

2025 AFFILIATE ADVERTISING OPPORTUNITIES

Build Relationships, Grow Your Business



TV monitors in South and East meeting rooms

- 1 month at \$125 (auto-renewed automatically with CC'd on file)
- Two 65" TVs hung in EACH of the two large meeting rooms.
- TVs located in the East County Lobby, South County Lobby
- Meeting room TVs on during PSAR classes/events/meetings
- TV's in East Lobby and South Office on during business hours
- Total of 6 TVs / impressions (member views) 9,000+/ month



Business Card Advertising in the Pitch Booklets (limited spots)

- 12 months for \$300 per booklet
- 3.5" x 2" business card as one of the 20 in each pitch booklet.
- First Come first served.
- Distributed at our South (Wednesday) and/or East (Thursday) pitches
- Impressions (member views) 2,400+



PSAR Education Class/Event

- See Class Sponsor Price Sheet for cost
- Display marketing materials at the class.
- 'Sponsored by' and Logo added to the marketing of the class
2-3 Emails to members blog pitch PowerPoint slide/booklet flyers post email
- Some classes will have more than one sponsor



Orientation Class (engage new real estate agent members)

- \$300/Orientation - Orientation is held once a month
- New members are required to attend the first 60 days of joining PSAR
- 'Sponsored by' and logo added to the email invitations to new members
- Food provided by PSAR
- Sponsor will have 2-3 minutes to address the new members



Pitch Session (Breakfast sponsorships available - Tues/Wed/Thurs)

- Cost of bringing a breakfast *see breakfast 'sponsor expectations' page
- Banner in pitch email/booklet/presentation slides
- Sponsor will have 2-3 minutes to address attendees
- Cancellation within 14 days will be charged a cancellation fee (\$150)

Pitch Session (Coffee sponsorships available - Tues/Wed/Thurs)

- \$200 for one month (4 consecutive pitch sessions)
- We make and serve the coffee / don't need to be present to sponsor
- Distribute marketing materials / shout-out from pitch hosts



MLS Dashboard Banner Spotlight Advertising

- Pricing Varies based on target
- Average 110,000+ impressions/month
- Daily exposure to 3,400+ MLS users daily
- Email communications@psar.org for pricing

2025 PSAR Sponsorship Form

Questions? Call: PSAR at 619-421-7811

- ☐ **Yearly Affiliate Membership Fee \$199.00** (fee is prorated over the year)
- ☐ Advertising on TV monitors in East and South meeting rooms & foyes
- ☐ Business Card Advertising in the Pitch Booklets
- ☐ Sponsor a PSAR Education Class
- ☐ Sponsor an Orientation Class (held once a month with new members)
- ☐ Sponsor a Pitch Session (Credit Card to be held for cancelation charge of \$150)

CONTACT INFORMATION

Company Name: _____ Contact Phone: _____

Contact Name: _____ Contact Email: _____

CREDIT CARD INFORMATION OR FOR SECURITY, CALL PSAR

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER ☐ OTHER _____

Name on Card: _____

First Middle Initial Last

Card Number: _____ Expiration Date _____ Security Code _____

Billing Address: _____

Street City State Zip

Signature: _____ Date: _____

Credit Cards will be kept on file and sponsorship will auto-renew until the end of the year unless PSAR is notified 3 weeks prior to the end of your sponsorship.

By Check: Make Check out to Pacific Southwest Association of REALTORS
Mail to: Pacific Southwest Association of REALTORS, 1150 Broadway, El Cajon, CA 92021

PLEASE EMAIL THE COMPLETED FORM TO SUPPORT@PSAR.ORG OR
SEND THE FORM TO ABOVE ADDRESS C/O SALLY VALDEZ



support@psar.org | 619.421.7811

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2025 PSAR Pitch Sponsor Expectations

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Breakfast Sponsor :

- Sponsor banner will be in the pitch session email that goes out the night before
- Sponsor banner will be in the Pitch Booklet handed to attendees (south & east)
- Sponsor Slide will be included in the pitch PowerPoint slides
- Sponsor banners and presentation materials for display and distribution during the pitch session are welcome
- You are welcome to have a door prize but please let the host know before the start of the pitch. (to be held at the end of the pitch)
- 2-3 (max) minutes of speaking/presentation time during the pitch session
- Breakfast should be a combination of a warm item and cold item(s) are strongly suggested. (NO DOUGHNUTS) Remember, your breakfast contribution is in lieu of a sponsorship fee.
- We do not have serving materials (platters/serving utensils/containers) please plan accordingly.

CANCELLATION within 14 days of your sponsorship will be subject to a cancellation fee of \$150.

The better the breakfast... the better the impression... the better the results

Breakfast Examples:

- Breakfast burritos (cut in half)
- Breakfast quiches (cut into serving sizes)
- Yogurt
- Fruit
- Individually wrapped breakfast items (chees sticks/pastries/granola bars)
- Muffins (mini's or cut large ones in half)
- Bagels and cream cheese
- If you bring doughnuts bring other options as well.

Coffee Sponsor :

- Sponsor will run for 4 weeks consecutively for consistency.
- Marketing materials can be put out when sponsor is present
- Sponsr doesn't have to be present each week. They will be recognized and thanked by the host each week.

PLEASE EMAIL QUESTIONS TO PITCH@PSAR.ORG OR
CALL SUPPORT AT 619.421.7811

2025 PSAR Calendar of Classes & Events

Questions? Call: PSAR at 619-421-7811

Date Scheduled	Class or Event Name	Time	Location	Instructor	Cost (# of Sponsors)
January 2025					
Friday, Jan10th, 2025	New Member Orientation	12:00pm - 3:00pm	South PSAR Office		300 (1)
Wednesday, Jan 15th, 2025	Cocktails and Committees	3:00pm - 6:00pm	Buffalo Wild Wings Mission Valley		email: support@psar.org
	Buyer Broker Agreement			Mike Shenkman	\$200 (2)
Thursday, January 23, 2025	YPN Kick Off Happy Hour	6:00pm - 9:00pm	The Presley		email: ypn@psar.org
Tuesday, January 28th, 2025	CAR Legal Update	12:00pm - 1:30pm	South	Gov Hutchinson	\$200 (3)
February 2025					
Friday, February 14th, 2025	New Member Orientation	12:00pm - 3:00pm	Clairemont Office		\$300 (1)
February 11th, 2025	Broker Breakfast	9:30am - 11:30am	Riverwalk Golf Course		\$200 (3)
February 19th, 2025	Property Management Update	12pm - 2pm	East PSAR Office		\$200 (2)
February 20, 2025	Yoga Event (YPN)	9:00am - 10:00am	South County (Somewhere)	YPN	email: ypn@psar.org
February 20, 2025	Short Sales and Foreclosures Part 1		South PSAR Office	Mike Shenkman	\$200 (1)
Wednesday, February 26, 2025	Tech Lunch and Learn	11:30am - 12:30pm	Zoom	Mike White	\$200 (1)
Friday, February 28th	REAL Awards	5:00pm - 10:00pm	Sycuan		email: support@psar.org
March 2025					
March 4-6	Forms Update	9:00am - 12:00pm	South / East (2 classes)	Nikki or Mike	\$200 (1)
Friday, March 7, 2025	Independent Contractor Tax Advice	11:00am - 1:00pm	South	Zoe and a tax person	\$200 (2)
Tuesday, March 11th, 2025	New Member Orientation	12:00pm - 3:00pm	East PSAR Office		\$300 (1)
	GREC Event	11:00am - 1:00pm			email: support@psar.org
Thursday, March 13th, 2025	Leadership Program	8:00am - 5:00pm	PSAR South		email: support@psar.org
Friday, March 14th, 2025	Short Sales and Foreclosures Part 2		South PSAR Office	Mike Shenkman	\$200 (1)
Monday, March 17, 2025	Avoid Probate Sales, Living Trusts and Wills	11:30am - 1:00pm	PSAR South Office	Dawn Allenby	\$200 (2)
March 18, 2025	zipForms with CAR Trainer	11:00am - 12:00pm	zoom	Ed Charboneau	\$200 (1)
Wednesday, March 20	Hip Hop Bingo	5:00pm - 9:00pm		YPN	email: ypn@psar.org
	Bayfront Project (Government Affairs)				email: support@psar.org
April 2025					
Tuesday, April 1st, 2025	CAR Market Update - Jordan Levine	11:30am - 1:30pm	East PSAR Office		\$200 (3)
Friday, April 11th, 2025	New Member Orientation	12:00pm - 3:00pm	South PSAR Office		\$300 (1)
Wednesday, April 16, 2025	Supplemental Taxation Class		East PSAR Office	Mike Shenkman	\$200 (2)
Wednesday, April 23, 2025	Shredding Event	11:00am - 2:00pm	South PSAR Office		email: support@psar.org
April 23, 2025	Tech Lunch and Learn	11:30am - 12:30pm	Zoom	Mike White	\$200 (1)
	Top Producing Lead Generating Agents				email: support@psar.org
	SDGE Certification Class				\$200 (2)
Tuesday, April 22, 2025	Defensible Space and Fire Hardening		East PSAR Office	Ron Hall, Chuck Bira, Jeremy Davis	\$200 (2)
May 2025					
Thursday, May 8th, 2025	Broker Breakfast	9:00am - 11:00am	South PSAR Office		\$200 (3)
Friday, May 9th, 2025	New Member Orientation	12:00pm - 3:00pm	Clairemont PSAR Office		\$300 (1)
May 13, 2025	Steven Thomas	11:00 - 12:00	South PSAR Office		\$200 (2)
May 28, 2025	RLA (Residential Listing Agreement)		Clairemont PSAR Office	Mike Shenkman	\$200 (2)
Thursday, May 29th, 2025	Property Management	12:00pm - 2:00pm	South PSAR Office		\$200 (3)
Thursday, May 22nd, 2025	RED Shoe Day	6:00am - 11:00am	TBA		-
13th-15th or 20th-22nd	2025 Forms Update from the CAR meetings		Nikki		\$200 (2)

Dates / Times Subject to Change



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2025 PSAR Calendar of Classes & Events

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Date Scheduled	Class or Event Name	Time	Location	Instructor	Cost (# of Sponsors)
June 2025					
Tuesday, June 10th, 2025	New Member Orientation	12:00pm - 3:00pm	East PSAR Office		\$300 (1)
	The Latest Form Revisions C.A.R.		Nikki		\$200 (2)
Friday, June 13th or 20th, 2025	REALTOR Games	10:00am - 4:00pm	NTC Park		email: ypn@psar.org
June 16, 2025	BRBC		South PSAR Office	Mike Shenkman	\$200 (2)
Wednesday, 25th, 2025	Tech Lunch and Learn	11:30am - 12:30pm	Zoom	Mike White	\$200 (1)
June 26, 2025	Global Council Event - Mixer	11:00am - 1:00pm	TBA		email: support@psar.org
Thursday, June 19th, 2025	Juneteenth		East PSAR Office	c/o Sally	email: support@psar.org
July 2025					
Wednesday, July 9, 2025	Fair Housing		East PSAR Office	Mike Shenkman	\$200 (2)
Friday, July 11th 2025	New Member Orientation	12:00pm - 3:00pm	South PSAR Office		\$300 (1)
Wednesday, July 16th, 2025	Get Your Escrow in On Time	1:00pm - 3:00pm	PSAR East Office	Lupe Sotto	\$200 (2)
August 2025					
Friday, August 8th, 2025	New Member Orientation	12:00pm - 3:00pm	Clairemont PSAR Office		\$300 (1)
Wednesday, August 20, 2025	Avoid Probate Sales, Living Trusts and Wills	11:30am - 1:00pm	East PSAR Office	Dawn Allenby	\$200 (1)
Wednesday, August 27, 2025	RPA (Residential Purchase Agreement)		Clairemont PSAR Office	Mike Shenkman	\$200 (2)
September 2025					
Monday, September 8, 2025	BRBC		South PSAR Office	Mike Shenkman	\$200 (2)
Tuesday, September 9th, 2025	New Member Orientation	12:00pm - 3:00pm	East PSAR Office		\$300 (1)
Wednesday, September 10th, 2025	Elder Fraud Information Session	9:00am - 11:00am	East PSAR Office		\$200 (2)
Wednesday, September 3, 2025	Realtor Safety Class	11:00am - 12:00pm	East PSAR Office		\$200 (1)
Wednesday, September 24, 2025	Tech Lunch and Learn	11:30am to 12:30pm	Zoom	Mike White	\$200 (1)
September 15-17	C.A.R. Reimagine 2025	All Day	Gaylord Chula Vista		email: support@psar.org
September 23rd, 2025	GREC - Today's Global Marketplace	11:00am-1:00pm			email: support@psar.org
Wednesday, September 24, 2025	Property Management Forum	12:00pm - 2:00pm	East PSAR Office		\$200 (3)
October 2025					
Wednesday, October 1, 2025	Broker Breakfast	9:30am - 11:30am	East PSAR Office		\$200 (3)
Thursday, October 16th, 2025	Cornhole and Costumes	4:00pm - 9:00pm	East County (Somewhere)	YPN	email: ypn@psar.org
Thursday, October 9th, 2025	Presenting and Reviewing Offers (Part 1)	9:00am - 11:00am	South PSAR Office	Lupe Sotto	\$200 (2)
Friday, October 10th, 2025	New Member Orientation	12:00pm - 3:00pm	South PSAR Office		\$300 (1)
Thursday, October 16th, 2025	Elder Fraud Information Session	9:00am - 10:30am			\$200 (2)
Wednesday, October 22, 2025	Shredding Event	11:00am - 2:00pm	East PSAR Office		email: support@psar.org
Wednesday, October 29, 2025	RPA (Residential Purchase Agreement)		East PSAR Office	Mike Shenkman	\$200 (2)
November 2025					
November 7-8, 2025	Installation Dinner				email: support@psar.org
November 10, 2025	RLA (Residential Listing Agreement)		Clairemont PSAR Office	Mike Shenkman	\$200 (2)
Tuesday, November 11th, 2025	Presenting and Reviewing Offers (Part 2)	9:00am - 11:00am	East PSAR Office	Lupe Sotto	\$200 (2)
Thursday, November 13th, 2025	YPN event	4:00pm - 6:00pm	Central Area (Somewhere)	YPN	email: ypn@psar.org
Friday, November 14th, 2025	New Member Orientation	12:00 pm - 3:00 pm	Clairemont PSAR Office		\$300 (1)
November 24-28	Understanding the RLA				\$200 (2)
Wednesday 26th, 2025	Tech Lunch and Learn	11:30am -1:00pm	Zoom	Mike White	\$200 (1)
December 2025					
Tuesday, December 2nd, 2025	New Member Orientation	12:00pm - 3:00pm	East PSAR Office		\$300 (1)
Thursday, December 11th, 2025	YPN End of the year Lunch	1:00pm - 4:00pm	Mission Valley (somewhere)		email: ypn@psar.org



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