FREDERICK COUNTY ASSN. OF REALTORS®

SPONSORSHIP GUIDE

2026 EDITION



FROM OUR 2026 PRESIDENT

As the local Frederick County chapter of the National Association of REALTORS®—the largest trade organization in the world by membership—our association includes REALTORS® and Strategic Partners who are working together and serving customers in the Frederick County real estate market.



There is no other association in Frederick County that captures a membership directly serving local consumers the way FCAR does.

As a sponsor, you can directly impact this group of professionals and, therefore, the consumer market. Our annual Sponsorship Guide was created as an easy way to see all of our regular events and sponsorship opportunities in a single place. To continue to build on that momentum, we have updated the attached menu of options for all of 2026.

Selecting your sponsorship in advance allows FCAR to recognize its event sponsors earlier in the planning process. Members who choose to sponsor will be able to plan for marketing opportunities with FCAR in advance, and members who sponsor sooner will be able to reap the benefits of earlier exposure.

Please review this guide and contact Joe Weyman (joe@fcar.org), FCAR Communications Director, if you are interested in sponsorship. Event-specific questions can be directed to Natalie Lee (natalie@fcar.org), FCAR Director of Operations. I am also available for feedback regarding the sponsorship opportunities at Frederick County Association of REALTORS® and welcome your response.

I appreciate your membership, your involvement, and your consideration in partnering with our membership and events.

Sincerely,

TEREZ DORSEY
2026 FCAR PRESIDENT



FCAR ASSOCIATION SPONSOR

For individuals and corporate sponsors to show their commitment to the association's success.

YEAR-LONG RECOGNITION AT OUR MAJOR EVENTS

COST: $3,000

- MUST SIGN UP BY MARCH 15

CONTACT: NATALIE@FCAR.ORG

Sponsorship includes:

- Logo on digital signage at Membership Meetings and all major FCAR events (Trade Expo, Awards, FCARe Charity Auction, Installation & Holiday Party)
- Logo recognition on digital signage in the FCAR lobby
- Logo included in programs for all major events
- Two (2) exclusive posts on FCAR social media
- Year-long newsletter & website advertising
- Tabletop sign with logo in the FCAR REALTOR® Store
- **FCAR Trade Expo**: Logo included on attendee bag
- **FCAR Awards:** Two (2) tickets to attend event
- **FCARe Charity Auction:** Two (2) tickets to attend event
- **Installation & Holiday Party:** Two (2) tickets to attend event

TRADE EXPO 2026

FREDERICK COUNTY ASSOCIATION OF REALTORS®

Our cornerstone networking event showcases our Strategic Partner member services for the benefit of our REALTORS®.

WEDNESDAY, APRIL 15, 2-5PM

2-5PM | FREDERICK FAIRGROUNDS

BIG TOP BAR SPONSOR: $1,500

INCLUDES: Signage and team member at bar, custom branded koozie, logo in program and on TV, company bartender, social media recognition, and 20 drink ticket to pass out to attendees.

SPOTLIGHT SPONSOR: $500

INCLUDES: Logo on TV and in program, social media recognition, and logo on bag given to attendees.

TABLE PRICING:

Member Table: $250

Member Table with Electrical: $300

Non-Member Table: $500

BOOTH PRICING:

Member 10x10 Booth: $350

Non-Member 10x10 Booth: $700

CONTACT: NATALIE@FCAR.ORG

The FCAR Trade Expo is held annually and is free to all FCAR REALTOR® members. This event is held at the Frederick Fairgrounds and brings together REALTOR® and Strategic Partner (Affiliate) members to network, meet vendors, find services who may benefit their businesses, and all while socializing and having fun.

Each year features a different theme—this year's is Under the Big Top—and hundreds of FCAR members attend to network and participate in giveaways. Exhibitors are encouraged to decorate their booths and tables in the theme, and prizes are given away for the best displays.







FCAR AWARDS CEREMONY

Annual awards honoring the best and brightest FCAR members as nominated by their peers.

THURSDAY, MAY 14

GOLD SPONSOR: $1,000

- LOGO ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA & PRESS
- FOUR (4) EVENT TICKETS

SILVER SPONSOR: $750

- LARGER NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS

BRONZE SPONSOR: $500

- NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS



INSTALLATION & HOLIDAY PARTY

Be a part of an evening where FCAR honors past leadership and swears in the new board.

EARLY DECEMBER 2026

GOLD SPONSOR: $1,000

- LOGO ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA & PRESS
- FOUR (4) EVENT TICKETS

SILVER SPONSOR: $750

- LARGER NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS

BRONZE SPONSOR: $500

- NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS







FCARe FUND Charity Auction

THURSDAY, NOVEMBER 12

BAR SPONSOR: $1,500
- LOGO PLACEMENT AT BAR AND IN EVENT PROGRAM
- MENTION IN SOCIAL MEDIA & PRESS
- FOUR (4) EVENT TICKETS

GOLD SPONSOR: $1,000
- LOGO ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA & PRESS
- FOUR (4) EVENT TICKETS

SILVER SPONSOR: $750
- LARGER NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS

BRONZE SPONSOR: $500
- NAME ON DIGITAL SIGNAGE & PROGRAM
- MENTION IN SOCIAL MEDIA
- TWO (2) EVENT TICKETS

This annual event brings FCAR members together to win great prizes while supporting a great cause. Last year's auction raised $29,000 for Phoenix Recovery Academy.

Event attendees are invited to enjoy drinks, hors d'oeuvres, and a combination of live and silent auctions to raise money for a good cause. The money raised goes toward the FCARe Fund—an endowment created to build member giving momentum—and are then donated to the charity selected by the FCAR Community Service Committee.

TWO WAYS TO GET INVOLVED: Sponsoring the auction gets your business in front of our 1,250+ membership and included in event press and social media. (listed on the left) Join dozens of Frederick businesses in donating high quality items for participants to bid on at the auction. Examples of high quality bidding items include vacation stays, sports tickets, spa packages, gift bundles.







BECOME A SPONSOR TODAY

Natalie Lee | 301-663-0757 (ext. 1003) | natalie@fcar.org

FREDERICK COUNTY ASSOCIATION OF REALTORS®

**Please check with your financial advisor to determine if your donation to FCAR is tax deductible under charitable giving law. FCAR, a 501(c)(6), uses net proceeds from events to fund their FCARe Fund, a pass-through donor-advised fund with the Community Foundation, a 501(c)(3) nonprofit organization.*

THE COMMUNITY TABLE

FORMERLY KNOWN AS THE SOUP KITCHEN

Make a difference while feeding Frederick County residents in need.

EVERY SECOND TUESDAY OF THE MONTH, 4-6:30PM

SPONSOR A MEAL: $300

****FCAR purchases and delivers the food and your team serves it.***

This is not only a great team-building exercise that directly benefits a local nonprofit, but the resulting social media exposure highlights your team and creates additional visibility for The Community Table.

To learn more about serving or sponsoring these outings, contact Community Service Committee member Susan Houck at soldbysusanhouck@gmail.com. Not sure what's involved? View the details in this online PDF.











CONTACT: SOLDBYSUSANHOUCK@GMAIL.COM

FCAR BROKER MEETINGS

Get your business in front of brokerage decision-makers at one of our quarterly meetings.

HELD QUARTERLY

COST: PROVIDING FOOD & DRINKS

CONTACT: NATALIE@FCAR.ORG

Sponsorship includes:

- Small tabletop sign recognizing your sponsorship
- Brief time to address the class before the session begins
- Ability to display materials/signage

NEW MEMBER ORIENTATION

An opportunity to make contact with new FCAR members as they're learning the ropes.

MONTHLY EVENT
COST: PROVIDING FOOD & DRINKS

CONTACT: KELLEY@FCAR.ORG

Sponsorship includes:

- Small tabletop sign recognizing your sponsorship
- Tags in post-event social media coverage
- Brief time to address the class before the session begins
- Ability to display materials/signage at event





PROFESSIONAL DEVELOPMENT SERIES

Monthly non-CE lunch & learns open to members and the Frederick business community.

MONTHLY EVENT
COST: PROVIDING FOOD & DRINKS

CONTACT: NATALIE@FCAR.ORG

Sponsorship includes:

- Small tabletop sign recognizing your sponsorship
- Social media tags, promotion, inclusion on event/graphics
- Brief time to address the class before the session begins
- Ability to display materials/signage at event





DIVERSITY, EQUITY & INCLUSION SPONSORSHIP

FCAR's DEI Committee equips REALTORS® to truly serve everyone in Frederick County, going beyond Fair Housing to address biases and foster cultural respect. Your support helps us provide important training and programs, like Implicit Bias, At Home With Diversity®, and Cultural Competency Workshops, that give REALTORS® the tools to better serve every member of our community.

YEAR-LONG RECOGNITION

COST: $250

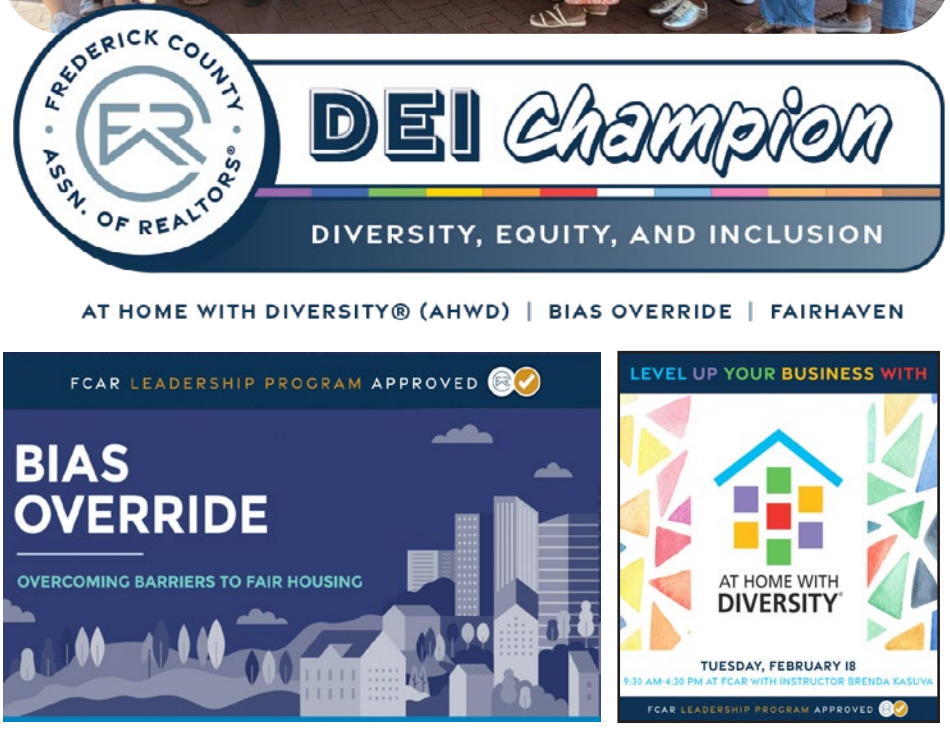
CONTACT: NATALIE@FCAR.ORG

Sponsorship includes:

- Featured on the FCAR DEI webpage
- Recognized at DEI events throughout the year
- Highlighted on FCAR's social media and newsletters









YPN

FCAR YOUNG PROFESSIONALS NETWORK

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YPN SOCIAL SPONSORSHIP

A monthly casual networking event for our Young Professionals Network (YPN).

MONTHLY: 3RD THURSDAYS
COST: $200 FOR MEMBERS ($350 NON-MEMBERS)
(UP TO TWO SPONSORS PER EVENT)

Sponsorship includes:

- Gift card giveaway + choice of appetizers or drink tickets (FCAR will order and arrange these for you)
- Small tabletop signs with your logo and QR code
- Social media tags/collaboration + inclusion on event/graphics
- Ability to display materials/signage at event
- Verbal recognition and brief introduction from you at the event
- List of registered attendeees at the end of the event







YPN CORNHOLE TOURNAMENT

Our Young Professionals Network's largest event full of food, friends, and outdoor fun.

YEARLY (SEPTEMBER)
FOOD SPONSOR (2): $500
DRINK SPONSOR (2): $500
PRIZE SPONSOR: $100
BOARD SPONSOR (6): $100

Sponsorship includes:

- Social media tags, promotion, inclusion on event/graphics
- Ability to display materials/signage at event

FOR EVENT AVAILABILITY, CONTACT: NATALIE@FCAR.ORG

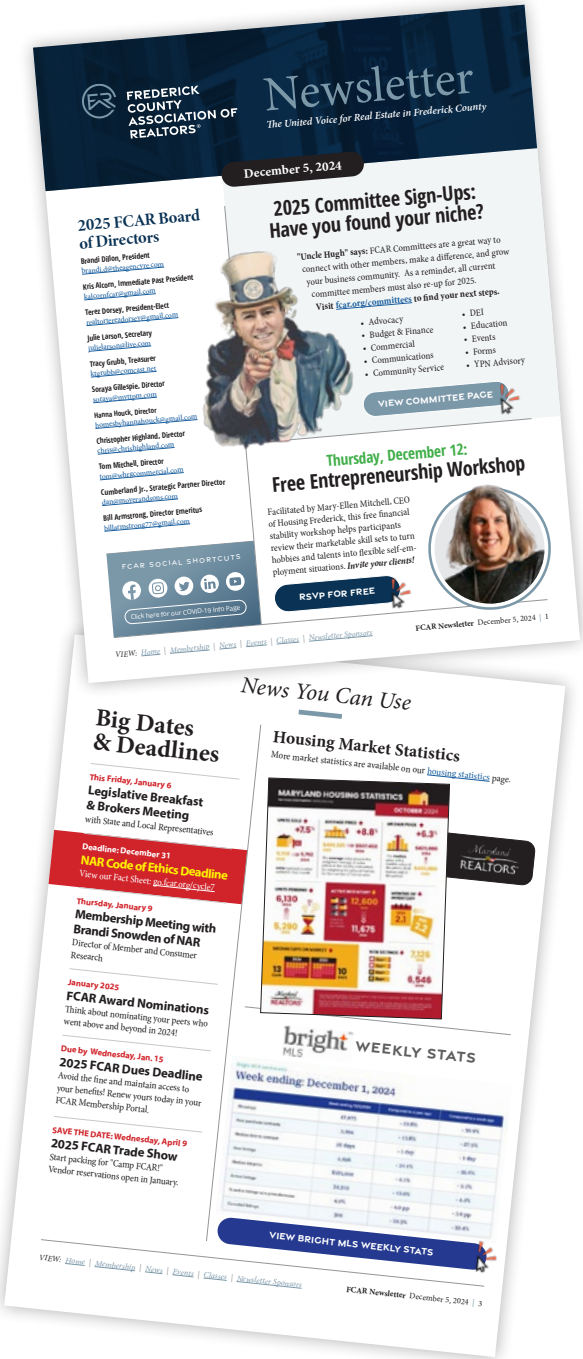
NEWSLETTER ADVERTISING

The FCAR Newsletter is regularly sent out to more than 1,200 REALTORS® and Strategic Partners.

PRICING:

- $200 QUARTERLY
- $800 YEARLY

CONTACT: JOE@FCAR.ORG



We promote the newsletter on social media and send it out to our entire membership with important news, updates, classes, and other important information.

Newsletter sponsors are featured at the bottom of each issue and rotate each issue. The e-mail version of the Newsletter also has one "featured" sponsor position at the top that rotates weekly. The ads are also listed on our website (fcar.org/newsletter).

- Ad size: 1920x1080 pixels (similar to business card dimensions)
- Advertisers provide their own ad with logo and contact info
- Includes rotating ad on our newsletter page of our website

EXAMPLES OF ONLINE NEWSLETTER ADS









FCAR.ORG WEBSITE ADVERTISING

Every day, members and potential members use the FCAR website for information about our benefits, current classes, upcoming events, and new member information.

FRONT PAGE AD:

- $125 MONTHLY
- $1,400 YEARLY

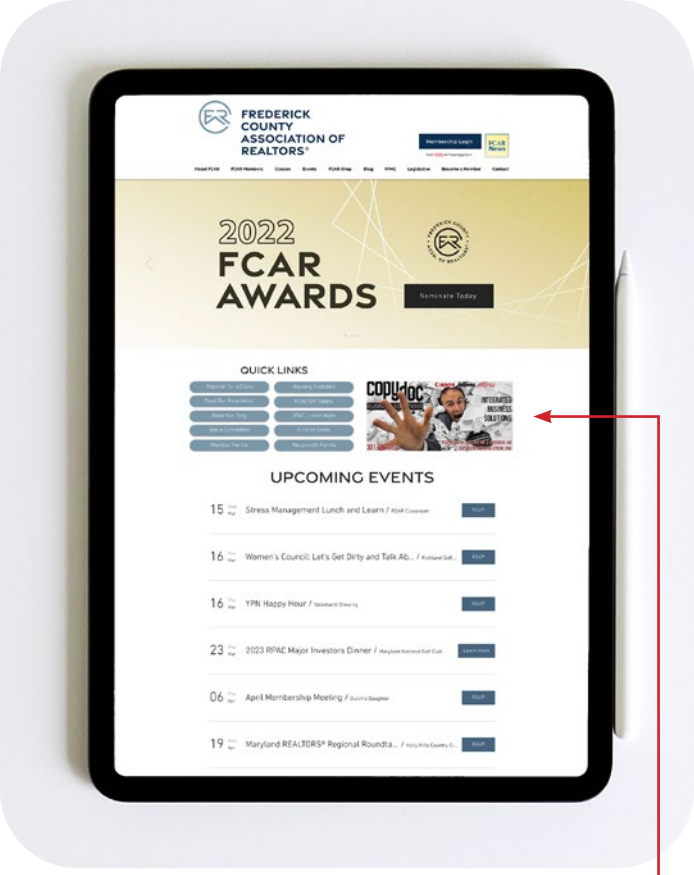
BOTTOM BANNER AD:

- $100 MONTHLY
- $1,100 YEARLY

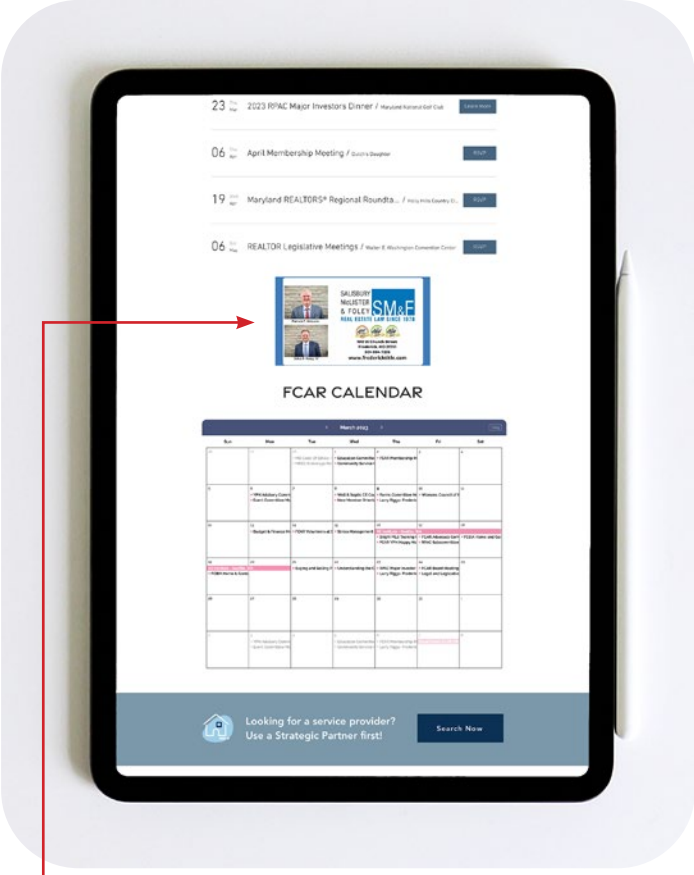
CONTACT: JOE@FCAR.ORG

All website advertising includes a link to your website. Sponsors will be featured on the FCAR.org home page. Each ad space is limited to four (4) sponsors. Ads will rotate in 3-5 second intervals.

- Ad size: 1920x1080 pixels (similar to business card dimensions)
- Advertisers provide their own ad with logo and contact info
- Includes rotating ad on our newsletter page of our website



EXAMPLE OF FRONT PAGE AD



EXAMPLE OF BOTTOM BANNER AD