



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

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

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

Present/Sponsor an Aspire North Continuing Education Class – Pg. 12

Cost of Class	\$100
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Aspire North Affiliate Expo – Pg. 10

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

Sponsor an Aspire North REALTOR® New Member Orientation – Pg. 13

Daily Sponsor.....	\$100
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Sponsor the Aspire North Chili Cook-off – Pg. 11

Chili Cook-off Sponsor.....	\$500
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Aspire North Golf Outing

Sponsorship Levels

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

Held in August Each Year

Contact Meghan McGuire with questions about sponsorship levels and opportunities:
meghan@aspirenorthrealtors.com or 231-947-2050

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

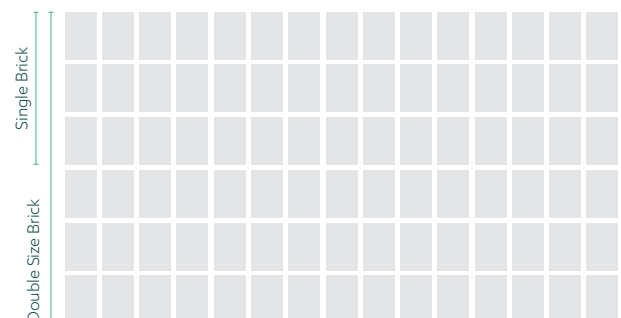
Acct. No _____ Exp. Date _____

Name on Card _____

Signature _____

If making a donation for an Engraved Stand Alone Boulder, please contact Jennifer Kowal 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.

The screenshot displays the AspireNorthRealtors.com website with several advertising spots. At the top, there is a 'Premier Partners' banner for ALLIED Moving & Storage with the tagline 'Your friends don't really help you move! We do!'. Below this is a large hero section with the text 'Lorem ipsum dolor sit ameading elit.' and a 'Join Today' button. Underneath is a 'News, updates & insights' section featuring a collage of images. At the bottom, there is a 'Solutions designed for all your needs' section with four placeholder cards for services, each with a 'Headline goes here' and fields for Name, Title/Description, Phone, and Website. The footer contains contact information for the website and a 'Join Now Home' button.



Bringing Real Estate Professionals Together

We build partnerships through education and events.

- [Join Today](#)
- [Search Listings](#)
- [Find Members](#)

Check out our current events

NETWORKING | EDUCATION

Aspire North REALTORS® | Coffee Connect | Networking Event
 Thu, Feb 18, 2021
[Learn More](#)

6-Hour Con-Ed with Gwyn Besner
 Thu, Feb 25, 2021
[Learn More](#)

Aspire North Board of Directors Meeting
 Fri, Feb 26, 2021
[Learn More](#)

[See all events](#)

Premier Partners




Your custom message here
 - Sample Ad

Headline

Name

Title

Phone



Banner Ad

Advertising Payment Information

- Banner Ad Button 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): _____

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



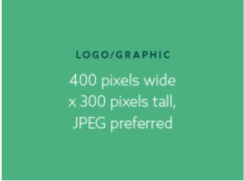
ADVOCACY EDUCATION OUR BLOG CONTACT MEMBER LOGIN COVID-19 

[About](#) [Search Listings](#) [Find Members](#) [Resources](#) [Events](#) [Join](#)


BANNER IMAGE
1920 pixels wide x 450 pixels tall, JPEG preferred

Sample Advertiser Page

Subheading (optional)



LOGO/GRAPHIC
400 pixels wide
x 300 pixels tall,
JPEG preferred



HEADSHOT IMAGE
400 pixels wide
x 500 pixels tall,
JPEG preferred

Your bio or company content here!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus suscipit vestibulum iaculis. Aliquam mi justo, aliquam suscipit risus nec, gravida congue erat. Ut at dignissim libero, vel interdum ipsum. Curabitur hendrerit dui eget viverra posuere. Maecenas nec porta magna, at dapibus metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus suscipit vestibulum iaculis. Aliquam mi justo, aliquam suscipit risus nec, gravida congue erat. Ut at dignissim libero, vel interdum ipsum. Curabitur hendrerit dui eget viverra posuere. Maecenas nec porta magna, at dapibus metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus suscipit vestibulum iaculis. Aliquam mi justo, aliquam suscipit risus nec, gravida congue erat. Ut at dignissim libero, vel interdum ipsum. Curabitur hendrerit dui eget viverra posuere. Maecenas nec porta magna, at dapibus metus.

John Doe
Position/Job Title

NMLS #
12345678

Your Company Name Here
1234 5th Ave, Suite 100
Grand Rapids, MI 49504

Phone
(616)340-7996

Email
test@email.com

Website
<https://www.aspirenorthrealtors.com>

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

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.

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

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

Ready for a change in 2021?
We are here to help!
ACCESS TITLE AGENCY, LLC
Responsive. Reliable. Results.
231.937.2290

Advertisement

Header Ad

Volume 411 | February 1st, 2021

Aspire North
REALTORS®

Aspire North Weekly

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
BIG MOOSE
HOME INSPECTIONS
231.218.0013
www.BigMoose.us
Derck van Fossen

EXCLUSIVELY
Northern Michigan
PROPERTIES
More Listings and More Income
when you use our **FREE** listing tools!
Call or email for details
248-553-9300
tom@colortreb.com
FREE mobile marketing leads



• Up to \$7,500
Down Payment
Assistance loans
• Conventional loans
• Rural Development
loans
• FHA loans
MSHDA
» More information

From the Water Cooler

New REALTOR® Members

- David Coonrod | Three West LLC**
231-642-6300
dcoonrod@threewest.com
- Katherine DuVernois | Coldwell Banker Schmidt 402**
906-362-8440
katherineduvernois@gmail.com
- Rebecca Galsterer | EXIT Realty Paramount**
231-409-2817
rebecca@tcexit.com
- Jerry Nita | Real Estate One Randolph**
847-627-9691
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

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 – \$140

- 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 Meghan McGuire with questions about sponsorship levels and opportunities
meghan@aspirenorthrealtors.com or 231-947-2050





Chili Cook-Off

Held in February or March at the Aspire North Office

Chili Cook-Off Sponsorship (2 available) – \$500

Sponsors will have their logo on all marketing materials and opportunities to display their own signage at high visibility areas at the event!

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? Plan for around 100 people
- 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 Meghan McGuire with questions about sponsorship levels and opportunities
meghan@aspirenorthrealtors.com or 231-947-2050



Aspire North Educational Events

Workshop Series

Present/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
- Almost all our classes are offered to members as a hybrid—in-person and online—experience
- Check out the [Aspire North Calendar](#) for upcoming Continuing Education classes

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

- Average of 25-35 attendees!
- Present your company information to all attendees on the day of the event
- Display your signage
- Captive audience of new REALTOR® members!

Daily Sponsorship – \$100

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

Contact Meghan McGuire or Jennifer Kowal with questions about sponsorship levels and opportunities — meghan@aspirenorthrealtors.com, jennifer@aspirenorthrealtors.com, or 231-947-2050