



# 2020 Sponsorship

Corporate Partnership

National Conference

LGBT Housing Policy Summit

LGBT Real Estate Report

Top LGBT+ Agent List



The world recently commemorated the 50th anniversary of the Stonewall Inn Riots that signaled the birth of the modern LGBT equality movement. World Pride was hosted in New York in June 2019, the first time in its 20 years of existence that it was held in the U.S. NAGLREP, with more than 2,500 members and 35 local chapters around the nation, has grown to become one of the largest LGBT+ trade organizations in the U.S.

As we look at the strides LGBTs have made through the years – through the AIDS crisis, Marriage Equality and beyond – there remains a major concern in the real estate industry as housing discrimination based on sexual orientation and gender identity is still not illegal.

NAGLREP's 2019-20 LGBT Real Estate Report illustrated how housing discrimination hurts the LGBT community's ability to enjoy the American Dream of Homeownership, and as a result the LGBT homeownership rate is 49% compared to the national average of 64%.

NAGLREP's partnerships strengthen our collective voice to advance sustainable homeownership and financial stability in the LGBT community.



# Nothing Advances **EQUALITY** like **SOLIDARITY** and Corporate **PARTNERSHIP**

NAGLREP emerged from its 12th anniversary and had an incredible 2019 filled with a variety of advocacy, learning and business opportunities for our members, and unveiled its second annual Top LGBT+ Agent List, the real estate industry's only recognition of LGBT and allied sales professionals production.

- The second annual NAGLREP Top LGBT+ Agent List was created with REAL Trends and sponsored by Sotheby's International Realty.
- Our LGBT Housing Policy Summit drew a record crowd at the HRC Equality Center in Washington D.C.
- The NAGLREP chapter program exploded with more than 35 active groups flourishing around the nation, each hosting quarterly events on a variety of real estate and LGBT-related topics.
- The fifth annual NAGLREP Real Estate Conference was the largest gathering of real estate industry and LGBT community leaders in history.

NAGLREP, one of the nation's largest LGBT trade organizations, has grown by approximately 60% of the last two years to more than 2,500 members.



It has been incredibly exciting to see NAGLREP grow and become a leader within the real estate industry and LGBT community. We are expanding our efforts to reach the LGBT consumer while providing our members with learning and business opportunities. Our corporate partners are incredibly important and we look forward to helping them reach their objectives in serving the LGBT marketplace.

**Jeff Berger**

NAGLREP Founder & CEO

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**NAGLREP**  
Means Business

**3,750**  
**TRANSACTIONS**  
2019 estimated  
member transactions  
through naglrep.com

**\$1**  
**BILLION**  
2019 estimated gross sales  
(based on national  
median home sales price)

**\$55**  
**MILLION**  
2019 estimated  
gross agent  
commissions

Source: 2019 LGBT Real Estate Report

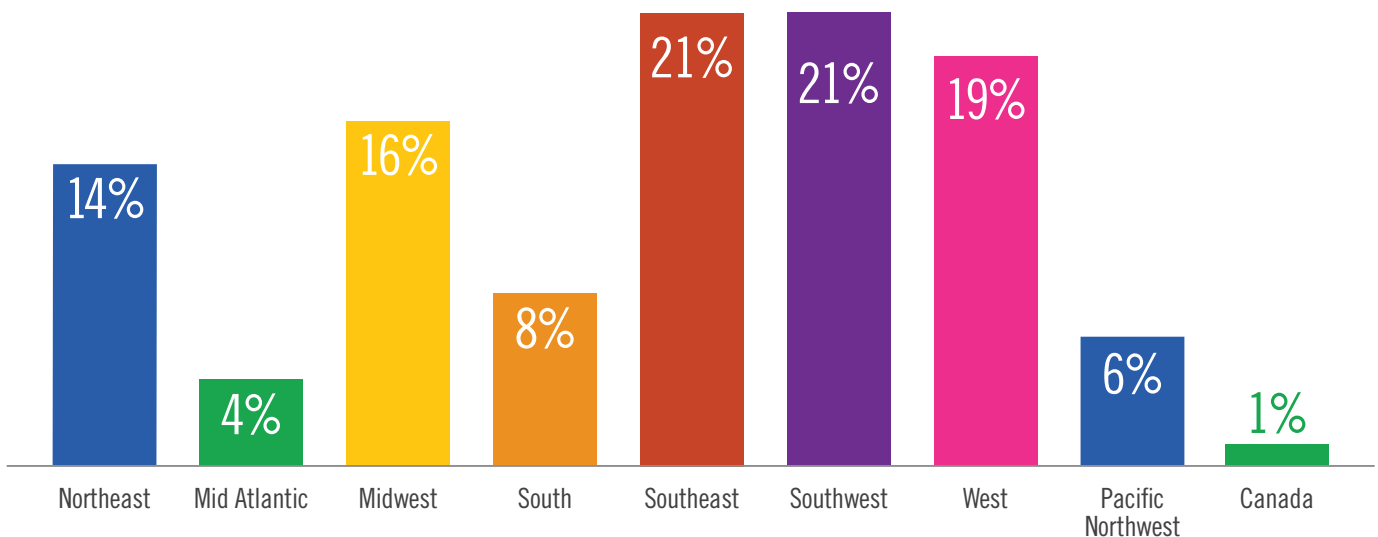
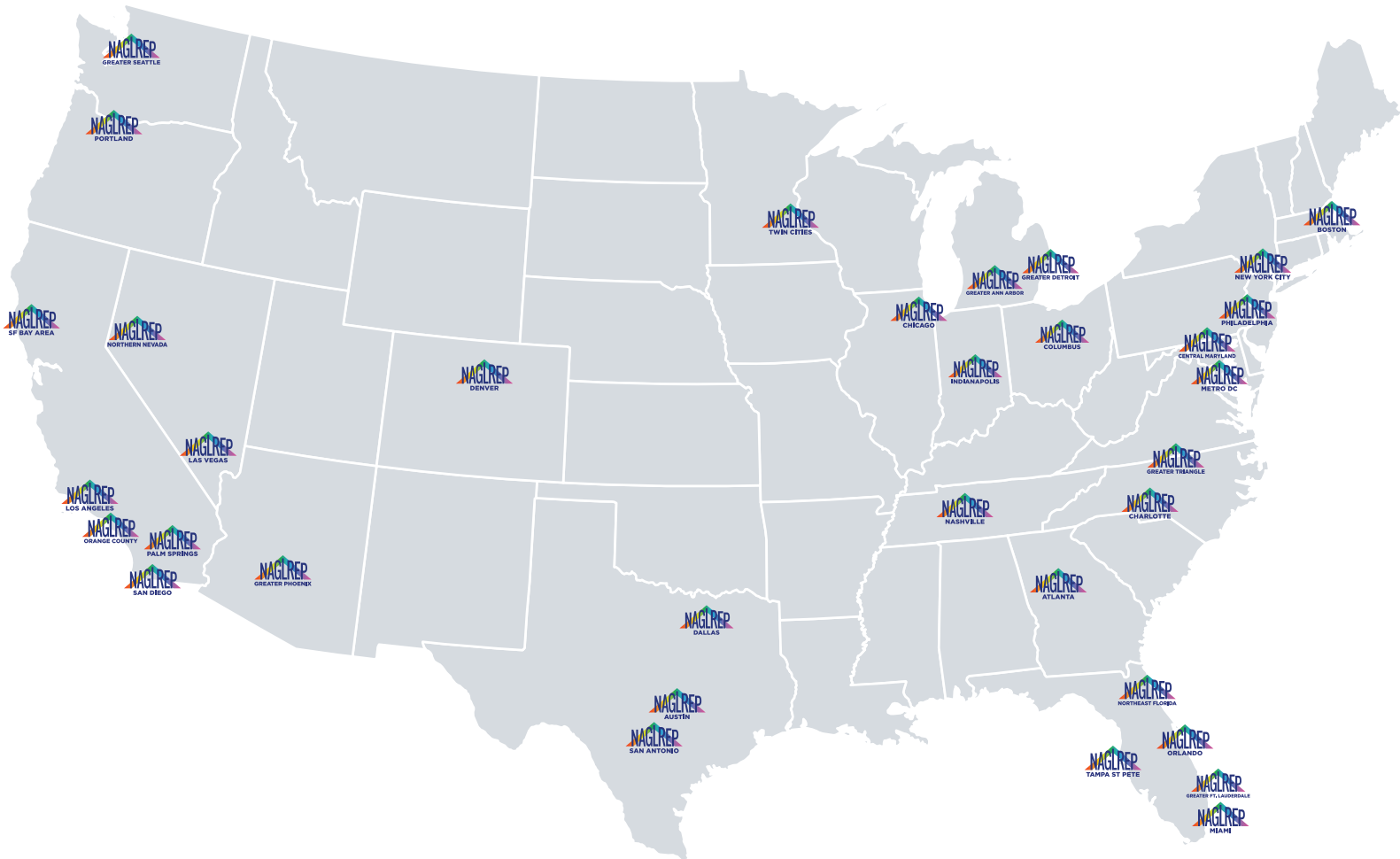
## About NAGLREP

Established in 2007, the National Association of Gay & Lesbian Real Estate Professionals is a 501(c)(3) non profit organization that combines business and advocacy for equality that advances sustainable homeownership in the LGBT community. The association has 2,500+ members, 35 chapters nationwide, and influences the entire real estate community. Members include housing executives, real estate agents, brokers, mortgage professionals, title officers, escrow officers, and home inspectors. NAGLREP.com receives an average of 75,000 unique visits per month from LGBT home buyers, sellers, and referring agents. Based in Jupiter, FL, NAGLREP is the leading online resource for consumers who want to work with a LGBT or allied real estate professional.

**NAGLREP IS AN INVALUABLE RESOURCE IN THE ERA OF DISCRIMINATION**

# Membership includes 2,500+ real estate professionals in the United States and international territories.

NAGLREP's work within the local real estate industry has steadily increased. NAGLREP chapters are operating around the nation in 35 local markets.



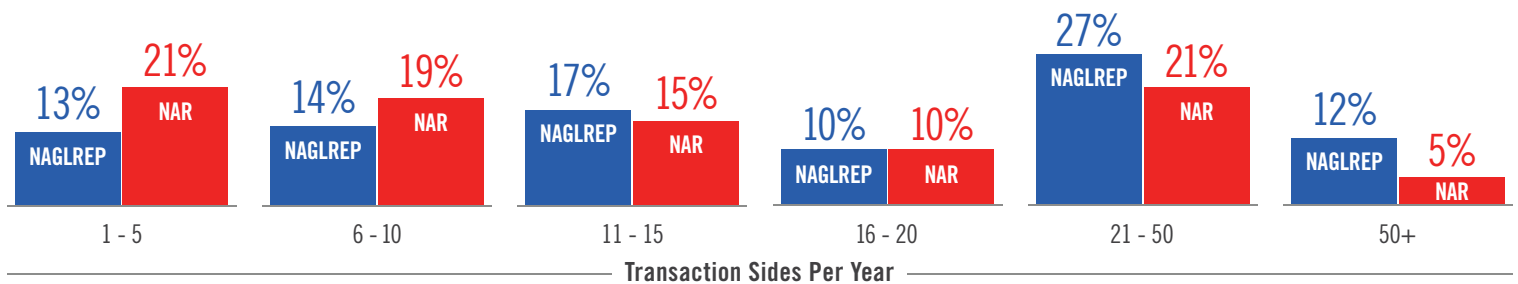


## NAGLREP Members Outpace Average Realtors®

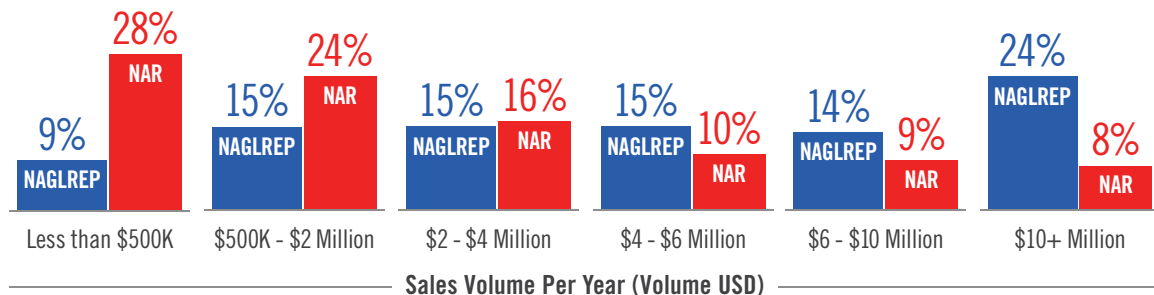
Research shows that the NAGLREP membership base is more experienced and successful than the traditional NAR agent.\*

**More than 120 NAGLREP members were included on the REAL Trends Americas Best list of outstanding agents and teams** and were included on the NAGLREP Top LGBT+ Agent List presented by Sotheby's International Realty. Combined the agents and teams sold \$3.7 billion in volume and nearly 8,000 sides.

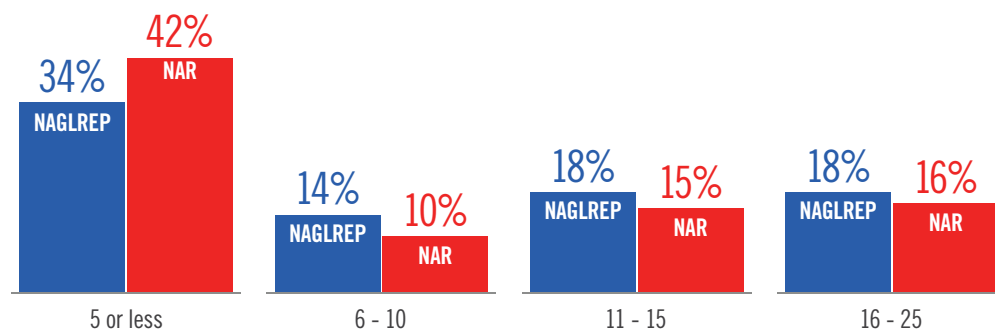
### 49% of surveyed NAGLREP members produce 16+ sides a year^



### 38% of surveyed NAGLREP members produce \$6+ million in sales volume^



### Surveyed NAGLREP members are more experienced than typical NAR agent^



^Utilizes data from NAGLREP 2019 member survey vs. 2018 NAR Member Profile

# About LGBT Consumers

**2019**

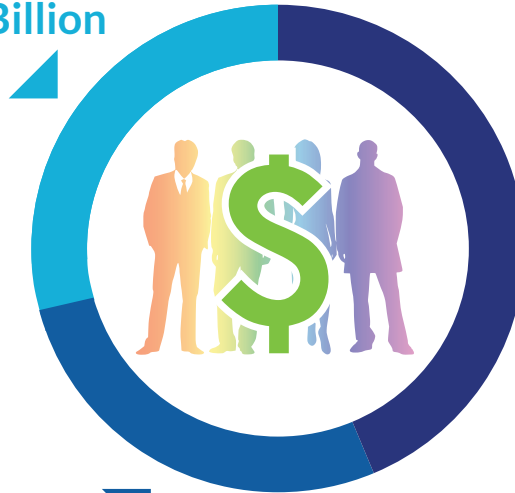
**U.S. Niche Segment  
Buying Power**

*Source: Witeck Communications 2018*

 **LGBT**  
**\$987 Billion**

**ASIAN**  
**\$986 Billion**

**HISPANIC**  
**\$1.7 Trillion**



**82%** of NAGLREP members strongly prefer to refer clients to another NAGLREP member

**81%** of NAGLREP members look more favorably on corporate sponsor brands supportive of the organization

## Members Regularly Refer Providers

**Mortgage**

**95%**

**Title Insurance**

**64%**

**Home/Renter Insurance**

**42%**

**Mortgage Insurance**

**14%**

**Home Warranty**

**69%**

**Home Inspector**

**89%**



# 2020 Partnership Program

NAGLREP is the Leading Voice of LGBT Real Estate

Key Benefits	\$75,000 PLATINUM	\$50,000 GOLD	\$25,000 SILVER	\$15,000 BRONZE	\$10,000 RAINBOW
Chapter Events speaking opportunities – 2x/yr at Quarterly events - 35 Chapters	✓	✓	✓		
Chapter Events logo branding on invitation and onsite – Quarterly events - 35 Chapters	✓	✓	✓	✓	✓
Local Chapter Leadership Committee participation – 35 Chapters	✓	✓	✓		
Local Chapter Invites for your teams - Quarterly events – 35 Chapters	✓	✓	✓	✓	✓
Chapter event title sponsorship	8	4			
Advisory Board Seat	✓	✓	✓		
Logo on NAGLREP.com home page corporate partner footer	✓	✓	✓	✓	✓
NAGLREP.com Title Sponsor of organization – Logo branding adjacent to naglrep.com member search	✓				
LGBT Real Estate Report Title Sponsor - Logo on cover, mention in Pride Month press release	✓				
LGBT Real Estate Report Supporting Sponsor - logo on Cover Page		✓			
LGBT Real Estate Report - Logo branding on back page as Corporate Partner	✓	✓	✓	✓	
LGBT Real Estate Report - 2 proprietary questions	✓	✓	✓		
Logo on Monthly Newsletter	✓	✓	✓	✓	✓
Monthly Newsletter subject matter content 4x per year	✓	✓	✓		
Podcast - NAGLREP Success title sponsor - promotion on naglrep.com and social media	✓				
Podcast - NAGLREP Success supporting sponsor - promotion on naglrep.com and social media		✓			
Podcast - NAGLREP Success exclusive interview 1x per year promoted on naglrep.com and social media	✓	✓	✓		
Naglrep.com LGBT Blog subject matter content 3x per year	✓	✓	✓		
Webinar Participation 4x per year. 1x your exclusive Webinar, 3x shared webinar	✓	✓	✓		
Directory listings on naglrep.com including entry to Members Only Facebook Group	50	30	15	5	2
Proprietary market research questionnaire to members (1x/yr - up to 15 Questions)	✓				
30 second video ads that run when members login to their profile	4				

## National LGBT Real Estate Conference (Fall)

Expo table	✓	✓	✓	✓	✓
Logo recognition on Conference App, General Session Screens	✓	✓	✓	✓	✓
Logo recognition Corporate Partner Sign and General Session screen	✓	✓	✓	✓	✓
One General Session speaking opportunity (30 minutes)	✓	✓			
Complimentary conference registrations	7	5	2	1	1
Speaking opportunity in one exclusive breakout session	✓	✓	✓		
Logo on conference website	✓	✓	✓	✓	✓
Logo on conference invite email blasts	✓	✓	✓	✓	✓
Insert in event tote bag	✓	✓	✓	✓	✓
Presence in conference virtual tote bag	✓	✓	✓	✓	✓
Partner promotion across social media	✓	✓	✓	✓	✓

## LGBT Housing Policy Summit (Spring)

One speaking opportunity on a panel	✓	✓	✓		
Complimentary Registrations	10	5	2	2	1
Logo branding on Corporate Partners sign present at event	✓	✓	✓	✓	✓

## A La Carte

Top LGBT+ Agent List Powered by REAL Trends	\$25,000
LGBT Real Estate Report Title Sponsor - Logo on cover, mention in press release	\$25,000
LGBT Real Estate Report Supporting Sponsor on cover page (2 available)	\$5,000
Title sponsorship per chapter event \$5,500 each - 8 available. MUST BE AN ANNUAL PARTNER TO PURCHASE	\$5,500

All partners are recognized on [www.naglrep.com](http://www.naglrep.com) — an online forum that commands an audience of 75,000 unique visitors a month.

Unused or duplicate benefits received may not be transferred, substituted, or credited.





# **NAGLREP**

## **2020 LGBT Housing POLICY SUMMIT**

### **WASHINGTON, DC**

### **APRIL 2020**

**HRC Equality Center • Washington, DC • April 2020**

LGBT and allied real estate professionals will meet with housing leaders and LGBT and allied elected officials to discuss fair housing and vital protections that must be preserved for the LGBT community in the future. Participants will include the Congressional LGBT Equality Caucus, HUD, HRC, NAGLREP Policy Committee, NAR, and more.

### **Title Sponsor: \$15,000**

- Branding on all event program, event website and signage
- Opening remarks at the kickoff of the program
- Possible participation on a panel discussion if sponsor has a speaker that is a good fit
- Interview and recognition in post event video
- Mention and quote in the event press release
- 5 complimentary event registrations

### **Welcome Reception Sponsor: \$7,500**

- Branding on all event program, event website and signage
- Opening remarks at the welcome reception the night before the summit
- 3 complimentary event registrations

### **Luncheon Sponsor: \$7,500**

- Branding on all event program, event website and signage
- Opening remarks at the luncheon that precedes the keynote speaker
- 3 complimentary event registrations

### **Supporter (multiple): \$5,000**

- Branding on all event program, event website and signage
- 2 complimentary event registrations

**[www.naglrep.com/policysummit](http://www.naglrep.com/policysummit)**





*Palm Springs*

THE PREMIER NETWORKING FORUM  
for LGBT and Allied Professionals  
IN THE REAL ESTATE INDUSTRY



SPONSORSHIP PROGRAM

October 6-8

[www.naglrep.com/2020](http://www.naglrep.com/2020)

# Sponsorship Opportunities

## Title Sponsor ~ \$30,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One 7-10 minute executive speaking opportunity at the opening general session
- Ten (10) full conference registrations, including VIP table placement at the luncheon
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag

## Welcome Reception ~ \$25,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One 5-7 minute executive speaking opportunity at the reception
- Five (5) full conference registrations, including VIP table placement at the luncheon
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- Banner/signage placement at the reception
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag

## Keynote Luncheon ~ \$25,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- Five (5) full conference registrations, including VIP table placement at the luncheon
- One 5-7 minute executive speaking opportunity at the Keynote luncheon
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- Signage in the venue
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag

## White Party ~ \$25,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- Five (5) full conference registrations, including VIP table placement at the poolside reception
- One 5-7 minute executive speaking opportunity at the poolside reception
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- Signage in the venue
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag

## Lunch and Learn ~ \$25,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- Five (5) full conference registrations, including VIP table placement at the luncheon
- Executive speaking opportunity
- Signage promoting the event
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag

## Continental Breakfast ~ \$15,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- Three (3) full conference registrations, including VIP table placement at the luncheon
- One 5-7 minute executive speaking opportunity
- Signage at breakfast
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer, insert or premium item in the conference tote bag



### Bottled Water ~ \$10,000

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- Two (2) full conference registrations
- Sponsor logo branding on all bottles
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Expo Sponsor ~ \$7,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Prominent branding within the Expo
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Hotel Key Card ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Branding on the hotel key card
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Lanyards ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Co-branded logos on conference lanyard
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Tote Bags ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Co-branded logos on conference tote bags
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Coffee Break ~ \$7,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Signage at the coffee station
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Conference App ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Prominent branding within the event app
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Wifi ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- Branded signage in the venue
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Premium Room Drop ~ \$6,500

- Event sponsor branding on the conference website, app, within the hotel venue, at the general session, logo presence on all conference email marketing blasts
- One (1) full conference registration
- One branded note attached to premium (to all registered attendees)
- Logo placement in virtual tote bag linking to your preferred landing page/special offer for attendees
- One (1) exhibit table
- Flyer or insert in the conference tote bag

### Expo ~ \$2,000 (35 available)

- Includes one six foot draped exhibit table + (2) Expo Only registrations
- 1 minute elevator pitch on main stage during "Expo Runway" just before Expo opening ceremony
- Logo branding on event website, app, email invite footer, onsite signs, general session screens
- Logo branding including special offer landing page within virtual tote bag sent as a drip campaign to attendees
- Flyer / insert in event tote bag
- Wi-Fi, power, 2 chairs and waste basket



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