



## Aspire North Marketing Guide

Create your custom marketing plan with this complete guide to Aspire North sponsorships, events, & advertising opportunities



# Aspire North Marketing Guide

## REALTOR® and Affiliate Advertising Opportunities

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### Aspire North Golf Outing – Pg. 2

Premier Sponsor.....	\$1,500
Lunch Sponsor.....	\$750
Premium Beverage Hole Sponsor.....	\$750
Beverage Cart Sponsor.....	\$500
Breakfast & Coffee Sponsor.....	\$500
Bloody Mary & Mimosa Bar.....	\$500
Cart Sponsor & Tee Gift.....	\$500
Happy Hour Sponsor.....	\$500
Hole-in-One Sponsor.....	\$500
Premium Hole Sponsor.....	\$500
Raffle Grand Prize.....	\$500
On-Course Water & Cigar Sponsor.....	\$350
Hole Sponsor.....	\$250

### Become a Legacy Partner – Pg. 3

Engraved Stand Alone Boulder.....	\$600
Double Size Brick.....	\$150
Single Brick.....	\$100

### Advertising on AspireNorthRealtors.com – Pgs. 4-7

Banner Ad.....	\$100 per Ad per Month
Button Ad.....	\$50 per Ad per Month

## Aspire North Affiliate Advertising Opportunities

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### Aspire North Weekly Newsletter Ads – Pgs. 8 & 9

Header Ads.....	\$20 per Ad per Week
Section Ads.....	\$16 per Ad per Week
Footer Ads.....	\$14 per Ad per Week

### Aspire North Affiliate Expo – Pg. 10

Platinum Sponsorship.....	\$1,500
Gold Sponsorship.....	\$750
Booth.....	\$140

### Sponsor the Aspire North Chili Cook-off – Pg. 11

Chili Cook-off Sponsor.....	\$500
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### Sponsor/Host an Aspire North Lunch & Learn – Pg. 12

Lunch & Learn Sponsorship.....	Cost of Lunch
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### Sponsor an Aspire North Cont. Education Class – Pg. 12

Cont. Ed Class Sponsor.....	\$100
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### Sponsor an Aspire North REALTOR® New Member Orientation – Pg. 13

Lunch Sponsor.....	\$200
Breakfast Sponsor.....	\$150





# Aspire North Golf Outing

## Sponsorship Levels

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### **Presenting Sponsor – \$1,500**

- Maximum exposure; create your own package
- Opportunity to speak at the Awards Ceremony
- 4' x 6' banner with logo at event
- Opportunity to hand out promotional swag
- Opportunity to network at registration and/or a golf hole
- Includes one foursome team (\$500 value)

### **Lunch Sponsor – \$750**

- Logo on the bag lunch
- Include small swag item in bag

### **Premium Beverage Hole Sponsor – \$750**

- Network and serve beer at designated hole
- Keg of beer provided with sponsorship

### **Beverage Cart Sponsor – \$500**

- Logo on signage of beverage cart(s)
- Ride along and hand out drink tickets

### **Breakfast & Coffee Sponsor – \$500**

- Choose the breakfast menu
- Network/hand out swag near registration

### **Bloody Mary & Mimosa Bar – \$500**

- Logo on cups
- Opportunity to hand out swag

### **Cart Sponsor & Tee Gift – \$500**

- Logo and recognition in every cart
- Opportunity to provide promotional items in every golf cart

### **Happy Hour Sponsor – \$500**

- Logo on signage
- Network/present at post-round happy hour

### **Hole-in-One Sponsor – \$500**

- Opportunity to network at the Hole-in-One prize hole
- Logo on signage at the Hole-in-One prize hole

### **Premium Hole Sponsor – \$500**

- 4' x 6' banner at a tee box on the course
- Host & Network at your designated hole

### **Raffle Grand Prize – \$500**

- Purchase the raffle grand prize (\$500 value)
- Present to winner at post-round happy hour

### **On-Course Water & Cigar Sponsor – \$350**

- Hand out cigars & bottled water at registration and/or throughout the day
- Opportunity to hand out swag

### **Hole Sponsor – \$250**

- 4' x 6' banner at a tee box on the course

Contact **Michael Kent** with questions about sponsorship levels and opportunities:  
[michael@aspirenorthrealtors.com](mailto:michael@aspirenorthrealtors.com) or 231-947-2050

Held in August Each Year

# Honoring Our Legacy

**The Legacy Garden** – Located on the north side of our building, a brick patio will serve as a gathering area for education, training and social events, and will include a line of energy-efficient products generously donated by DTE Energy. The Legacy Garden will serve as a visual testimony to the efforts and success of our Members, thus ensuring that the history of our past members is always remembered, and that the next generation of REALTORS® appreciates how far this industry has come.

The Aspire North Realtors® Education Services (RES) supports the Legacy Project for its commitment to serving as a learning environment, and providing scholarship opportunities to encourage and develop future REALTOR® leadership.



## Contribute

We invite you to join us in "Honoring our Legacy" by leaving your mark through a brick donation. Bricks can be engraved with your name/company name, a special message, as a memorial to past members, or donated anonymously. A variety of placement options are available; future donations will simply replace blank inlaid pieces.

**Our Goal** – "To promote the historical significance of the association in the regional community, enlighten the membership, foster professionalism, show respect for contributions made by members both past and present, serve as an ongoing learning environment while providing scholarship opportunities to encourage and develop future leadership."

**\$600** – Engraved Stand Alone Boulder – Several options are available for your text and company logo.

**\$150** – Double Size Brick 12" x 12" – 6 lines of text with 15 characters per line. Company logos can be added for an additional fee.

**\$100** – Single Brick 6" x 12" – 3 lines of text with 15 characters per line.

### Credit Card Payment: Visa or Mastercard

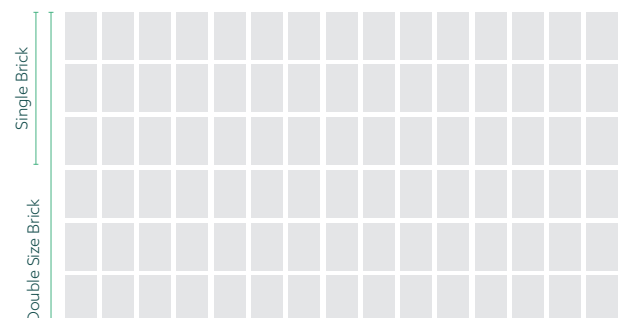
Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

If making a donation for an Engraved Stand Alone Boulder, please contact **Alan Jeffries** at 231-947-2050

Checks can be made payable to: RES Legacy Fund  
Mail to: Aspire North, 852 S. Garfield Ave., Traverse City, MI 49686  
Your donation is tax-deductible to the extent allowed by law.





# Advertising on AspireNorthRealtors.com

Must be an Aspire North Affiliate or REALTOR® member to advertise

## AspireNorthRealtors.com Statistical Data:

- The Aspire North website receives an average of over 9,000 unique monthly visitors
- More than 40% of those looking for listings or open houses begin at AspireNorthRealtors.com before visiting the MLS search at NGLRMLS
- New website (and its advertising are responsive to all devices (tablets, smartphones, etc.
- Aspire North REALTORS® has been the leader in area real estate since 1996

## We have two types of ads available:

### Banner Ads:

- On homepage and other select high-traffic pages
- Rotating randomly and equally, ads are across the middle of the page, in a highlighted banner for excellent visibility
- Includes a dedicated Advertiser Landing Page for individual or company bio and contact information

### Pricing:

- Full year = \$1,000 per Ad (\$200 savings!)
- 6 months = \$550 per Ad (\$50 savings!)
- 3 months = \$300 per Ad
- \$100 per Ad per Month

### Button Ads:

- On homepage and other assorted pages
- Rotating randomly and equally, ads are across the bottom of the page, in a row of four
- Includes a dedicated Advertiser Landing Page for individual or company bio and contact information

### Pricing:

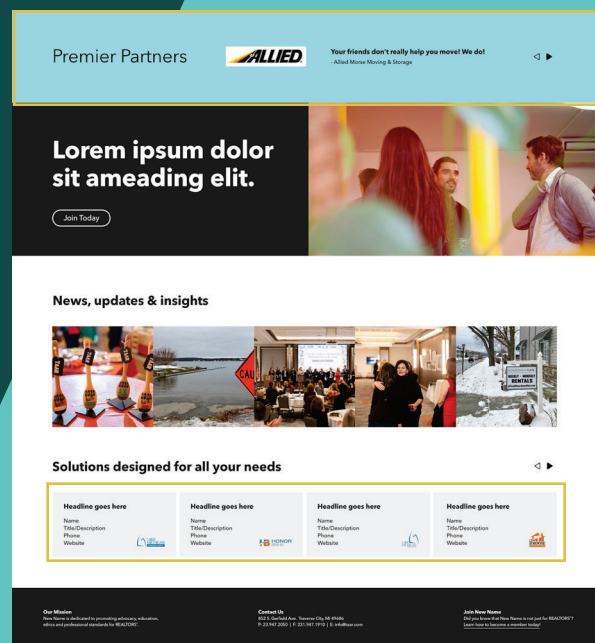
- Full year = \$500 per Ad (\$100 savings!)
- 6 months = \$275 per Ad (\$25 savings!)
- 3 months = \$150 per Ad
- \$50 per Ad per Month

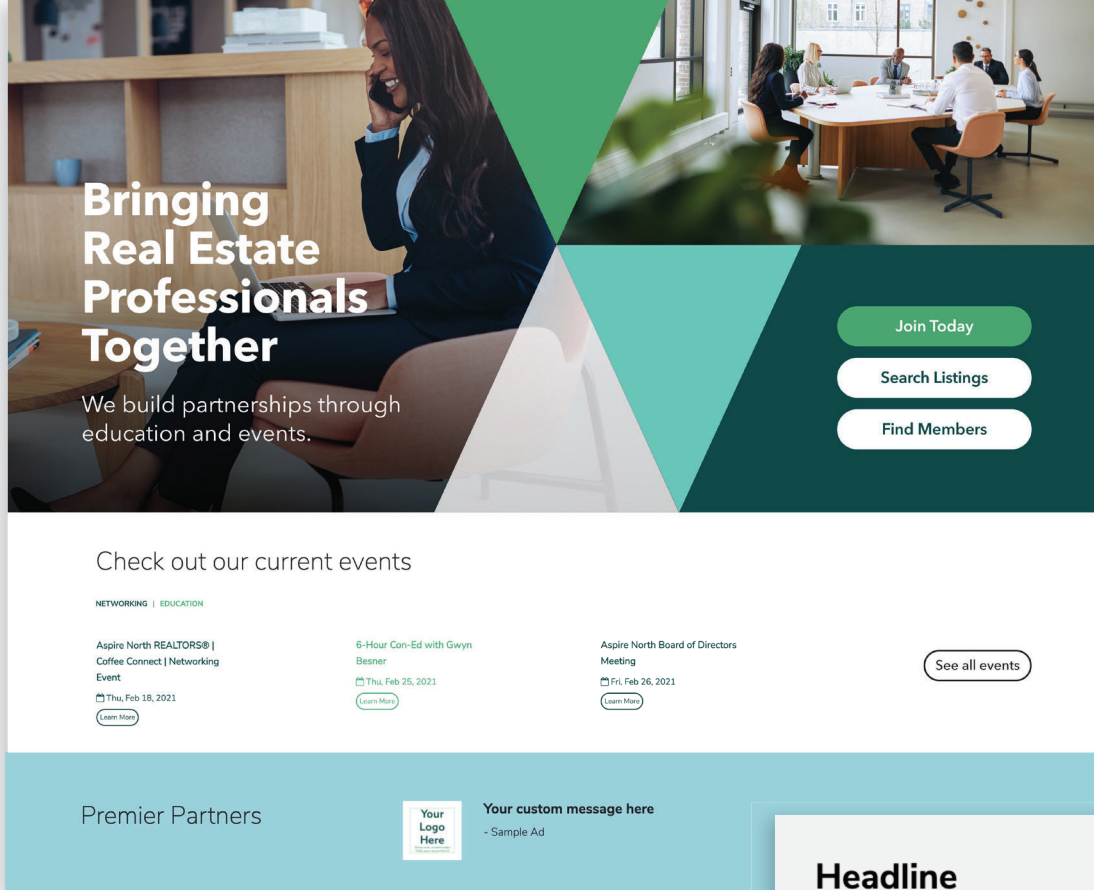
## Specs for Ads:

See the Advertising Content Form on pg. 6 for preferred sizes and file format.

Email ad image/logo/graphic files and content to Michael Kent: michael@aspirenorthrealtors.com

**Ads are due on the 25th of the month prior to the run date.**





## Banner Ad

## Headline

Name

Title

Phone



## Advertising Payment Information

## Button Ad

☐ Banner Ad ☐ Button Ad

## Contact Information

Name: \_\_\_\_\_ Member of (Association): \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Billing Information

Card Type: Mastercard: \_\_\_\_\_ Visa: \_\_\_\_\_ Name of Card Holder: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Number of Months for Ad(s): ☐ 3 Months ☐ 6 Months ☐ 12 Months

Total Amount: \_\_\_\_\_ Signature of Cardholder: \_\_\_\_\_



# Advertising on AspireNorthRealtors.com (cont.)

## Advertising Content Form

### ☐ **Banner Ad**

Headline Copy (Maximum 100 characters, including spaces): \_\_\_\_\_

Banner Ad Logo/Graphic File Name: \_\_\_\_\_

**(Preferred size for the Banner Ad Logo/Graphic is 120 px wide x 90 px tall. Please submit as a JPEG file.)**

### ☐ **Button Ad**

Headline Copy (Maximum 50 characters, including spaces): \_\_\_\_\_

Name/Company: \_\_\_\_\_ Job Title/Position: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Button Ad Logo/Graphic File Name: \_\_\_\_\_

**(Preferred size for the Button Ad Logo/Graphic is 100 px wide x 75 px tall. Please submit as a JPEG file.)**

## **Advertiser Landing Page**

Advertising on AspireNorthRealtors.com includes a dedicated Advertiser Landing Page.

Banner Image (optional) File Name: \_\_\_\_\_

**(Preferred size for the Landing Page Banner is 1920 px wide x 450 px tall. Please submit as a JPEG file.)**

Headshot Image (optional) File Name: \_\_\_\_\_

**(Preferred size for the Landing Page Headshot Image is 400 px wide x 500 px tall. Please submit as a JPEG file.)**

Logo/Graphic File Name: \_\_\_\_\_

**(Preferred size for the Landing Page Logo/Graphic is 400 px wide x 300 px tall. Please submit as a JPEG file.)**

Contact Name: \_\_\_\_\_ Job Title/Position: \_\_\_\_\_

NMLS # (if applicable) \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Apartment/Suite #: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Body Copy (Biography or Company Information): \_\_\_\_\_

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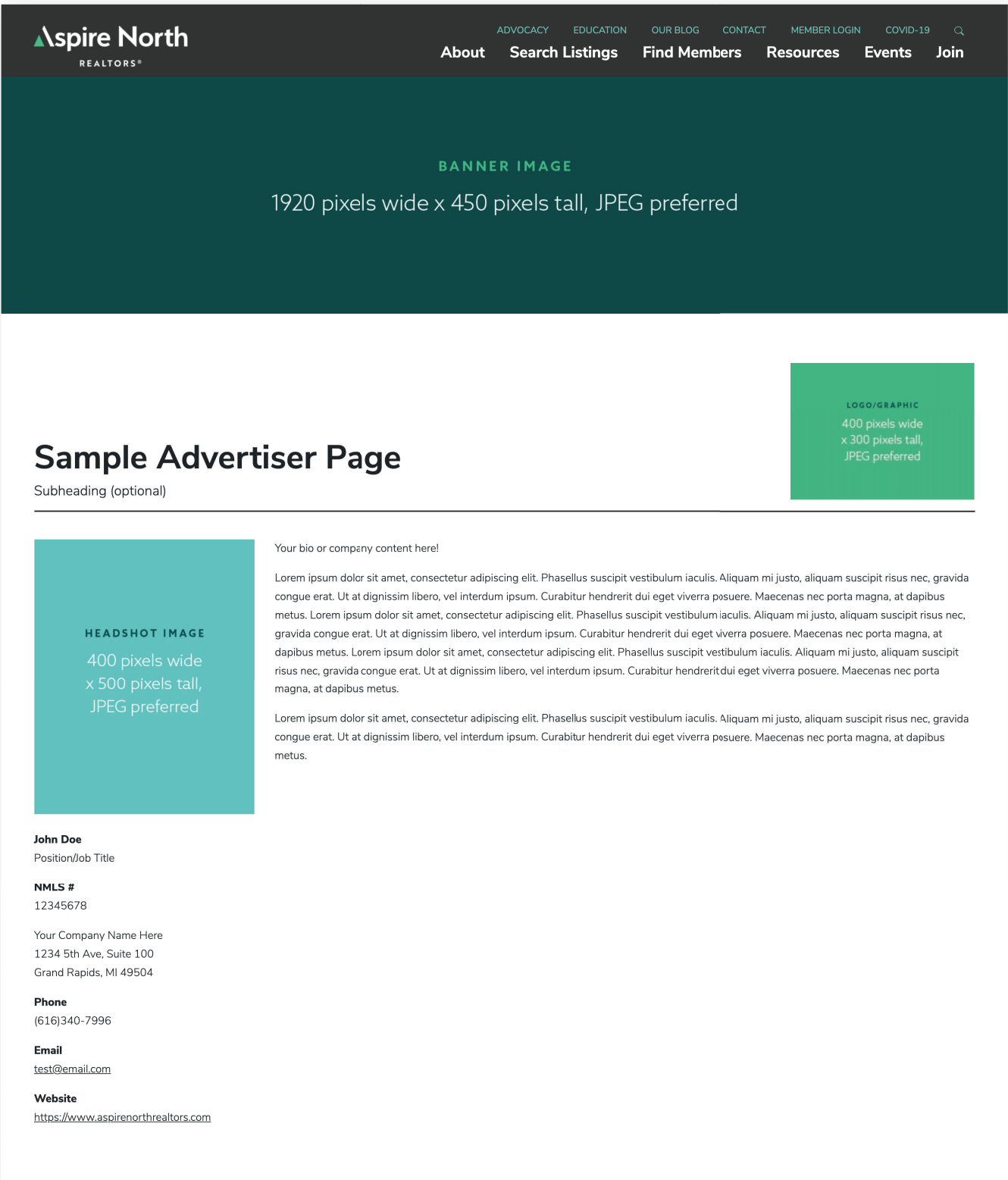
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Email ad image/logo/graphic files and content to Michael Kent: michael@aspirenorthrealtors.com

**Ads are due on the 25th of the month prior to the run date.**

# Example Landing Page





# Advertising in the Aspire North Newsletter

Ads in the Aspire North Newsletter are limited to Aspire North Affiliate Members.

## Aspire North Statistical Data:

- The Aspire North Newsletter has over 1,200 subscribers
- Our average click-through rate (25%) is more than two times the industry average
- Aspire North REALTORS® has been the leader in area real estate since 1996

Aspire North Newsletter Advertising connects you directly with Aspire North REALTORS® and Affiliates interested in products and services in the real estate related field!

## Specs for Ads:

- Size: 270px x 220px
- Ads must be in the following formats: PNG, JPEG, GIF, BMP, or TIFF (PNG preferred)

Email ads and URL to Michael Kent:  
michael@aspirenorthrealtors.com

**Ads due by Thursday for the following Monday weekly newsletter.**

## Header Ad Pricing

Period	Rate	Savings
Weekly	\$20	\$0
13 weeks	\$245	\$15
26 weeks	\$475	\$45
52 weeks	\$900	\$140

## Section Ad Pricing

Period	Rate	Savings
Weekly	\$16	\$0
13 weeks	\$198	\$10
26 weeks	\$380	\$36
52 weeks	\$720	\$112

## Footer Ad Pricing

Period	Rate	Savings
Weekly	\$14	\$0
13 weeks	\$173	\$9
26 weeks	\$333	\$31
52 weeks	\$630	\$98

## Contact Information

Name: \_\_\_\_\_ Member of (Association): \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Billing Information

Card Type: Mastercard: \_\_\_\_\_ Visa: \_\_\_\_\_ Name of Card Holder: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Number of Weeks for Ad(s): \_\_\_\_\_ Total Amount: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

## Example Ads

### Header Ad

Volume 411 | February 1st, 2021

**Aspire North**  
REALTORS®

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**Aspire North Weekly**

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Advertisements



**Chic...**  
A Home Staging & Design Company  
ChicDesignCompany.com  
231.620.0201



**EXCEPTIONAL INSPECTIONS GUARANTEED!**  
Serving the Grand Traverse Area  
• Septic & Well Inspections • Mold Testing • Radon Testing  
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Derrick van Fossen



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Down Payment  
Assistance loans  
• Conventional loans  
• Rural Development  
loans  
• FHA loans  
**MSHDA**  
➔ More information

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**From the Water Cooler**

## Membership Matters

Ready for a change in 2021?

We are here to help!

**ACCESS TITLE AGENCY, LLC**

Responsive. Reliable. Results.

231.937.2290

Advertisement

### New REALTOR® Members

David Coonrod | Three West LLC

231-642-6300

[dcoonrod@threewest.com](mailto:dcoonrod@threewest.com)

Katherine DuVernois | Coldwell Banker Schmidt 402

906-362-8440

[katherineduvernois@gmail.com](mailto:katherineduvernois@gmail.com)

Rebecca Galsterer | EXIT Realty Paramount

231-409-2817

[rebecca@tcexit.com](mailto:rebecca@tcexit.com)

Jerry Nita | Real Estate One Randolph

847-627-9691

[jerry@yourhomecupid.com](mailto:jerry@yourhomecupid.com)

## Local & National Real Estate Happenings

### Section Ad

### Footer Ad

**NORTHERN MI'S BEST FULL-SERVICE HOME INSPECTION TEAM**

- ✓ Multiple inspectors on-site for every inspection
- ✓ 30-min to 1-hour report turnaround
- ✓ 2-day continuous monitor radon tests



**TRAVERSE CITY**  
— HOME INSPECTIONS —  
InterNACHI Certified

 231.499.3256 [www.traverscityhomeinspections.com](http://www.traverscityhomeinspections.com)

Advertisement





## Annual Affiliate Expo

May 16th, 2024 at the Hagerty Center

Our Annual Affiliate Expo is one of Aspire North's most popular and well-attended events (over 250 people in attendance in 2019)! It is also a fantastic opportunity for Aspire North Affiliates to get in front of Aspire North REALTORS® and fellow Affiliates.

Major Sponsor opportunities for this event include:

### Platinum Sponsor – \$1,500

- Top billing on all invitations and signage at the event
- Complimentary table for your business
- First choice of table location

### Gold Sponsor – \$750

- Listing on all invitations and signage at the event
- Complimentary table for your business

### Standard Booth/Table – \$150

- Skirted tables are provided
- Pre-registration is required
- Except for the Major Sponsors, display tables are available on a first arrive, first choice basis

Contact **Michael Kent** with questions about sponsorship levels and opportunities  
[michael@aspirenorthrealtors.com](mailto:michael@aspirenorthrealtors.com) or 231-947-2050





## Chili Cook-off

### Beverage Sponsor – \$500

This sponsor will receive signage at the “bar,” their logo on all marketing materials, and the opportunity to serve our members beverages.

### Condiment Sponsor – \$500

This sponsor will receive table tents with their logo placed on all condiment tables, their logo on all marketing, and they can stand at the condiment table as well and network.

### Chili Cook-off Team Registration

- Teams are responsible for chili, crockpots, condiments, cheese, decorations, etc.
- Aspire North provides bowls, spoons, crackers, napkins, tables and extension cords
- How much chili? Well...we had around 100 people attend last year!
- Prizes awarded for best chili and most creative theme!
- Set-up begins at 3:30. Tables available on first-arrive, first choice basis.
- Teams responsible for their own clean-up

Contact **Michael Kent** with questions about sponsorship levels and opportunities  
[michael@aspirenorthrealtors.com](mailto:michael@aspirenorthrealtors.com) or 231-947-2050





## Aspire North Educational Events

### **Sponsor/Host an Aspire North Lunch & Learn – Cost of Lunch**

- Host presents or facilitates topic to REALTOR® and Affiliate Members
- Your company information (signage, marketing materials, etc.) displayed/made available to all attendees

### **Sponsor an Aspire North Continuing Education Class – \$100**

- Averaging up to 40 attendees!
- Your company information (signage, marketing materials, etc.) displayed/made available to all attendees
- Check out the Aspire North Members Only Calendar for upcoming Cont. Ed events

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### **Sponsor an Aspire North REALTOR® New Member Orientation (held four times a year in February, May, August and November for two consecutive days)**

- Up to 50 attendees!
- Present your company information to all attendees on the day of the event
- Display your signage
- Captive audience of new REALTOR® members!

### **Lunch Sponsorship – \$200**

- Sponsors will have one-on-one time during lunch time to meet with attendees, plus 5-10 minutes of presentation time to talk about your business

### **Breakfast Sponsor – \$150**

- Time during orientation sign-in to meet with attendees, plus five minutes of presentation time at the beginning of class to talk about your business

Contact **Michael Kent** with questions about sponsorship levels and opportunities — [michael@aspirenorthrealtors.com](mailto:michael@aspirenorthrealtors.com), or 231-947-2050