

2018

FAMILY REUNION

KW Family Reunion 2018 Networking Events Sponsorship Opportunities

The Saenger Group, LLC, in conjunction with "Real Agent Advice with Alex Saenger" will be hosting two major events at the 2018 Keller Williams Family Reunion. You are invited to participate in a sponsorship opportunity for one or both events. This is a limited exclusive opportunity to have your message delivered to over 60,000 KW Agents Nationwide. Get to know the agents on a personal level by mixing, mingling and networking to build new agent champions for your brand. These events are intended to build relationships and collect names and numbers to follow up with.

Networking Cocktail Party

Total Number of Attendees **400**

Event Email List **61,500**

Anticipated Open Rate **25%**

Anticipated Opens **15,375**

Rainforest Cafe

1515 S. Disneyland Dr. Anaheim, CA 92802



Sponsorship Cost **\$2,400**

Friday Feb 16th, 2018 from 7:30-9:30pm
3/4 Miles from Anaheim Convention Center

Networking Brunch

Total Number of Attendees **224**

Event Email List **61,500**

Anticipated Open Rate **20%**

Anticipated Opens **13,300**

Rainforest Cafe

1515 S. Disneyland Dr. Anaheim, CA 92802



Sponsorship Cost **\$1,400**

Saturday Feb 17th, 2018 from 9:30-11:30am
3/4 Miles from Anaheim Convention Center

Included in each Sponsorship:



1. Branding included in all marketing materials for the event:

- Email blasts sent via Mail-Chimp and Eventbrite to all 61,500 KW agents in the Real Agent Advice Database at least 3 times prior to the event.
- Email blasts to all registered attendees reminding them of the event.
- Email blasts to all attending agents thanking them for coming (with optional Real Agent Advice "Spotlight Video" embedded).

2. Full contact details including Name, State, Email Address, Phone Number of all registered participants.

3. Opportunity to hand out any promotional items, flyers, etc. to attendees as they arrive.

4. One (1) free admission to the event (additional attendees must be paid).

BONUS: Video Add-on For Real Agent Advice Sponsorships And Family Reunion Sponsorships

REAL AGENT ADVICE
with Alex Saenger

Exclusively available at Family Reunion 2018, Alex will interview your spokesperson and create a video advertisement highlighting up to 3 major benefits of your product. This video will be up to 3 minutes in length (shorter videos are better received) and will be edited and delivered by the Real Agent Advice staff. The cost for this exclusive opportunity is only \$950. One edit/revision of the video is included at no additional cost. Additional edits are at a cost of \$150/hour (minimum of 1 hour).

Each video will be included in:

- One (1) email blast to all event attendees for the Cocktail Party (400 people).
- One (1) email blast to all event attendees for the Brunch (224 people).
- Uploaded to the Real Agent Advice YouTube Channel (www.RealAgentAdvice.com).
- Made available for you to include in your social media platforms (Facebook, LinkedIn, Active Rain, Twitter, etc.).
- Uploaded into the exclusive proprietary KWConnect platform.

**USE
VIDEO FOR
EVEN MORE EXPOSURE**

About Real Agent Advice

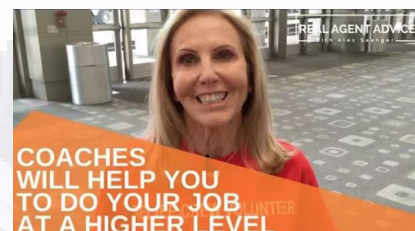
Welcome to Real Agent Advice, the only YouTube and KW Connect channel where you get daily advice from real agents. Topics range from business basics and lead generation to networking, coaching and expanding your team.

See interviews from over 100 agents from across the country: from Alaska to Florida, New York to California and so many more. Find the daily BLOG on YouTube at www.RealAgentAdvice.com

Marketing Sponsorship Opportunity

As a Real Agent Advice sponsor, you are being given a limited opportunity to promote your products and services via the Real Agent Advice BLOG. This platform is designed to communicate to agents from across the country, with specific focus on Keller Williams agents (but it is not limited to just the single national franchise broker).

The daily BLOG is published on YouTube, Monday through Friday, as well as on the internal KW Connect platform. Finally, it is pushed out to newly licensed agents who recently passed the real estate exam for the state of Maryland.



The Sponsorship Opportunities Available To You Now Include The Following:

1) Episode Sponsorship - \$500 for 10 Episodes (\$50x10)

Each episode of Real Agent Advice is distributed and watched presently by viewers on YouTube and KW Connect. Combined, in just one (1) month, viewership is at an average of 139 views per video. Some have even been seen more than 2,500 times.

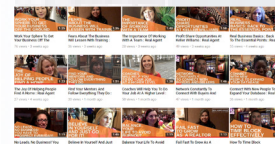
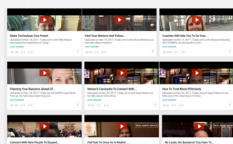
This sponsorship level allows for 1 sponsor per episode. The cost is just \$50 per episode purchased in packs of 10, for \$500 per pack. That is roughly \$0.36/viewer (which is 26% less than the cost of a stamp). Your logo is presented in the bottom right corner of the video for the length of the video. Your brand is mentioned in the intro, and Alex will deliver your 250 character message at the end of the video.

2) Real Agent Advice "Spotlight Video" - \$950

Available only as an in-person interview, for \$950, Alex will interview your spokesperson and create a video interview advertisement highlighting up to 3 major benefits of your product. This video will be up to 3 minutes in length (shorter videos are better received) and will be edited and delivered by the Real Agent Advice staff. Each video includes a stylized entertaining approach to delivering your product, service or company message with license-free music. One edit/revision of the video is included at no additional cost. Additional edits are at a cost of \$150/hour (minimum of 1 hour).

These videos are typically completed at a KW event or other industry event where Alex is attending. This is a very coveted opportunity that is not available to just anyone. The styling is different than the BLOG videos from Real Agent Advice and follow our Best Place Award model. See a sample video at: <https://youtu.be/Z0djpi2PNsk>

KWConnect



KW Family Reunion 2018 Networking Events Sponsorship

Order Form

Please check which sponsorship opportunities you would like to select

KW Family Reunion 2018 Networking Sponsorship Options

- ☐ - A) Networking Cocktail Party Sponsorship - \$2,400
- ☐ - B) Networking Brunch Sponsorship - \$1,400

Real Agent Advice Sponsorship Options:

- ☐ - C) BONUS Real Agent Advice "Spotlight Video" - \$950
- ☐ - D) Real Agent Advice Video BLOG Sponsorships (10 Episode Pack) - \$500

For more information,
Contact Alex Saenger:

301-251-1221 ext. 1000

FR18@RealAgentAdvice.com

By signing below all parties hereby agree that the money exchanged is for purposes of marketing and advertising of Sponsor's services or products. The Saenger Group, LLC, Alex Saenger, Real Agent Advice, Keller Williams and all of its affiliates, make no guarantees to performance or results, and all parties are hereby held harmless of any and all liability associated with such advertisements, events, promotions, online distribution (including through email, YouTube, KW Connect, and all social media platforms and outlets) of any kind. It is hereby acknowledged and understood that any and all statistics are based on real averages and are described as accurate but should be independently verified.

Sponsor Company Name

Date

Sponsor Authorized Representative Name

Sponsor Authorized Representative Signature

Total Amount Due (add options A to D above): _____

Deadline: 1/1/2018 - Form must be submitted no later than 1/1/2018 to be guaranteed placement in all email blasts to KW Agents. Payment must be received by 1/8/2018.

Make checks payable to:

Saenger Group, LLC

Mail Checks along with the original signed copy of this order form to:

Alex Saenger

Keller Williams Capital Properties

20 West Gude Drive, Suite 200

Rockville, MD 20850



REAL AGENT ADVICE

with Alex Saenger

** Please Note: No work shall be performed or delivered until this form has been signed and delivered (electronic signatures are acceptable) to the Saenger Group, LLC along with cleared payment by check.