

Houston Association of REALTORS®



HAR PROFESSIONAL DEVELOPMENT

SPONSORSHIP Opportunities

**Engage, Network, and Showcase Your Brand
to Real Estate Professionals Across Texas**



The Houston Association of REALTORS® offers a year-round calendar of high-quality educational programs, including CE classes, designation courses, and other specialized classes. Sponsorship provides direct access to a captive audience of REALTORS® who are actively investing in their professional development.

QUESTIONS?

For more information, email sponsorships@har.com.

PROFESSIONAL DEVELOPMENT

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WHY SPONSOR HAR PROFESSIONAL DEVELOPMENT?

- Reach engaged, professional REALTOR® audiences
- Build brand awareness within a trusted educational environment
- Position your company as a resource for tools, services, and growth
- Create lasting connections with decision-makers in the real estate industry

OFFERING	PRICE	MAX SPONSORS	FORMAT	INCLUSIONS
HAR Classes (CE Courses)	\$250 per class	2 per class	In-person or Virtual	See below
Designation/Specialized Courses	\$500 per class	2 per class	In-person or Virtual	See below

SPONSORSHIP BENEFITS (ALL OPTIONS INCLUDE):

- Five-minute speaking opportunity before the start of the class
- Logo placement on class promotional materials and reminder emails
- Recognition as a sponsor during the session
- In-person classes only:
 - Opportunity to network with attendees before the session begins (arrive early)
 - Business card collection or other opt-in lead generation methods allowed

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PROFESSIONAL DEVELOPMENT

SPONSORSHIP OPPORTUNITIES

HAR WEBINAR SERIES SPONSORSHIP OPPORTUNITY

Reach thousands of real estate professionals across Greater Houston and beyond through HAR's impactful, education-driven webinar series. Our 2026 webinar lineup offers high-value exposure to engaged REALTOR® audiences with consistent monthly programming.



WEBINAR SERIES Overview

Each webinar runs monthly from 12 – 1:30 p.m., beginning January 2026 and continuing throughout the year.

AVAILABLE SERIES:

- **SHIFT FOR SUCCESS** – Every third Wednesday
Explore business growth strategies, mindset shifts, and productivity tools.
- **AFFORDABLE (ATTAINABLE) HOUSING** – Every third Tuesday
Dive into market trends, community development, and access to housing solutions.
- **PROPERTY MANAGEMENT** – Every Last Tuesday
Covering leasing, maintenance, compliance, and operational best practices.

Sponsorship Investment: \$400 per webinar (monthly rate)

Each series includes 12 sessions (unless noted otherwise).

SPONSORSHIP BENEFITS INCLUDE:

- Logo Placement on all webinar marketing, reminders, and landing pages
- Verbal Acknowledgement at the beginning and end of each session
- Three Minute Speaking Opportunity before or after webinar
- Sponsor Recognition Slide included in webinar slide deck
- Opportunity to Provide a Digital Resource or Flyer for attendee follow-up email

QUESTIONS?

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PROFESSIONAL DEVELOPMENT

SPONSORSHIP COMMITMENT

Company Name (As you would like it to be promoted): _____

Contact name: _____ Phone: _____

E-mail: _____ URL: _____

Company Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP COMMITMENT LEVELS

HAR Classes (CE) - \$250

Webinar Series- \$400 per webinar

Designation Course - \$500

PREFERRED PAYMENT METHOD:

Payment by check, made payable to HAR

Credit Card (secure payment details to follow)

Please submit along with payment option to:

Houston Association of REALTORS® • Attn: Alexandra Sermon
3693 Southwest Freeway, Houston, TX 77027
Phone: (713) 629-1900 ext. 1294 • Fax: (713) 961-4869
alexandra@har.com

DO NOT SEND CREDIT CARD INFORMATION IN MAIL
OR ELECTRONIC MAIL.

Signature

I acknowledge that I have read and understand the rules and the regulations on the attached page, and I agree to the conditions, rules, and regulations therein. I also understand that HAR reserves the right to refuse applications for exhibit space or sponsorship. I understand that my application is not completed, and my space won't be reserved, without both payment and proof of insurance.

Authorized by: _____

On behalf of: _____

Date: _____

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