



**METROTEX
2021**

ADVERTISING OPPORTUNITIES

**REACH YOUR TARGET AUDIENCE
OF NORTH TEXAS REALTORS®**

*Contact Diana Marin, MetroTex TREPAC Events &
Fundraising Manager at dianam@dfwre.com*



METROTEX 2021 ADVERTISING SNAPSHOT

Partnering with MetroTex Association of REALTORS® means more than making the right contacts. It means being an insider. It means being connected to the right people with the right level of influence.

Our advertising opportunities empower you to stand out and make an impact with our 25,000+ REALTOR® members, so you can achieve your marketing goals and deliver maximum return on your investment. Take a moment to view this guide, and you will discover why partnering with MetroTex is essential to your success.



OUR MISSION

Association Mission Statement: The MetroTex Association of REALTORS®, Inc. exists, in conjunction with Texas REALTORS® and the National Association of REALTORS®, to serve all members by providing products and services which help members succeed in their business in an ethical and professional manner.

Diversity Mission Statement: We, the members of the MetroTex Association of REALTORS®, Inc. recognize diversity as essential to achieving our mission of providing the highest standards of goods and services to our members and to the public in an ethical and professional manner. For us, diversity includes race, color, national origin, religion, familial status, disability, sexual orientation, culture, ethnicity, gender, economic status and age, all of which enrich our organization and the real estate industry.



MetroTex hosts a wide variety of events throughout the year. Below are some of our most popular events:

AWARDS & INSTALLATION

Recognition of real estate industry leaders

FORECAST 2022

Economic and housing market outlook

GLOBAL BUSINESS FORUMS

Global real estate education and networking

REALTOR® WORKSHOPS

Area-focused education and resources

TREPAC FUNDRAISERS

Texas real estate political action and support

YOUNG PROFESSIONALS NETWORK EVENTS


Professional development and networking

METROTEX EVENTS

MetroTex hosts numerous events throughout the year, attracting different groups of REALTORS®. Our events come in all sizes, ranging from small educational workshops to large scale events such as the MetroTex Awards & Installation and Forecast 2022. All of our events are designed to be excellent networking opportunities for both our REALTORS® and Industry Partners. The benefits and marketing exposure vary according to each event and sponsorship.

METROTEX INFLUENCE

MetroTex is the largest
REALTOR® association in
North Texas and the 6th
largest in the United States.



METROTEX ONLINE ENGAGEMENT

3K

INSTAGRAM
FOLLOWERS

16K

FACEBOOK
FOLLOWERS

21K

E. NEWSLETTERS
SUBSCRIBERS

From social media to email, MetroTex REALTORS® are staying engaged. Our Facebook page alone has grown from 12,856 followers in January to more than 16,000 today—with monthly impressions consistently reaching 50,000-plus. In addition, our three weekly, all-member emails net an average open rate around 30 percent, with clicks ranging from 1,000 to 1,200. The MetroTex all-member e.newsletters consist of the *Monday MLS Snap* which focuses on all-things MLS; the *Wednesday Empowerment Newsletter* which includes news but is mostly focused on education, events, the association and government affairs; and the *Saturday RE Review* which is a quick look at the most crucial news and events that happened the previous week.

ANNUAL CREDIT

CHOOSE YOUR METROTEX 2021 ADVERTISING CREDIT LEVEL

CREDIT (AMOUNT)	1,500 (\$10,000)	1,000 (\$7,500)	650 (\$5,000)	300 (\$2,500)	125 (\$1,000)	50 (\$500)
Listed as Premiere Industry Partner on MetroTex Website	✓	✓	✓	✓	✓	✓
Mentioned on Social Media as Premiere Industry Partner	✓	✓	✓	✓	✓	-
Complimentary Tickets to MetroTex TREPAC Fundraisers	8	6	4	2	-	-
Complimentary Tickets to MetroTex Awards & Installation	8	4	2	-	-	-
Opportunity to Speak at One (1) MetroTex Board of Directors Meeting	✓	-	-	-	-	-

Premiere Industry Partners listed on the MetroTex website will be shown one time under MetroTex News. Mention of Premiere Industry Partners on social media will include one post in a graphic with all of our 2021 sponsor logos. **For additional credits, it's 10 credits for \$100.**

CREDIT OPTIONS

SELECT YOUR METROTEX 2021 ADVERTISING CREDIT OPPORTUNITIES

FORECAST 2022 FEATURED SPONSOR 300 Credits | 1 Event | 1 Available

Opportunity to speak during event; Logo displayed on invitation; Email banner advertisement sent to attendees after event

AWARDS & INSTALLATION FEATURED SPONSOR 300 Credits | 1 Event | 1 Available

Opportunity to speak during event; Logo displayed on invitation; Email banner advertisement sent to attendees after event

TREPAC FUNDRAISER FEATURED SPONSOR 300 Credits | 1 Event | 3 Available

Logo displayed on screen before the program begins and during breaks (virtual or in-person); Logo displayed on invitation; Email banner advertisement sent to attendees after event

EVENT RECOGNITION 125 Credits | 1 Event | 6 Available

Logo displayed in the "waiting room" before the program begins and during breaks; Email banner advertisement sent to attendees after event

GLOBAL BUSINESS FORUM 125 Credits | 1 Webinar | Multiple Available

Logo displayed in the "waiting room" before the program begins and during breaks; Email banner advertisement sent to attendees after event

COMMERCIAL FORUM 125 Credits | 1 Webinar | Multiple Available

Pre-recorded video posted to MetroTex Facebook; Email banner advertisement sent to attendees after event

SOCIAL MEDIA VIDEOS 125 Credits | 1 Video Post

Mention on MetroTex Facebook, Instagram, LinkedIn and Twitter; Banner in three (3) member-wide digest emails (MLS Snap, Empowerment, RE Review)

SOCIAL MEDIA 50 Credits | 1 Mention on Each Platform

Banner in three (3) member-wide digest emails (MLS Snap, Empowerment, RE Review); Recognition as class advertiser for two (2) MetroTex virtual classes; Video (provided by advertiser) to display before and on breaks during virtual classes

E.NEWSLETTERS 50 Credits | 1 Email Ad

Logo displayed on screen before the program begins and during breaks (virtual or in-person); Banner in three (3) member-wide digest emails (MLS Snap, Empowerment, RE Review); Recognition as class advertiser for two (2) MetroTex virtual classes; Video (provided by advertiser) to display before and on breaks during virtual classes

NEW MEMBER ORIENTATIONS 50 Credits | 1 Orientation | Multiple Available

Ad on course/department landing pages of MetroTex website; Banner in three (3) member-wide digest emails (MLS Snap, Empowerment, RE Review); Email banner advertisement sent to attendees after event; Recognition as class advertiser for two (2) MetroTex virtual classes; Video (provided by advertiser) to display before and on breaks during virtual classes



**METROTEX
2021**

**THANK
YOU!**

READY TO SIGN UP?

Contact Diana Marin at dianam@dfwre.com