

# SPONSORSHIP PROPOSAL



**DO  
THE  
MOST  
CON** 20  
24

a **landmark gathering in the real estate industry**, focusing on empowering real estate professionals

## **EVENT OVERVIEW**

The Do The Most Conference is designed to attract a dynamic audience of ambitious real estate agents, brokers, and industry leaders all looking to enhance their professional skills, network, and financial acumen.

## **WHY SPONSOR?**

By partnering with us for this event, your brand will be positioned prominently before a highly targeted audience of real estate professionals. Sponsorship opportunities at the Do The Most Conference offer extensive exposure, allowing your company to:

- **Increase Brand Visibility:** Align your brand with a premier real estate event and demonstrate your commitment to the professional growth of industry leaders.
- **Engage with Industry Leaders:** Connect directly with decision-makers and influencers in the real estate sector.
- **Showcase Your Solutions:** Present your products and services to a dedicated group of professionals actively seeking solutions that can drive their business success.

We have designed a variety of sponsorship packages to cater to different marketing needs and investment levels, which you will find detailed in the following pages.

---

**DO THE MOST CONFERENCE 2024**

September 19, 2024

Frisco, TX



# ATTENDEES & DEMOGRAPHICS

The Do The Most Conference 2024 is set to attract over 500 attendees, including a mix of emerging agents, seasoned brokers, and top industry leaders from across the nation.

Industry	Percentage
Real Estate	85.00
Finance	5.00
Marketing	3.50
Credit	2.00
Other	4.50
Home Location	Percentage
Texas	69.00
Outside of Texas	31.00
2023 Attendance	Number
Platinum	15
VIP	17
General	75
Virtual	107



# SPONSOR PACKAGES

Includes	Bronze	Silver	Gold	Platinum
Event Tickets	2 GA	5 GA	2/5 GA	3/7 GA
Company Name on Registration Website	✓	✓	✓	✓
Company Name on Sponsor List	✓	✓	✓	✓
Mid-Sized Logo on Registration Website		✓	✓	✓
List of Attendees Name & Email Address		✓	✓	✓
Item In VIP Swag Bag		✓	✓	✓
Large Logo on Sales Page with link			✓	✓
Table In Vendor Hall			✓	✓
Speaker/Host Mention			✓	✓
Name printed In event program/app			✓	✓
On Stage Appearance (3 minutes)				✓
Mention In Media Release				✓
Video/Commercial Play during event				✓
The Official [Industry/Partner] Title				✓

# CUSTOM SPONSORSHIP OPPORTUNITIES

## Sponsored Workshop

Host a workshop under your company's name and showcase your expertise to a highly engaged audience. These sessions are perfect for demonstrating your products or services, providing valuable insights, or sharing industry-leading practices. Customize your workshop's theme to align with your business goals and our conference theme, enhancing relevance and impact.

## Keynote Speeches

Gain exclusive rights to introduce or sponsor a keynote session. This high-profile opportunity puts your brand front and center during the most anticipated moments of the conference. Your company will be acknowledged at the beginning of the speech, and you can opt to have a representative provide a brief introduction, setting the stage for thought leadership and significant exposure.

## Networking Mixers

Sponsor one of our exclusive networking mixers, such as the kickoff mixer or the closeout party. Customize the event with branded materials, presentations, or special guests to align closely with your marketing objectives.

# BENEFITS OF SPONSORING

Partnering with the Do The Most Conference 2024 as a sponsor offers your company a unique opportunity to connect with a focused group of real estate professionals, enhancing your brand's visibility and influence in the industry.



ENHANCED BRAND  
RECOGNITION

+

DIRECT ACCESS TO  
INDUSTRY LEADERS AND  
DECISION MAKERS

+

THOUGHT LEADERSHIP  
POSITIONING

+

MARKET INSIGHT AND  
FEEDBACK

+

LEAD GENERATION AND  
SALES OPPORTUNITIES

More information at [dothemostevent.com/sponsors](https://dothemostevent.com/sponsors)

# MARKETING & MEDIA PLAN

## Digital Advertising

Targeted ad campaigns across Google Ads and social media platforms such as Facebook, Instagram, LinkedIn, and Twitter to reach a broad yet specific audience of real estate professionals.

## Email Marketing

Regular updates and promotional emails to our extensive database of real estate agents, brokers, and industry influencers, highlighting key speakers, sessions, and sponsor contributions.

## Content Marketing

Creation of engaging content including blogs, interviews with key speakers and sponsors, and articles on industry trends which will be featured on our website and shared across our social media channels.

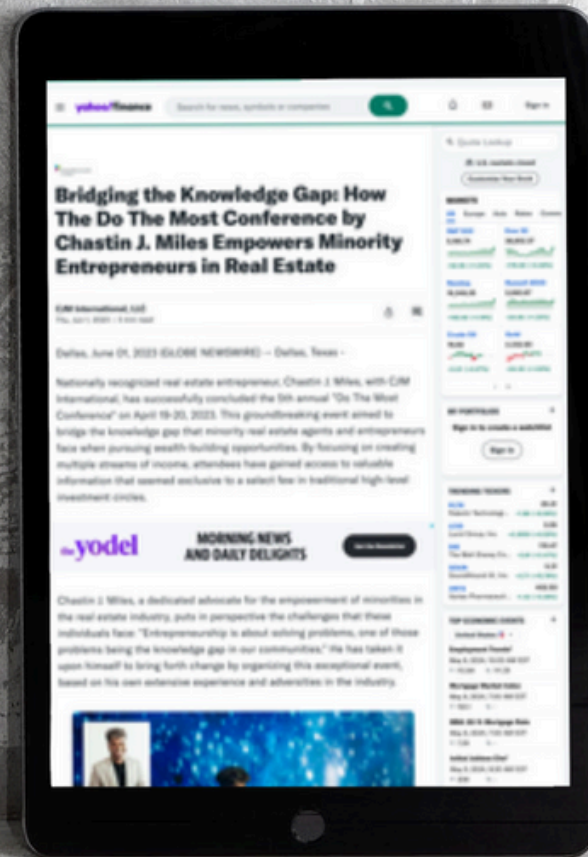
## Press Releases

Distribution of press releases to major industry publications and local news outlets to ensure widespread coverage of the event.

## Inclusion of Sponsors in Marketing Efforts:

- **Logo Placement:** Sponsors' logos will be included in all event promotional materials, both digital and print, as well as on the event website and within event-related emails.
- **Dedicated Content:** Creation of dedicated content that highlights sponsors' roles, contributions, and the benefits they offer to the real estate industry.
- **Customized Promotions:** Opportunities for sponsors to feature their promotional videos or messages in our email blasts and social media posts.
- **Post-Event Recognition:** Special mention of sponsors in post-event communications and media articles to recognize their crucial support and contribution to the success of the event.

# yahoo! finance



More information at [dothemostevent.com/sponsors](https://dothemostevent.com/sponsors)



# SOCIAL MEDIA CAMPAIGNS

**Pre-Event Buzz:** Regular posts and updates building anticipation for the event, including spotlight features on sponsors and what attendees can look forward to.



**Engagement Drives:** Interactive social media campaigns, such as Q&As with speakers, live behind-the-scenes peeks, and contests to win free passes.

**Live Updates:** Real-time updates during the event to engage those who cannot attend in person, including live tweets, Instagram stories, and Facebook posts.



More information at [dothemostevent.com/sponsors](https://dothemostevent.com/sponsors)

*"This event it was not only head knowledge but heart knowledge, I've been in the business for 17 years and I'm always looking to learn and get more experiences and this was a phenomenal event"*

**Fee Gentry**  
Austin, TX

*"I've learned so much in a short amount of time and I cannot stress enough how much money I have spent on several events and I've gotten the most out of this event"*

**Mallorie Brown**  
Los Angeles, CA

*"It's given me the tools and the resources to apply to my business to take it to the next level"*

**Lexi Brown**  
Oahu, HI

*"Power Unit Coaching has changed my career. I love that they are passionate about empowering all of us to be business owners and not just polished sales people"*

**Hollie Satterfield**  
Tyler, Texas

*"I have been a member of Power Unit Coaching for over a year now and I absolutely I can honestly say that this event program has helped me become the successful Realtor that I am today and I cannot thank you enough"*

**Carol Fahy**  
New Castle, DE

*"Taking the tips here and implementing them in your business, is going to grow— no doubt about it. This is a one-stop shop. You're getting a lot! All of that information we're finding out here and it's been amazing"*

**David Riley**  
Plano, TX

More information at [dothemostevent.com/sponsors](https://dothemostevent.com/sponsors)