

## The Value of Becoming a Leading Edge Partner

**Recognition:** As a Leading Edge Partner you will be recognized throughout the state as a company that actively supports REALTOR® excellence and recognizes how it benefits Kansas communities.

**Marketing:** Your ad will be displayed in course materials for specific KAR courses throughout the state, in booklets at special events, on the Leading Edge Facebook page, and more! Your benefits increase from level to level of Leading Edge Partnership. *There are no industry-exclusive partnerships, but only one company will be at the Marquee level, receiving the highest level of industry exposure and recognition.*

**Networking:** You will be interacting with some of the very best real estate professionals in the state when you attend the Leading Edge/KAR events. Many of these people are involved with industry leadership at the national level as well. You will not find a more dedicated, informed group of professionals anywhere.

**Partnership:** As a Leading Edge Partner, you will truly become a partner. You will have a genuine connection with the group and will really get to know people. You won't be stranded at events. One of more of our ambassadors will ensure that you meet a lot of people! We greatly need and appreciate your financial support, but we value YOU.

*Please join us. Let's see what we can do together, on The Leading Edge.*



**The Kansas Association of REALTORS® (KAR)** is the state's largest professional trade association, representing approximately 10,000 members. KAR provides licensing courses, continuing education, leadership training, market statistics, industry information and technology assistance to its members, as well as actively advocating for the rights of property owners in Kansas.



**The Leading Edge** is a rapidly growing organization consisting of approximately sixty industry-leading REALTORS® from across the state of Kansas. Having graduated from the KAR Right Track Leadership Academy, these outstanding professionals have chosen to continue the study of industry, community, and association leadership at an advanced level. Leading Edge Members serve as KAR ambassadors and take an active role in helping to provide professional development opportunities for all Kansas REALTORS®.



## Partnership Opportunities



**Kansas Association of REALTORS®**

## BRONZE

**\$600** (\$150 quarterly)

*Bronze ads 1/8 page*

Ad in KAR's Pre-license course booklets  
500 attendees

Partnership Table at Leading Edge/New Agent  
Oct Event 175 attendees

Two tickets to Leading Edge/New Agent Oct  
Networking Lunch 125 attendees

Ad on Leading Edge Facebook Page

Ad in Leading Edge handouts at events

## SILVER

**\$1,200** (\$300 quarterly)

*Silver ads 1/4 page*

Ad in KAR's Pre-license course booklets  
500 attendees

Partnership Table at Leading Edge/New Agent  
Oct Event 175 attendees

Two tickets to Leading Edge/New Agent Oct  
Networking Lunch 125 attendees

Ad on Leading Edge Facebook Page

Ad in Leading Edge handouts at events

Ad in KAR CE Course Booklets  
1,400 attendees

Ad on Leading Edge page on KAR website

## GOLD

**\$2,500** (\$625 quarterly)

*Gold ads 1/2 page*

Ad in KAR's Pre-license course booklets  
500 attendees

Partnership Table at Leading Edge/New Agent  
Oct Event 175 attendees

Two tickets to Leading Edge/New Agent Oct  
Networking Lunch 125 attendees

Ad on Leading Edge Facebook Page

Ad in Leading Edge handouts at events

Ad in KAR CE Course Booklets  
1,400 attendees

Ad on Leading Edge page on KAR website

Ad in KAR's Practice course booklets  
435 attendees

Booth at KAR Fall Conference  
300 attendees

Two tickets: Leading Edge lunch at KAR  
Legislative Conference 60 attendees

Two tickets: Leading Edge lunch at KAR October  
Conference 125 attendees

Business promotion opportunity at Leading  
Edge events

Ad in Leading Edge marketing materials  
250 recipients

Ad in Right Track Leadership Academy  
marketing materials 10,000 recipients

Ad in Right Track Leadership Academy  
materials 14 attendees

## MARQUEE

**\$5,000** (\$1,250 quarterly)

*Marquee ads full page*

Ad in KAR's Pre-license course booklets  
500 attendees

Partnership Table at Leading Edge/New Agent  
Oct Event 175 attendees

Two tickets to Leading Edge/New Agent Oct  
Networking Lunch 125 attendees

Ad on Leading Edge Facebook Page

Ad in Leading Edge handouts at events

Ad in KAR CE Course Booklets  
1,400 attendees

Ad on Leading Edge page on KAR website

Ad in KAR's Practice course booklets  
435 attendees

Booth at KAR Fall Conference  
300 attendees

Two tickets: Leading Edge lunch at KAR Legisla-  
tive Conference 60 attendees

Two tickets: Leading Edge lunch at KAR October  
Conference 125 attendees

Business promotion opportunity at Leading  
Edge events

Ad in Leading Edge marketing materials  
250 recipients

Ad in Right Track Leadership Academy mar-  
keting materials 10,000 recipients

Ad in Right Track Leadership Academy materials  
14 attendees

Personally welcome all attendees to Leading  
Edge/New Agent Event 175 attendees

Inside Cover Full-Page Ad  
175 Attendees

Leading Edge/New Agent Networking Lunch  
Partner 125 attendees

Leading Edge/New Agent Networking Lunch  
Decorations 125 attendees

*For additional information or questions  
please contact:*

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**Kansas Association of REALTORS®**

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