

RPAC Major Investor Grant Application for State and Local Associations Application

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Association: LUBBOCK ASSOCIATION OF REALTORS® INC

Association ID: 8120

Address 1: 6510 70th Street

Address 2:

City: Lubbock

State: TX

Zip: 79424

Association Executive First Name (if different from above):

Association Executive Last Name (if different from above):

Association Executive Contact Email (if different from above):

RPAC Chair:

RPAC Chair First Name: Bill

RPAC Chair Last Name: Evans

RPAC Chair Email Address: bill@billevans.com

RPAC Chair Company:: Austin Real Pros REALTORS

RPAC Chair Address 1: 1310 S 1st Street

RPAC Chair Address 2:

City: Austin

State: TX

Zip: 78704

Major Investor Event Information

Total Amount to Raise at Event: \$1,500

Major Investor Event Goal:* : 15,000

Proposed Date:: 2021-04-01

Alternate Date 1: 2021-04-01

Alternate Date 2: 2021-04-01

Approximate Start and End Time For Event::

Event Location: Buddy Holly Center in Lubbock, TX

Section 1: RPAC History and Goals

1a. 2024 State Major Investor Goal : 1,100

1b. What is your 2024 RPAC budget for direct fundraising expenses?: \$16,000

2024: # of Major Investors: 65

2023: # of Investors: 567

2024: # of Members: 1,481

2023: # of Members: 1,349

2024 Soft Receipts: 20,000

2023 Soft Receipts: 10,660

2024 Hard Receipts: 22,000

2023 Hard Receipts: 45,959

Please explain your ongoing RPAC Major Investor & President's Circle fundraising activities, RPAC education and recent RPAC related events.: Our most recent fundraiser was TREPAC for Turkeys, where members invested in TREPAC and then TREPAC made a donation to our South Plains Food Bank. We raised \$35,000 from this event. We talk about President's Circle throughout the year with our Major Investors and highlight the trip and the benefits of being in the President's Circle. We do videos from our local TREPAC Chair to provide education on the importance of investing, investment levels, upcoming events and how to become a Major Investor. We highlight all our Major Investors and President's Circle Members in our weekly newsletter, where we are in our fundraising goal, and what our participation percentage is.

Section 2: Major Investor Fundraising Initiative Details

Goal to Raise: \$15,000

Attendees Goal:*: 2,500

of Major Investors to enroll:* : 15

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.*: Our event is an exclusive event with a target of Top Producers, Property Managers and Commercial Agents. It will be held at our city's brand-new Buddy Holly Hall, which is a performing arts center with a state-of-the-art performance hall, restaurant and meeting space, which is a very attractive draw for attendees. The event will be from 6:00 - 8:00 p.m. with a plated dinner with a choice of steak or sea bass. Tracy Kasper has confirmed to attend virtually and Texas REALTORS State RPAC Chair Bill Evans will attend in person. We have target 50 potential Major Investor or step-up investors through personal invitation from local leadership and current Major Investors. Tracy and Bill, as well as Tony Lloyd and our local TREPAC Trustee and local leadership will make the ask and take funds or pledges at the 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.)* : Agreed to serve on the host committee: Jef Conn Rusty DeLoach Vanessa Dirks Rich Eberhardt Tony Lloyd Teresa Smith

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.: Meals and drinks at \$48 per person = \$2,880 RSVPIfy online RSVP software one-time use = \$288

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.* : Our 2020 Major Investor fundraiser was not quite as successful as 2019, but 2019 was also our most successful event ever. Overall, we have had very good success with these events and always cultivate new Major Investors.

3b. Please explain any best practices used in the past events. How do you plan on improving this year?: As Texas begins to open back

up, the number of people we can invite is still restricted. Our focus is to reinforce how crucial TREPAC was to making REALTORS Essential Workers throughout the pandemic and how that not only helped them, but their customers and clients.

Section 4: Event Requests

4a: What is the closest airport to your event?: LBB

4b: Will the speaker need to rent a vehicle to travel to the event?: No

4c: What is the best/closest hotel to your event?: Overton Hotel

4d: Is there a specific theme/attire for your event?: Business casual

4e. A Representative is required as part of your reimbursement, do you have a speaker already secured? : Yes

If Yes: Please state Who and their Position: : Tracy Kasper has been secured to be there virtually by Tony Lloyd. State RPAC Chair Bill Evans is attending in person.

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

If Yes: Do you have a speaker preference? : Tracy Kasper is already confirmed.

4f. Please list any additional notes for the approval committee's reference, here:: As Texas begins to open back up, it is important that we continue to cultivate Major Investors and step-up investors. This event will really help keep our momentum going as we are coming off a record breaking fundraising year in 2020, raising \$148,188 total dollars.

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.