000	2 Tables of 10 (total of 20 attendees)	<ul style="list-style-type: none"> Title Recognition: Your company will be recognized as the Presenting Sponsor of the Awards & Installation, with your name featured alongside the official event title in all promotions. Unmatched Visibility: Your logo will receive top billing on all pre-event marketing, event signage, and program materials. Spotlight Opportunity: Enjoy special recognition from the podium during the event, with the option to give brief welcome remarks. VIP Experience: Includes 20 event tickets with premier, reserved seating for you and your guests, ensuring maximum networking opportunities with HCAR's top real estate professionals. (You must provide HCAR with a list of your guest's names ahead of the event.) Lasting Promotion: Your company will be featured on HCAR's website, in the HCAR newsletter, and in all press releases and social media announcements related to the event, extending your brand's reach beyond the room. 	Limit of 1
Gold	\$1500	Table of 10	<ul style="list-style-type: none"> Premier Exposure: Prominent logo placement in all pre-event marketing. Event Recognition: Prime logo placement in the event program, and signage. Exclusive Access: 10 event tickets with reserved seating for networking with HCAR's top professionals. (You must provide HCAR with a list of your guest's names ahead of the event.) Extended Visibility: Recognition on HCAR's website, in HCAR's newsletter, and on social media. 	
Silver	\$500	4 Attendees	<ul style="list-style-type: none"> Valued Exposure: Company logo listed in all pre-event marketing. Event Recognition: Logo placement in the event program and signage. Access: 4 event tickets. 	
Bronze	\$350	2 Attendees	<ul style="list-style-type: none"> Valued Exposure: Company name listed in all pre-event marketing. Event Recognition: Company name in the event program and signage. Access: 2 event tickets. 	

Lobby TV Recognition Reel

Preferred Partner Membership Level	Benefits Description
Individual/ Corporate Preferred Partners	<ul style="list-style-type: none"> • 5 second spot of logo/company name on Lobby TV Reel
Opal/ Emerald	<ul style="list-style-type: none"> • 7 second spot of logo/company name on Lobby TV Reel • Recognition as Opal/Emerald Sponsor • Mentioned in list of GEM Level Sponsors at end of Reel with member names and emails.
Sapphire	<ul style="list-style-type: none"> • 7 second spot of logo/company name on Lobby TV Reel • 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	<ul style="list-style-type: none"> • 8 second spot of logo/company name on Lobby TV Reel • QR Code to chosen website • Recognition as Ruby Sponsor • Company mentioned in list of GEM Level Sponsors at end of Reel with member names and emails. • Will be Highlighted in GEM Spotlights every 30 companies. • Will allow an animated logo during 8 second spot.
Diamond	<ul style="list-style-type: none"> • 10 second spot of logo/company name on Lobby TV Reel • 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. • Will be Highlighted in GEM Spotlights every 30 companies. • Will allow an animated logo during 10 second spot. • Will have it's 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)

Website Banner Ad

Price	Benefits Description
\$100 per month	<ul style="list-style-type: none"> • Limit of 4 advertisers per month • Banner ad on each page of HCAR's website • Ad will link to your company page • Sign up: https://www.surveymonkey.com/r/YD5RSMN