



2022 REAP Program Sponsorship Opportunities

The residential real estate profession has an incredible opportunity to improve diversity in its ranks. The REAP Program (Real Estate Apprentice Program) is designed to serve as a vehicle for companies and individuals to come together and help more individuals from underrepresented and underprivileged communities develop lasting real estate careers.

The REAP Program will assist any person wishing to pursue a career as a real estate agent by providing them the specific and necessary tools, services, memberships, and guidance to become licensed, join the requisite REALTOR® associations and MLS, start working at a respected real estate brokerage and pursue a purposeful and sustainable, financially successful career.

PLATINUM: \$15,000

Everything included in Bronze, Silver, and Gold levels.

“Primary Sponsor” press package: Included in official press release. Tampa Bay Times “thank-you” ad with logo and contact info. Quarter page acknowledgment in REALTOR® View magazine.

Plaque Award presented at our Annual Meeting.

Logo on pinellasrealtor.org’s home page for six months.

GOLD: \$10,000

Everything included in Bronze and Silver levels.

Included in a REALTOR® View Magazine cover story.

Presenting co-master of ceremony at graduation event.

Logo in all social marketing.

Logo on pinellasrealtor.org’s home page for two months.

SILVER: \$5,000

Everything included in the Bronze level.

Included in Spotlight Video on pinellasrealtor.org and social media.

Speaking time (3-5 minutes) at graduation event.

Speaking time (3-5 minutes) at mentee training sessions.

Logo on printed program’s promotional items.

BRONZE: \$1,000

Logo on graduation program and certificates.

Acknowledgment at PRO/CPRO’s Annual Meeting & Installation.

Logo and link on pinellasrealtor.org’s DEI page.

Logo in REAP program handout.

Ability to become an apprentice mentor.

FOUNDER’S CLUB: \$100-\$999

Name and link on pinellasrealtor.org’s DEI page.

Our gratitude!

Real Estate Apprentice Program (REAP) sponsorships are tax deductible.

Visit pinellasrealtor.org/reap to inquire about sponsoring.