



Your brand.
Our members.
One powerful event.

A must-attend annual event where leading experts brief our members on key federal, state, and local policy changes that directly impact the real estate industry.



GOV. HUTCHINSON VICE PRESIDENT AND GENERAL COUNSEL OF THE CALIFORNIA ASSOCIATION OF REALTORS®

New Laws & Industry Outlook

2026 SPONSORSHIP OPPORTUNITIES

February 4 | 7:30am - 2:30pm

The Legacy Resort Hotel & Spa
875 Hotel Circle South,
San Diego, CA 92108





Sponsorships for the New Laws Event offer premium exposure, direct engagement, and year-long visibility across SDAR platforms — from digital signage and emails to print & social.

A photograph of a man with short brown hair, wearing a blue button-down shirt and a grey blazer, speaking at a podium. An American flag is visible on the left side of the frame. The background is a dark curtain.

PLATINUM SPONSORSHIP

\$5,000

2 AVAILABLE

- ☒ Digital signage in multiple locations as Platinum Sponsor of event, including on stage
- ☒ Premium inside front or back cover advertisement for EACH platinum sponsor in printed event program - shelf life one year
- ☒ Acknowledgements from MC (multiple) to 400 attendees at day of event
- ☒ One Email "Thank You", to 10,500 Members, recognizing your company as a PRIMARY sponsor
- ☒ Social Media - "Thank You" recap to all 10,500 Members, recognizing your company as a PRIMARY sponsor
- ☒ Digital Banner in SDAR Agent Portal adjacent to MLS and zipForms® - two weeks.
- ☒ One Half Page ad in the quarterly publication of Today's San Diego REALTOR® emagazine
- ☒ 6' Table to display branded linen and marketing materials



2026 SPONSORSHIP

1 AVAILABLE

BREAKFAST FUEL PARTNER

\$3,600

- ✓ Breakfast brought to you by your brand, announced to all attendees, and signage accompanied
- ✓ Inside Front Cover Advertisement in Printed Event Program - shelf life one year
- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees
- ✓ Digital signage: 30 second spot to accompany event details that runs throughout the event
- ✓ One Email "Thank You" to all 10,500 Members, recognizing your company as our breakfast sponsor
- ✓ Social Media "Thank You" recap to all 10,500 Members, recognizing your company as a sponsor
- ✓ Digital Banners, in SDAR MLS Agent Portal, two weeks, adjacent to MLS and zipForms®
- ✓ Half Page in the quarterly publication of Today's San Diego REALTOR® emagazine

1 AVAILABLE

LUNCH FUEL SPONSORSHIP (DELI BUFFET)

\$2,900

- ✓ Lunch spread, brought to you by your brand, announced to all attendees, and signage accompanied
- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees.
- ✓ Your logo on table toppers during lunch (SDAR Marketing will provide creative support if needed)
- ✓ One Email "Thank You", to 10,500 Members, recognizing your company as a sponsor
- ✓ Social Media "Thank You" recap to 10,500 Members, recognizing your company as our lunch sponsor
- ✓ Digital Banners, in SDAR Agent Portal, 2 weeks, adjacent to MLS and zipForms®
- ✓ Half Page in the quartely publication of Today's San Diego REALTOR® e-magazine



2026 SPONSORSHIP

COFFEE / REFRESHMENTS

\$2,500

1 AVAILABLE

- ✓ Coffee brought to you by (your brand) signage accompanied at coffee stations
- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees.
- ✓ Logo on all pre/post promotional materials
- ✓ Social Media - "Thank You" recap to 10,500 Members, recognizing your company as a caffeination sponsor
- ✓ Quarter Page in the quarterly publication of Today's San Diego REALTOR® emagazine

MID-MORNING FUEL

\$1,750

1 AVAILABLE

- ✓ Mid Morning Snack brought to you by your brand, announced to all attendees, & signage accompanied
- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees.
- ✓ Quarter Page in the quarterly publication of Today's San Diego REALTOR® emagazine

GRAB AND GO SPONSORSHIP

\$1,250

1 AVAILABLE

- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees.
- ✓ As attendees leave for the day, a special sweet treat on-the-go, from you the sponsor.

ONE SPONSORSHIP TABLE

\$795

8 AVAILABLE

- ✓ 6' Table to display branded linen and marketing materials, to engage with all attendees.

New Laws & Industry Outlook



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