



2026 SPONSOR & AFFILIATE PACKAGES



**BLUEGRASS
REALTORS®**

Bluegrass REALTORS® sponsors and affiliates benefit from a year-round presence & exclusive access to REALTORS®

If marketing your products or services to REALTORS® is important to you, you've come to the right place. Bluegrass REALTORS® has over 4,200 members across 38 counties in the Central and Southeastern Kentucky region. The Association offers you a variety of impactful and cost-effective options to help you connect with decision makers representing all corners of the real estate industry.

Affiliates and sponsors benefit from premiere exposure to Bluegrass REALTORS® members. By becoming a sponsor, you will increase your organization's visibility and be viewed by members as a leader in the industry. From face-to-face interaction to repeat coverage in communication outlets and priority exposure to new marketing opportunities, annual sponsors have access to reaching REALTORS® consistently throughout the year.

AFFILIATE ONLY

\$300

- **bluegrassrealtors.com Listing**

The website contains all the properties on the MLS and many of the benefits members use in their day-to-day business. Affiliate member companies are listed under Consumers on the Find an Affiliate page and the area of business in which they work along with their phone numbers, e-mail addresses and web site links. Each affiliate member is also listed with a photo and contact information.

- **Member Rosters**

Access to membership lists/rosters. Updated rosters are available at no cost. To access the rosters, please email the Association at info@bluegrassrealtors.com.

- **Communications**

Receive bi-weekly newsletters that contain Association updates, industry news, event notifications, education schedules and more. You will also be sent, when necessary, email notifications about upcoming deadlines, education courses and timely Association issues. *Note: these will be sent to the email address on file so make sure your email address is correct.*

- **Networking with REALTORS®**

Attendance at Bluegrass REALTORS® events throughout the year including REALTOR® After Hours, Summer Fair, Installation Lunch, Nominating Dinner, and more.

- **ShowingTime Software**

Access software that can help streamline business and facilitate cooperation between members.

- **Sponsorship of Education Courses**

Affiliates have the opportunity to be present and address attendees at both virtual and in-person education courses throughout the year. *Note: in-person courses require the purchase of lunch.*

- **Hosting Lunch & Learns**

Ability to host Lunch & Learn sessions for REALTOR® members.

- **Face to Face Promotion with REALTORS®**

Opportunity to sponsor and get in front of REALTOR® members at education courses and county/regional meetings to promote your products and/or services.

- **Free Rental of Bluegrass REALTORS® Classrooms**

When available, multiple rooms are available for affiliates to use. Uses include business meetings, holding educational sessions, hosting company lunch & learns and more.



BLUEGRASS
REALTORS®

GOLD PARTNER

\$5,000

Affiliate membership included with an additional 9 associate memberships

- Logo and link on sponsor webpage
- Recognition on Bluegrass REALTORS® closed Facebook group – 4x a year
- Logo included in Bluegrass REALTORS® newsletter, The Source, and MLS newsletter, Hot Sheet, throughout the year
- Ad in Bluegrass REALTORS® newsletter, The Source – 4x a year
- Additional 15% discount on WKYT.com website advertising if advertising on bluegrassrealtors.com
- **New REALTOR® Meet & Greet – 4x a year**
 - Logo on email blasts
 - Logo on event signage
 - Announcement during program
- **REALTOR® After Hours – 4x a year**
 - Logo on email blasts
 - Logo on event signage
 - Announcement during program
- **Summer Fair**
 - Display table
 - Logo on promotional materials
 - Announcement during the event
 - Pop-up banner displayed (provided by sponsor)
- **Installation Luncheon**
 - Display table
 - Announcement during the program
 - Logo on program
 - Pop-up banner displayed (provided by sponsor)
 - One reserved table
- **Nomination Dinner**
 - Display table
 - Announcement during the program
 - Logo on program
 - Pop-up banner displayed (provided by sponsor)
 - One reserved table
- **Broker Forums - 2x a year**
 - Announcement during the program
 - Logo on promotional materials
 - Logo on email blasts
- **Member Forums - 2x a year**
 - Announcement during the program
 - Logo on promotional materials
 - Logo on email blasts
- **RCHF Charity Gala**
 - Ticket for two (2) attendees
- **RCHF Golf Tournament**
 - Includes a foursome and hole sponsorship
- **First selection of education courses – 6 per year (must provide lunch)**

**Includes Champion Level –
YPN Sponsor Package
(\$1000 value)**



**BLUEGRASS
REALTORS®**

SILVER PARTNER

\$2,500

Affiliate membership included with an additional 4 associate memberships

- Logo on sponsor webpage
- Recognition on Bluegrass REALTORS® closed Facebook group – 2x a year
- Logo included in Bluegrass REALTORS® newsletter, The Source, throughout the year
- Ad in Bluegrass REALTORS® newsletter, The Source – 2x a year
- Additional 15% discount on WKYT.com website advertising if advertising on bluegrassrealtors.com
- **New REALTOR® Meet & Greet – 4x a year**
 - Logo on email blasts
 - Announcement during program
- **REALTOR® After Hours – 4x a year**
 - Logo on email blasts
- **Summer Fair**
 - Announcement during the event
 - Pop-up banner displayed (provided by sponsor)
- **Installation Luncheon**
 - Logo on program
 - Pop-up banner displayed (provided by sponsor)
 - Tickets for two (2) associates
- **Nomination Dinner**
 - Logo on program
 - Pop-up banner displayed (provided by sponsor)
 - Tickets for two (2) associates
- **Broker Forum – 1x a year**
 - Announcement during the program
 - Logo on promotional materials
 - Logo on email blasts
- **RCHF Charity Gala**
 - Ticket for one (1) attendee
- **RCHF Golf Tournament**
 - Includes two playing spots and hole sponsorship
- **First selection of education courses – 3 per year (must provide lunch)**

**Includes Supporter Level –
YPN Sponsor Package
(\$500 value)**

Bluegrass REALTORS® Mission

Bluegrass REALTORS® provides real estate data, education and services to benefit our members and consumers and will advocate for property ownership and private property rights.



**BLUEGRASS
REALTORS®**

BRONZE PARTNER

\$1,000

Affiliate membership included with an additional associate membership

- Logo on sponsor webpage
- Recognition on Bluegrass REALTORS® closed Facebook group – 1x a year
- Ad in Bluegrass REALTORS® newsletter, The Source – 1x a year
- Additional 15% discount on WKYT.com website advertising if advertising on bluegrassrealtors.com
- **New REALTOR® Meet & Greet – 4x a year**
 - Logo on email blasts
- **REALTOR® After Hours – 4x a year**
 - Logo on email blasts
- **RCHF Golf Tournament**
 - Includes one playing spot
- **First selection of education courses – 1 per year (must commit to providing lunch)**
- **Ticket for one (1) associate to the Installation Luncheon**
- **Ticket for one (1) associate to the Nomination Dinner**

INDIVIDUAL SPONSORSHIPS

Individual sponsors must be affiliate members of Bluegrass REALTORS®

Installation Luncheon Sponsor \$1,000

- Display table
- Announcement during the program
- Logo on program
- Pop-up banner displayed (provided by sponsor)
- One reserved table

Nomination Dinner Sponsor \$1,000

- Display table
- Announcement during the program
- Logo on program
- Pop-up banner displayed (provided by sponsor)
- One reserved table

Summer Fair Sponsor \$1,000

- Display table
- Logo on promotional materials
- Announcement during the program
- Pop-up banner displayed (provided by sponsor)



County/District Meeting Sponsor Cost of providing lunch or covering sponsored item(s)

- Recognition on social media posts and newsletter
- Announcement during meeting
- Held at various times/locations - please call to reserve



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INDIVIDUAL SPONSORSHIPS (cont.)

Member Forum Sponsor **\$500 (per event)**

- Announcement during the program
- Logo on promotional materials
- Logo on email blasts

Broker Forum Sponsor **\$500 (per event)**

- Announcement during the program
- Logo on promotional materials
- Logo on email blasts

New REALTOR® Meet & Greet **\$500 (per event)**

- Announcement during program
- Logo on email blasts
- Logo on event signage

REALTOR® After Hours **\$250 (per event)**

- Announcement during program
- Logo on email blasts
- Logo on event signage
- Door prizes accepted from all affiliates



RCHF Golf Tournament

- Title sponsor	\$1,000
- Lunch sponsor	\$500
- Hole sponsor	\$250
- First, second, third place sponsor	Prices vary
- Individual playing spots	\$100/each
- Additional sponsor levels available - call for details	

RCHF Charity Gala

- Sponsorships and ticket prices vary (call for details)

The Source, eNewsletter, or the Hot Sheet, MLS eNewsletter **\$100 (per issue)**

- Ad displayed in the middle of the email
- Size: 900 pixels wide x 200 pixels tall
- File size preferred at 1MB or less and saved at 72PPI
- Accepted formats are JPG, GIF or PNG



Education Course Sponsor **Cost of providing lunch**

- Recognition on education schedule and reminder email
- In-person & virtual options available (lunch cost in-person)

bluegrassrealtors.com Advertising

- Reach up to 1.2 million visitors annually
- Contact WKYT for rates and placement
- 859.566.1290 or email sherry.hayes@wkyt.com

YOUNG PROFESSIONALS NETWORK (YPN)

Champion Level Sponsorship

\$1,000

- Priority logo placement on YPN sponsor page
- Priority logo on all YPN materials and YPN banner
- Four tickets to YPN events* like Keeneland Tailgate, Kick-Off, Holiday Party and more
- Priority location for display table at YPN events
- Logo recognition on YPN Facebook page and announcements - 2x/year
- Participation in community service projects with REALTORS®
- Priority access to Lunch & Learns hosted by YPN
- Sponsor of REALTOR® team for the Shamrock Shuffle 3K race

Supporter Level Sponsorship

\$500

- Logo placement on YPN sponsor page
- Name placement on all YPN materials and YPN banner
- Two tickets to YPN events* like Keeneland Tailgate, Kick-Off, Holiday Party and more
- Display table at YPN events
- Logo recognition on YPN Facebook page and announcements - 1x/year
- Participation in community service projects with REALTORS®
- Access to Lunch & Learns hosted by YPN
- Sponsor of REALTOR® team for the Shamrock Shuffle 3K race

* YPN sponsors and all attendees must be Bluegrass REALTORS® affiliate members.



BLUEGRASS
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SPONSORSHIP AGREEMENT for 2026

Return signed contract with your selected options and payment to:

Bluegrass REALTORS[®], 2250 Regency Road, Lexington, KY 40503
859.276.3503 | fax 859.277.0286 | hunt@bluegrassrealtors.com

You can also complete this form online at bit.ly/2026bgrsponsorapp or [click here](#).

Company Name (as it should appear in promotions): _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Sponsor Package:

Gold Partner Level Silver Partner Level Bronze Partner Level | Affiliate Only

YPN Sponsorship (included in Gold & Silver Partner packages):

Champion Level Supporter Level

Individual Sponsorship: _____

Total Payment Amount: _____

Payment Options:

Payment Type: VISA, AMEX, MasterCard, Discover Check/Money Order Please Invoice

Card Number: _____ Exp. Date: _____

Signature: _____ CVV: _____

Terms of Agreement

Sponsor agrees that upon acceptance, this application shall be an agreement between the sponsor and organizer, Bluegrass REALTORS[®]. Events listed are subject to change and/or cancellation. Payments are non-refundable and non-transferrable. Bluegrass REALTORS[®] reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If a sponsorship is cancelled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation. Sponsor grants Bluegrass REALTORS[®] limited license to use sponsor's logo in the promotional material for the selected event(s). Sponsorships are from January 1 through December 31 and are not pro-rated.

*** Please send your preferred logo(s) to hunt@bluegrassrealtors.com ***



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