

37<sup>th</sup> RESIDENTIAL  
DEAL OF THE YEAR  
BENEFIT & CELEBRATION  
SUPPORTING THE RESIDENTIAL  
MEMBER IN NEED FUND

THURSDAY, APRIL 30, 2026

6:00 PM

GUASTAVINO'S

409 E 59TH STREET, NEW YORK, NY, 10022

**SPONSORSHIP**





## The Cause

For 37 years, the REBNY Member in Need fund has been a beacon of unity, where the industry comes together to support a charitable cause and celebrate the most ingenious deals. The Fund was established to provide grants to residential brokers and agents who are in financial need due to unexpected illness or hardship. To date, the Member in Need Fund has granted over \$1M to members.

## Your Support Matters

We count on your organization's support to ensure the Fund continues to be a resource for members in need. The Residential Deal of the Year is not just a celebration, but a powerful statement of leadership and giving back to the industry in a meaningful way. These grants give agents and brokers some needed support during hardship.

## About REBNY

The Real Estate Board of New York (REBNY) is the City's leading real estate trade association, with more than 14,000 members including property owners and managers, builders, brokers, and salespeople throughout the commercial, residential, and institutional real estate sectors. For more than 129 years, REBNY has served as the voice of the industry through tireless advocacy, education, networking, best practices, and support for real estate professionals across the five boroughs.

# REBNY'S 37TH ANNUAL RESIDENTIAL DEAL OF THE YEAR CHAMPION | \$20,000

## MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor logo will be featured on event page with linked logo
- REBNY Emails
  - Pre-event - Star Sponsor logo in event email communication to 12,000 members
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - 1 pre event- social media post featuring and tagging your organization
  - 1 post event- social media post featuring and tagging your organization

## VISIBILITY AT EVENT

- **Twenty (20) event tickets**
- Reserved seating at Awards Presentation
- Logo featured on the event step-and-repeat
- Branding at jazz trio
- Branding at coat check
- Branding on entrance lamp posts
- Brand recognition from the podium
- Brand recognition at event registration table
- Exclusive opportunity



# BENEFACTOR | \$15,000

## MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor logo will be featured on event page with linked logo
- REBNY Emails
  - Pre-event - Star Sponsor logo in event email communication to 12,000 members
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - 1 pre event- social media post featuring and tagging your organization
  - 1 post event- social media post featuring and tagging your organization

## VISIBILITY AT EVENT

- **Fifteen (15) event tickets**
- Reserved seating at Awards Presentation
- Logo featured on the event step-and-repeat
- Branding on balcony
- Brand recognition from the podium
- Brand recognition at event registration table
- Non-exclusive opportunity



# REBNY'S 37TH ANNUAL RESIDENTIAL DEAL OF THE YEAR SUPPORTER | \$10,000

## MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor logo will be featured on event page with linked logo
- REBNY Emails
  - Pre-event - Star Sponsor logo in event email communication to 12,000 members
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - 1 pre event- social media post featuring and tagging your organization
  - 1 post event- social media post featuring and tagging your organization

## VISIBILITY AT EVENT

- **Ten (10) event tickets**
- Reserved seating at Awards Presentation
- Logo featured on the event step-and-repeat
- Branding on one food station
- Brand recognition from the podium
- Brand recognition at event registration table
- Non-exclusive opportunity



# CONTRIBUTORS

## STAIRCASE: \$10,000

- Branded staircase with logo
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Five (5) event tickets**

## BAR: \$7,500

- Brand exposure at a bar
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Five (5) event tickets**

## COLUMN WRAP : \$6,000

- Branding surrounding a pillar or logo on balcony
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Five (5) event tickets**

## PHOTO BOOTH: \$6,000

- Branded photo booth strip with your logo
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Two (2) event tickets**



# CONTRIBUTORS

## PHOTOGRAPHER: \$4,000

- Branded attire for official event photographer(s)
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table

## COCKTAIL TABLE: \$4,000

- Branded cocktail table at event reception
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Five (5) event tickets**

## GOBO: \$4,000

- Logo projected onto wall in program room
- Company logo featured in 1 event email
- Company logo featured in 1 post-event email
- Brand recognition at registration table
- **Two (2) event tickets**



# SPONSORSHIP FORM

REBNY thanks you for supporting this event and our residential real estate community!

**Please select a sponsorship package:**

**Champion**

\$20,000

**Benefactor**

\$15,000

**Supporter**

\$10,000

**Stairs**

\$10,000

**Photobooth**

\$6,000

**Column**

\$6,000

**Bar**

\$7,500

**Photographer**

\$4,000

**Cocktail Table**

\$4,000

**GoBo**

\$4,000

## Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Membership ID # (if applicable): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information

Check Enclosed: Payable to  
REBNY Foundation Inc



Credit Card:



Total: \_\_\_\_\_ Credit Card Number (include all digits): \_\_\_\_\_

Exp Date (month/year): \_\_\_\_\_ CVS: \_\_\_\_\_

Name (as it appears on credit card): \_\_\_\_\_ Signature: \_\_\_\_\_

## Return Form or Questions:

Please complete and send this form via email, along with a .eps file or a high resolution .jpg of your company logo, to Elena Goulet at [egoulet@rebny.com](mailto:egoulet@rebny.com).

## Terms and Conditions

By completing this sponsorship form and signing below, you agree to be a sponsor subject to the Sponsorship [Terms and Conditions](#) which are hereby incorporated by reference. Please consult with your tax advisor as to the extent sponsorship payments may be tax deductible.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_