



MBF Forum Dinners - Sponsor Guidelines

Thank you for your interest in sponsoring our upcoming event! By hosting the Master Brokers Forum, 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, event 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 catering, staging, audio/visual needs, a public address system, and seating for 150-200 guests. (When possible and appropriate, we recommend that Forum Dinners be held on-site at the property itself.)
- **PARKING:** The sponsor agrees to provide free parking for 80 to 100 vehicles, by either providing available parking spaces at no cost to guests or by assuming the costs for garage/valet parking through a ticket validation process.
- **PHOTOGRAPHER:** The sponsor agrees to hire a professional photographer for this event, or to direct its public relations firm to do so.
- **COCKTAIL RECEPTION:** The sponsor agrees to provide a one-hour cocktail reception prior to the dinner, complete with an elegant selection of passed hors d'oeuvres. This reception is usually held from 6 p.m. to 7 p.m.
- **STAGING/AUDIO-VISUAL:** Following the cocktail reception, guests are escorted to the dining hall. Once guests are seated, announcements, sponsor presentations, and a panel discussion takes place, usually from 7 p.m. to 8 p.m.. This requires a riser or stage, a podium, a table for panelists, and an appropriate number of microphones on the podium and table. *(Please review the Audio/Visual and Catering Requirements Checklist for detailed information.)*
- **SPONSOR PRESENTATION:** Prior to the dinner, the sponsor will be given the opportunity to make a five-minute presentation to guests. The presentation can include videos, Power Point slides, photographs, etc.
- **DINNER:** The sponsor agrees to provide either a sit-down or buffet-style dinner for an estimated 100 - 150 guests. The sponsor also agrees to grant the MBF final determination regarding timing of dinner service. (Dinner cannot be served prior to the conclusion of the panel discussion.)
- **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.
- **PROGRAMMING AND PUBLICITY:** The MBF will coordinate the programming of the event itself, including the selection of speakers, panelists, and moderators; the preparation of questions; and all pre- and post-event publicity. (The organization regularly works in coordination with sponsors' existing public relations firms.)