



# Charlotte Regional Realtor® Association

## **Advertising/Sponsorship Policies**

*Updated June 24, 2010*

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## **1. General Policies and Operational Guidelines for all Advertising and Sponsorships**

All advertising and sponsorships will follow the guidelines as set forth and approved by the Charlotte Regional Realtor® Association Board of Directors.

These guidelines apply to both external and internal websites, member publications (if any), e-mail blasts, and sponsorships of member and foundation events.

The organizations affiliated with the Charlotte Regional Realtor® Association (association) include the Housing Opportunity Foundation (foundation), Mingle School of Real Estate (Mingle School) and Carolina Multiple Listing Services, Inc. (CMLS).

For the purpose of this document, a real estate brokerage firm is defined as the entity under which associated parties list, buy, sell, exchange or invest for a principal on a commission basis without having title to the property.

Advertising is any advertisement, signage, label, packaging, imprint, logo, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the obvious intent of promoting a non-association product, service, event, or organization. This definition does not apply to "sponsorship."

Sponsorship is the financial support of a specific association, foundation or Mingle School event, program, or special activity to the extent that the sponsoring organization provides or pays for advertising, promotion, materials, awards, and/or other items or services of value associated with such sponsorship.

### **Prohibited Advertisements/Sponsorships**

(a) The advertisement or promotion of specific properties for sale, exchange, investment, rent or lease, of member firms, or of individual members will not be accepted.

(b) Real estate brokerage or real estate brokerage recruitment advertising is strictly prohibited, though real estate brokerages may sponsor select association, foundation or Mingle School events.

(c) Advertisements or sponsorships from any entity in direct competition with any program, publication or activity of the association or any of its affiliated organizations will not be accepted.

(d) Advertisements or sponsorships that could be perceived to diminish the value of a Realtor® or that promote the omission of the Realtor® from a real estate transaction will not be accepted.

(e) Advertisements or sponsorships that promote materials, products, or services deemed by the association, at its sole discretion, as inappropriate for any reason, will not be accepted.

(f) Advertisements that contain any link to a website that makes reference to or which promotes pornography, religious or political causes or any other matters that may be deemed offensive, vulgar, obscene or inappropriate by the association, in its sole discretion, or that are prohibited by law, will not be accepted.

(g) Advertisements that pertain to or provide links to any website that references For Sale By Owner (FSBO) properties will not be accepted

(h) Advertisements that promote or facilitate, or that contain links to websites that promote or facilitate, the completion of any real estate transaction without the use of a Realtor® will not be accepted. Such types of transactions include but are not limited to transactions relating to the purchase, sale, rental, lease, exchange or investment of property.

#### **DISCLAIMER AND LIMITATION OF LIABILITY**

(a) Advertisers/sponsors shall comply with all applicable state and federal laws, rules and regulations. Each submitted advertisement shall comply with the Federal Trade Commission's truth-in-advertising rules, which state, in part, that advertisements must be truthful and non-deceptive.

- Advertisements must include accurate, factual information.
- Advertisements that include false or misleading information or factual misrepresentations will not be accepted.

(b) The following applies for development or project advertisements:

- **As per NCREC**, Chapter 58, Subchapter 58A Sec. A.0105 Advertising: Blind Ads: "A licensee shall not advertise the sale, purchase, exchange, rent or lease of real estate, for another or others, in a manner indicating the offer to sell, purchase, exchange, rent, or lease is being made by the licensee's principal only. Every advertisement shall conspicuously indicate that it is the advertisement of a broker or brokerage firm and shall not be confined to publication of only a post office box number, telephone number, or street address."

(c) The association does not have the duty to monitor or ensure that any link to any website contained in an advertisement is functional. However, the association may review the content of any website contained in an advertisement to determine whether the advertisement complies with these policies.

(d) Advertisers and sponsors assume full liability for all content submitted to the association or any of its affiliated organizations, including but not limited to text, representations and illustrations of advertisements, printed collateral and sponsorship materials, and agree to release the association and its affiliated organizations, officers, directors, employees or agents from any and all liability related to any and all damages, injuries, losses, claims, actions, charges, fees, and lawsuits resulting or arising from any advertisement and/or sponsorship.

(e) The association, at its sole discretion, reserves the right to reject or cancel any advertisement or sponsorship at any time, for any reason, with or without notice to the advertiser or sponsor.

### **WEBSITE HYPERLINKS IN ADVERTISEMENTS**

(a) Advertisers may include up to one (1) hyperlink destination per advertisement. Hyperlinks will open a new browser window.

(b) The association and its affiliated organizations make no guarantee of the number of clicks made on any advertisement's hyperlink

(c) The association and its affiliated organizations make no guarantee that any website, including association-related websites, will be operable at all times. Possible downtime must be accepted when caused by outages, scheduled maintenance or events beyond the association's control such as fires, floods or natural disasters.

### **MISCELLANEOUS**

(a) "Realtor<sup>®</sup>" is a federally registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors<sup>®</sup> and subscribes to its strict Code of Ethics. When used, the first "R" in the word Realtor<sup>®</sup> must be capitalized and the federally registered collective membership mark must follow the word with each and every use.

(b) The association will interpret and enforce all guidelines for advertising and sponsorships. Furthermore, the association reserves the right to change any guideline, at the direction of the association Board of Directors, at any time, for any reason, with or without notice to the advertiser or sponsor.

(c) The association reserves the right to allow any "approved" advertiser to buy additional advertising/sponsorship space available, after the deadline has passed, if all advertising/sponsorship spaces have not been sold at that time.

(d) The overall management of advertising and sponsorships shall be conducted under the supervision of the association CEO and the day-to-day operations shall be carried out by the association staff, reporting to the CEO.

(e) The association Publication and Communications Advisory Group shall provide guidance and recommendations to the association staff regarding advertising and sponsorship issues. The advisory group only has the authority to recommend policy, not the authority to establish policy, which rests solely with association Board of Directors.

(f) A logo used in an advertisement or in connection with an event sponsorship may, by default, carry the name of a member firm even if the business of the firm extends beyond brokerage. In any case, the advertising message must be clear about what is being advertised and in no other way insinuate or mention brokerage services as defined in above.

- E.g., ABC Realty, Inc.'s business is brokerage, appraising and property management. Because ABC Realty, Inc. also conducts some brokerage as defined in these policies, ABC Realty Inc.'s logo may be used in the ad, but the text in the ad must make it clear that it is the non-real estate brokerage business being advertised, such as appraisal, property management or home repair.

## **2. Internet Advertising on CarolinaRealtors.com Splash Page**

Advertising opportunities for the CarolinaRealtors.com Splash Page will be handled by the account executive or other designee.

### **Advertising Allowed**

- Affiliate Members
- Businesses appropriate to the real estate industry and any service of a member firm other than real estate brokerage
- Officially recognized/slotted state- or national-level association candidates as part of their election campaigns

### **Advertising Not Allowed**

- Retail financial institutions advertising real estate or real estate services unless the ad space on CarolinaRealtors.com splash page is not sold to at least one advertiser, at which time the ad space will be filled by LPS/REALM.

## **3. External ([www.CarolinaHome.com](http://www.CarolinaHome.com)) and internal ([www.CarolinaRealtors.com](http://www.CarolinaRealtors.com)) Internet advertising**

- All online advertising (except the CarolinaRealtors.com Splash page), is handled exclusively by LPS/Real Estate & Living Media Network subject to the general policies above.

## **4. E-mail Blasts**

## **e-Headlines and Mingle Message**

- No advertising on the e-mail blasts.

## **5. Member Events (excluding Foundation Events)**

### **Sponsorships Allowed**

- Businesses/corporations, builders, developers, communities or developments
- Association Affiliate Member's company products and/or services (e.g., home inspectors, pest inspectors, etc.)
- Member firms' service companies other than brokerage
- Officially recognized/slotted state- or national-level association candidates as part of their election campaigns

### **SPECIAL NOTE**

- Sponsorships for the Young Professional Network (YPN) events are limited to two per year or two total, whichever comes first. After sponsoring two events, the sponsor must participate in any other association sponsorship/advertising opportunity before again sponsoring a YPN event. Alcohol-related sponsorships require a two-drink maximum for YPN attendees.

## **6. Housing Opportunity Foundation Events**

### **Sponsorships Allowed**

- Any individual real estate agent or real estate firm (including the association/CMLS members and member firms)
- Association Affiliate Member's company products and/or services (e.g., home inspectors, pest inspectors, etc.)
- Businesses/corporations, builders, developers, communities or developments, or member firms' service companies (e.g., mortgage division, etc.)
- Retail financial institutions offering real estate or real estate services
- Officially recognized/slotted state- or national-level association candidates as part of their election campaigns

### **SPECIAL NOTES**

- Sponsorships will be noted by name and the name-font size will be based on level of sponsorship. A sponsor logo will be used only when appropriate, based on tier levels of sponsorship.
- No Realtor® member firm or firms' service company will be allowed to be a title or signature sponsor.



# Charlotte Regional Realtor® Association

## ADVERTISING/SPONSORSHIP CONTRACT

Date: \_\_\_\_\_

**Name of Business:** \_\_\_\_\_

Circle appropriate description of advertisers/sponsors business:

Builder

Developer

Member Firm's Service

Member Firm

Member

Affiliate Member

Retail Financial Institution

Other \_\_\_\_\_

**If the proposed advertiser/sponsor is not a member or a member firm of the association, does a member or member firm hold any ownership with the advertiser/sponsor? Yes No**

If yes, please indicate ownership relationship.

\_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

This contract is an agreement to the following: (Please complete where appropriate.)

**ORIENTATION SPONSORSHIP:**

Dates \_\_\_\_\_ Cost Per Class \_\_\_\_\_

Total \_\_\_\_\_ Comments \_\_\_\_\_

**REALTOR® HOT TOPICS/BROKER-IN-CHARGE BRIEFINGS:**

Event \_\_\_\_\_ Date \_\_\_\_\_

Cost \_\_\_\_\_ Comments \_\_\_\_\_

**CAROLINAREALTORS.COM SPLASH PAGE ADVERTISING:**

Each ad will be allowed only one hyperlink destination. Hyperlinks will open a new browser window

Date \_\_\_\_\_ Type of Advertiser \_\_\_\_\_

Cost \_\_\_\_\_ Comments \_\_\_\_\_

**MEMBER EVENT SPONSORSHIP:**

Event \_\_\_\_\_ Type of Sponsor \_\_\_\_\_

Cost \_\_\_\_\_ Comments \_\_\_\_\_

**HOUSING OPPORTUNITY FOUNDATION EVENT SPONSORSHIP:**

Event \_\_\_\_\_ Type of Sponsor \_\_\_\_\_

Cost \_\_\_\_\_ Comments \_\_\_\_\_

TOTAL \_\_\_\_\_ (All rates are net.)

All advertisers and sponsors must comply with the policies put in place by the Charlotte Regional Realtor® Association Board of Directors, as well as the General Policies and Operational Guidelines for all advertising and sponsorships.

Unfulfilled advertising contracts will be short-rated to the earned rate. Any cancellations made after the deadline of the publication will be charged full price. Advertiser agrees to provide materials to the publication within the specified deadlines. If new materials are not provided or instructions for pickup are not made, the member publication will pick up the previously used advertisement.

All invoices must be paid in full within fifteen (15) days following receipt.

Advertiser/sponsor agrees to hold the association, its affiliated entities, officers, directors and members harmless from and against any and all liability, costs, expense or damage that may arise out of or result from any misrepresentation, initial or otherwise, contained in the advertising or any violation of any law resulting from the advertising. Advertiser/sponsor acknowledges that the form and content of the advertising or sponsorship was provided by it to the association and the association disclaims any responsibility for the form or content. Advertiser/sponsor acknowledges that it has read and understands the terms of this contract.

For further information refer to the Advertising and Sponsorship Policies attached.

Date \_\_\_\_\_

Advertiser/Sponsor Company \_\_\_\_\_

Representative \_\_\_\_\_

Date \_\_\_\_\_

Charlotte Regional Realtor® Association

Representative \_\_\_\_\_