

# events

by: nations lending



## 1. What is the Events Program?

It is the latest offering of the Marketing Team to give white-glove back-end support in organizing events for their realtor partners, leads, and recruitment initiatives.

## 2. What are the benefits of using the Events Program?

The Events Program will provide white-glove backend support for you simply by reaching out to us either through the Events website or via our email address, [events@nationslending.com](mailto:events@nationslending.com). We offer the following services:

- a. Email Invites – frequency and content are customized to your liking
- b. SMS Invites – frequency and content are customized to your liking
- c. RSVP Landing Pages – to collect details of your invited guests
- d. Flyers, Social Media Graphics, Banners – will be coordinated with Paul Sciria as needed
- e. Merchandise Giveaways – we will assist in selection, requesting quotes, and ordering

Sit back and relax, we got you covered, make sure you take lots of pictures and send us your top 5 pictures so we can create a post-event social media journey and as well as provide you with access to a photobooth pre-loaded with Nations Lending Social Banners to add to the event.

## 3. How do I request Event services?

You can get in touch with us in 3 ways:

- a. Visit <https://nationsgo.com/events/>
- b. Email us at [events@nationslending.com](mailto:events@nationslending.com)
- c. Send a team's message to either
  - i. Chelsie Perez
  - ii. Benedict Garcia
  - iii. Kaye Cordova



#### **4. Are there any requirements and things to remember?**

Here are some things to remember when launching your event with us:

- a. Give us some lead time, **ideally it is 30 days** prior to the event
- b. Prepare all the details of the event: date, time, venue, title of the event, etc.
- c. Prepare your budget, all costs will be paid for by your branch: food and beverage, venue, merchandise, etc.
- d. Prepare your invite lists on a spreadsheet; we need this for sending out email and SMS invites
- e. We have partnerships with BJ's Restaurant and Top Golf, but if you prefer a different venue, we can only assist in reaching out to them. There are venues that might need you to sign a contract or submit a credit card which we cannot do for you.

#### **5. How soon do you need the guests lists, we are still working on them?**

We need them as soon as possible, especially if you have a short lead time. SMS invites require at least 72 hours to prepare before being sent out so please take this into consideration. Also, email artworks require about 72 hours (about 3 days) from design to compliance approval.

#### **6. I am busy; can I assign a contact person on my behalf?**

Not a problem, this is advisable as not delay any consultations or clarifications we may have concerning artworks or wordings for SMS and email invites.

#### **7. I just want a small event of about 5 people, do you still need a long 30-day lead time?**

We are flexible and will do our best to adapt to your needs. Depending on the demand we will be on a first-come/first-serve basis. Therefore, if you have multiple events, please send over an events calendar with dates for the year so we can accommodate you early. Just be reminded of some of the deadlines we must keep such as: SMS invites require at least 72 hours to prepare before being sent out, and email artworks require about 72 hours (about 3 days) from design to compliance approval. It is best to have everything ready, such as your invite lists and venue arranged ASAP.



**8. I want to partner with a realtor on my event, what do I need to consider?**

Good question, we have a form that you need to fill out regarding the details of your cooperation with the realtor, the form will be sent to the Compliance Team to review and advise you on how to proceed. We will make sure to give you an update and directions depending on your event requirements. If you are splitting costs, a co-marketing form will have to be filled out per event. Our recommendation is to pay for the full event and offset the cost on the side before or after an event ex. Using one card for all payments.

**9. I am planning to have some sort of raffle and giveaways during my event, can you help?**

No problem! We can offer you some suggestions and point you to our vendor websites to decide which ones work for you.

**10. This is not my event, I am just one of the sponsors, what do I do?**

If you are just giving out a sum of money or giving out raffle prizes directly to the main event organizer, then it is just straightforward. But if there will be co-branding on paid ads (printed flyers, banners, billboards) then you will require a co-sponsorship agreement for compliance. We will facilitate this for you, no worries.