



MBF Holiday Party - Sponsor Guidelines

Thank you for your interest in sponsoring our upcoming event! By hosting the Master Brokers Forum's annual Holiday Party, you will have the opportunity to showcase your property to our region's most successful and experienced real estate agents.

In order to maintain the MBF's standards of excellence, Holiday Party sponsors agree to adhere to the following guidelines in producing the event:

- **LOCATION/VENUE:** The sponsor agrees to host the event at an appropriate location that accommodates parking, catering for 75-100 guests, and a public address system. (When possible and appropriate, we recommend that the Holiday Party be held at the sponsor's sales center or at the property itself.)
- **PARKING:** The sponsor agrees to provide free parking for all guests, using available parking spaces or by assuming the costs for garage/valet parking.
- **PHOTOGRAPHER:** The sponsor agrees to hire a professional photographer for this event, or to direct its public relations firm to do so.
- **REGISTRATION:** Starting at 6 p.m., guests will be registered at the property entrance or lobby by MBF board members. Sponsor is welcome to have representatives on-hand to greet and chaperone guests.
- **MODEL RESIDENCE TOURS:** After completing registration, guests may be escorted on sponsor-directed tours of the property and model residences. Refreshments can be provided to guests during this part of the event. (Some sponsors also choose to hold a prize drawing, and encourage guests to leave their business cards in the showcase residence.) These tours normally run from 6 p.m. to 7 p.m.
- **PROGRAM/ANNOUNCEMENTS:** Following the tours, the guests will convene in a residence or reception area of the sponsor's choosing, normally at 7:15 p.m. At this time, the program portion of the event will be held. The program will consist of brief announcements and the sponsor presentation (see below.) A public address system will be required.
- **SPONSOR PRESENTATION:** The sponsor will be given the opportunity to make a five-minute presentation to guests.
- **DINNER:** Following the Program/Announcements and Sponsor Presentation (normally at 7:30 p.m.), guests will be served a catered "buffet-style" or station-based dinner.
- **LOGISTICS:** The sponsor agrees to coordinate all logistical issues of the event with the selected venue's catering staff, or to retain a professional event planner or public relations firm to do so.
- **PROMOTIONAL/SALES MATERIALS:** After the meeting ends, the sponsor agrees to distribute sales information about the project. Some sponsors also choose to include a parting gift as a special reminder of the evening.
- **PUBLICITY:** The MBF will coordinate all pre- and post-event publicity. (The organization regularly works in coordination with sponsors' existing public relations firms.)