

Ready Set Spring Steering Committee

Lawrence Board of REALTORS®

9:00 am, Thursday, January 4th, 2024

2022-2023 RSS Steering Committee Roster:

Josh Reazin	BHG Kansas City Homes (Co-Chairperson)
Michelle Fales	Guardian Mortgage (Co-Chairperson)
Stacie Hulshof	Crystal Clear Realty
Abigail Hummel	Stephens Real Estate
Erin Maigaard	McGrew Real Estate
Ashley Zeller	Bank Midwest Mortgage
Jill Ballew	LBOR President
Beth Folks	LBOR Staff Liaison
Rob Hulse	LBOR Staff Liaison

Discussion of 2024 RSS

I. Event Details

- (1) See Schedule @ www.LawrenceRealtor.com/RSS
- (2) Lunch Menu/Details - plan for 100 to 120
- (3) Event Script needed for:
Should we include a Truity Representative with each introduction?
 - (a) Welcome
 - (b) Session Introductions
 - (c) Announcements
 - (d) Wrap up/thank you/comments

II. Sponsorship Levels for RSS 2024

- (1) Review Sponsorship Details
<https://docs.google.com/spreadsheets/d/1A0VPTAl-ohPJn0PR7p9YhiG4Jm7p9SZBe1SEKbaLDY/edit#gid=0>
- (2) \$500 Level Sponsors – Have 6 Major Sponsor (each will also get a table).
- (3) \$200 Table Sponsors – Currently have 13 table sponsors.
- (4) \$100 Swag Bag Sponsors – we do not have a limit on this number.
 - **Communication to each sponsor is needed to outline the setup timeframe, the included lunch, happy hour details, and timeframe to breakdown.**
 - **Truity Credit Union will be providing Clear Totes for the RSS Swag Bags and promotional items are needed.**

III. Marketing Plan Timeline

- (1) Marketing & Communications Committee to help promote RSS.
 - (a) Can use the private LBOR Facebook Group?
 - (b) Ask for Speaker Promo Videos?
- (2) Ideas to promote the event to LBOR Membership.
- (3) Ideas on how to promote statewide, outside of the LBOR.
 - (a) Rob will work with KAR

IV. Next Meeting

V. Adjourn