



# SMC Deals on Wheels

## Sponsorship Opportunities

*Don't miss the bus—tour new Atlanta communities*

**Sept 15 and Sept 29 9:30 a.m.—3:30 p.m.**

### SUMMARY OF BENEFITS

- Captive audience of realtors on bus
- Provide company “commercials” and promotion while on bus
- Distribute information on all of your products to agents participating
- Full mailing list of agents in attendance
- Company logo included on all marketing materials

### TIPS FOR A SUCCESSFUL TOUR

1. BE PREPARED! Prepare some talking points in advance of the tour to maximize your mic time
2. Bring company collateral to pass out to all agents
3. Provide a raffle prize valued at least \$25
4. Brag about your products—the bus tour is a great marketing experience, but you have to make the most of it!

The Atlanta Sales and Marketing Council is excited to launch the inaugural Deals on Wheels! Agents will visit a variety of new home communities in the NW Gwinnett/S Hall/S Forsyth counties (see map).

Each bus will have a maximum of three non-competing sponsors that will spend the day touring the communities with the agents, while having a captive audience of agents in between each stop! Each bus will have 40-50 agents: each sponsor will have mic time on the bus and you can provide company collateral to all agents on the bus.

The cost to participate is only \$500 and the exposure will be GREAT! If you would like to sponsor more than one day—total cost is \$750.

Sponsorships will be limited based on the number of agents signed up and will be accepted on a first come, first serve basis! To participate in SMC's Deals on Wheels 2009, complete the below registration form and send it, with payment, to the Greater Atlanta HBA. You will be contacted after your application is received to confirm participation.

All sponsors are asked to provide a raffle prize valued at least \$25—raffles will be drawn throughout the tour.

**Questions?** Contact Shelly Dresdner at the HBA at 678-775-1446 or [sdresdner@atlantahba.com](mailto:sdresdner@atlantahba.com).

## Registration Form

**Company Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

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

**Primary Business Activity** \_\_\_\_\_

**Sponsorship Type:**  One day (\$500)  Two day (\$750)

**Payment Type:**  Cash  Check (payable to Greater Atlanta HBA)  Credit Card

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **Card Verification Number:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Fax:** Send this form to 770-934-8363

**Or Mail to:** Greater Atlanta HBA, 1484 Brockett Road, Tucker, GA 30084