

RPAC Major Investor Grant Application for State and Local Associations Application

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Association: COBB ASSOCIATION OF REALTORS®

Association ID: 2940

Address 1: 444 Manget Street

Address 2: Suite 100

City: Marietta

State: GA

Zip: 30060

Association Executive First Name (if different from above): Barry

Association Executive Last Name (if different from above): Arnold

Association Executive Contact Email (if different from above): ceocobb@cobbrealtor.com

RPAC Chair:

RPAC Chair First Name: Ashley

RPAC Chair Last Name: Marlow

RPAC Chair Email Address: ashleymarlow23@aol.com

RPAC Chair Company:: RE/MAX Unlimited

RPAC Chair Address 1: 5205 Stilesboro Rd. NW Ste 110

RPAC Chair Address 2:

City: Kennesaw

State: GA

Zip: 30152

Major Investor Event Information

Total Amount to Raise at Event: \$30,000

Major Investor Event Goal:* : 30,000

Proposed Date:: 2021-04-22

Alternate Date 1: 2021-04-22

Alternate Date 2:

Approximate Start and End Time For Event::

Event Location: Marietta Country Club 1400 Marietta Country Club Dr NW, Kennesaw, GA 30152

Section 1: RPAC History and Goals

1a. 2024 State Major Investor Goal : 21

1b. What is your 2024 RPAC budget for direct fundraising expenses?: \$0

2024: # of Major Investors: 1

2023: # of Investors: 26

2024: # of Members: 2,205

2023: # of Members: 2,027

2024 Soft Receipts: 0

2023 Soft Receipts: 1,620

2024 Hard Receipts: 11,935

2023 Hard Receipts: 54,015

Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.: In "normal" years, we attract Major Investors and Presidents Circle Members through our Annual Major Investor Dinner. Last year, we had to cancel it due to COVID and secured MI and Presidents Circle investments by phone calls. This year we are attempting to return to "normal". We will also hold two additional fundraising events this year, where we raise RPAC Investments through ticket sales and live and silent auctions. We conduct RPAC education throughout the year via our Website, New Member Orientation presentations at Membership Meetings and in our twice-monthly e-newsletter, the Cobb REALTOR Review

Section 2: Major Investor Fundraising Initiative Details

Goal to Raise: \$30,000

Attendees Goal:*: 100

of Major Investors to enroll:* : 30

2b. Please explain, in detail, the type of event you are planning. Include event plan, time and location, guest target market, and any additional comments you would like RPAC Leadership to review.*: We will hold our event at the exclusive Marietta Country Club in Marietta, Georgia. The event will take place from 6 PM to 8:30 pm PM. Our target market will include past Major Investors, Ambassador-level Investors, past Major Investors who did not invest at that level in 2019, Board of Directors Members, Top Producers, and Brokers. For this year's event, we have confirmed former Georgia US Representative as our guest speaker, and we would appreciate having Leigh Brown as our NAR Representative at our event.

2c. Please list the Association Members who have agreed to serve on the Host Committee, or who you are targeting to serve on the Host Committee. (Best Practice: Host Committee Members should be Major Investors or pledge to step-up by the event.)* : Ashley Marlow (Chair), Leah Stankiewicz (Vice-Chair), Kristen Reed, Sheila Brower, Breanna Fogard, Cassandra Oliver, Julie Fogard, Angela Barner, Kim Jones, Patty Kendrick, Margie Medlin, Shelley Bell, Wendy Gravlin Chambers, Sierra Westrick

2d. Have you contacted your State's Major Investor Council (MIC) Representative? If you don't know who your state's representative is, please [click here](#) and reach out to them ASAP.: Yes

2e. Please itemize anticipated expenses for the entire fundraiser. Be advised that customized printed materials and Non-Member Speakers are not eligible for reimbursement through the program.: Buffet: \$5,760 Bar: \$1,400 Entertainment: \$350 Photography \$300 Miscellany: \$300 Total: \$8,110

2f. Have you held this type of an event in previous years?: Yes

2023 Event Details

2022 Event Details

Section 3: Major Investor Event Grant History

3a. Please describe any previous year's Major Investor Event detailed above.* : We had to cancel our 2020 event due to COVID, where our Guest Speaker was going to be Governor Brian Kemp. In 2019, we had Georgia Bureau of Investigation Director Vic Reynolds as our guest speaker and Kitty Wallace as our NAR Representative. In 2018, Sen. Johnny Isakson was slated to be our guest speaker, but couldn't make it at the last minute. Instead, he filmed a 6-minute video exclusively for this event. Johnny was President of our Association in 1972. Leigh Brown was our NAR Representative in 2018.

3b. Please explain any best practices used in the past events. How do you plan on improving this year?: Exclusive Venue, VIP Guest

Speakers with name recognition. Exclusive, mailed invitations with telephone follow-up. We intend to improve our performance this year by expanding our target list.

Section 4: Event Requests

4a: What is the closest airport to your event?: Atlanta Hartsfield -Jackson International Airport

4b: Will the speaker need to rent a vehicle to travel to the event?: Yes

4c: What is the best/closest hotel to your event?: Hampton Inn Atlanta-Town Center/Kennesaw 871 Cobb PI Blvd NW, Kennesaw, GA 30144 770 426 0017

4d: Is there a specific theme/attire for your event?: No. Business Attire would be appropriate

4e. A Representative is required as part of your reimbursement, do you have a speaker already secured? : No

If Yes: Please state Who and their Position: : No

If No: Would you like to request an NAR national speaker?: Yes

If Yes: Do you have a speaker preference? : Leigh Brown, Kitty Wallace

4f. Please list any additional notes for the approval committee's reference, here:: None.

Section 5: Acknowledgement & Signature

I have read and reviewed the Major Investor Event Guidelines. I pledge to send 30% of everything raised at this event to NAR. My signature below serves as acknowledgement of these policies, and an understanding of the program's expectations*: Yes

I understand that in order to get reimbursed the event must commit to raise, on average, \$500.00 per attendee of NEW money! New money is defined as investors that have not been Major Investors before and invest at one of the Major Investor levels (Sterling R Crystal R, Golden R, Platinum R), or investors that step up to higher levels of major investment (e.g. Sterling R steps up to Crystal R or Golden R etc., or a Major Investor becomes a President's Circle member).*: Yes

I understand that the purpose of the Major Investor event is to increase the number of Major Investors! This is NOT an appreciation event. Appreciation events are the responsibility of the State and Local associations. : Yes

I understand that a component of the Major Investor event MUST be devoted to President's Circle in order to get reimbursed. A portion of the agenda must be devoted to President's Circle, and incorporate the President's Circle Overview Document.: Yes

I understand that there is an enrollment dialog and a checklist established for a reason and I agree to distribute both to my Host Committee and make sure that the enrollment dialog and checklist are utilized. If I am asking current investors to "bring a friend" to our event, I will make sure that we distribute the enrollment dialog to our current investors so invitees are aware of the purpose of our event.: Yes

State and local REALTOR® associations shall only use resources provided by the NAR REALTOR® Party Program within their association's territorial jurisdictions as set by NAR.

Does the proposed activity adhere to the stated requirement?: Yes

I understand that any deviation from the above requirements must have prior written approval by NAR or the cost of the event may not be reimbursed.