

# REALTOR® ACTION FUND SWEEPSTAKES

➤ HELP PROTECT ➤  
YOUR LIVELIHOOD



## Media Packages:

- 1) Property Promotion
- 2) REALTOR® Promotion
- 3) Social Media Promotion

### SWEEPSTAKES DATE:

Begins: Monday,  
**August 5, 2019**

Ends: Friday,  
**September 13, 2019**

### DRAWING HELD ON:

Wednesday, September  
18, 2019 at 9:15 a.m.

Arcadia Association  
of REALTORS®  
MLS Caravan Meeting  
50 W. Duarte Road  
Arcadia, CA 91006

*\*Winners need not be present to win*

Contributors of \$20.00 will be entered into a drawing and one winner will choose 1 of 3 Media Packages provided by \*\*Twin Moons llc, all three Media Packages are valued at approximately \$500.

**ONE ENTRY** = contribute \$20 to RAF

*A maximum of one (1) entry per person by any means.*

## Winner's Choice!

One of Three Media Packages provided  
by \*\*Twin Moons, llc

- 1) Property Promotion
- 2) REALTOR® Promotion
- 3) Social Media Promotion

All three Packages are  
valued at \$500 each

Please review the attached details of the prize being offered by \*\*Twin Moons llc and if you have any questions prior to your participating in this sweepstakes, please contact them directly at 714.745.0888

## Enter the REALTOR® Action Fund Sweepstakes

See official rules, odds and other details on the back ➡➡➡

**ALL RAF CONTRIBUTIONS MADE ARE APPLIED  
TO YEARLY AND LIFETIME BALANCES!**

REALTOR ACTION FUND



Fighting for our profession!

FOR MORE INFORMATION,  
CONTACT:

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raf.car.org



**A R C A D I A**  
ASSOCIATION OF  
**R E A L T O R S**®



## OFFICIAL RULES

### REALTOR® Action Fund Sweepstakes Winner's Choice \*\*One of three Media Packages provided by \*\*Twin Moons llc ARCADIA ASSOCIATION OF REALTORS®

**Sweepstakes:** All qualifying contributors during the Eligibility Period for the Arcadia Association of REALTORS® ("AAR") REALTOR® Action Fund ("RAF") Sweepstakes that contribute \$20 to RAF shall be entered into the drawing. The winner will choose one of three Media Packages provided by \*\*Twin Moons, llc. A contribution of \$20 will receive one entry for the drawing.

**Prize and Odds of Winning:** One winner will choose his/her One of three Media Packages provided by Twin Moons, llc, retail value approximately \$500.00 for each Media Package. Prizes not redeemable for cash; no substitutions. Odds of winning are based on the total number of entries received.

**Eligibility:** All AAR REALTOR® members only are eligible to participate. Participants must be California residents over 18 years of age. Employees of the AAR or the California Association of REALTORS® ("C.A.R."), their subsidiaries and their families are ineligible. Eligibility Period: The sweepstakes will start Monday, August 5, 2019 and end on Friday, September 13, 2019 at 11:59 p.m. A maximum of one (1) entry per person by any means.

**Drawing:** The drawing for the prize will be held on September 18, 2019 at approximately 9:15 a.m. at the AAR MLS Caravan, 50 W. Durate Road, Arcadia, CA 91006. Entrants need not be present to win. AAR will use commercially reasonable efforts to contact winner not present using contact information provided by entrant. If winner not reached within a reasonable period, he/she may be disqualified and an alternate winner may be selected. Upon winner's selection of prize, prize will be mailed to winner unless other arrangements are made that are satisfactory to AAR. Return of any mailed prize may result in disqualification and selection of an alternate winner.

**Other Rules:** All federal, state and local laws and regulations apply. If winner chooses Media Packages by \*\*Twin Moons, llc, winner must comply with all terms and conditions (see attached and are subject to change with or without notice) of \*\*Twin Moons, llc. Sweepstakes is void where prohibited or restricted by law. Prize winner shall promptly provide AAR with information to comply with federal, state or local tax and other laws, or may result in disqualification and selection of an alternate winner. Entrants agree that they have read, understand and agree to be bound by these rules and by the decisions of AAR, which are final and binding on all matters pertaining to this sweepstakes.

**Liability:** All taxes on prize are the sole responsibility of the prize winner. By entering, participants release and hold harmless AAR, C.A.R., their affiliates and their respective directors, officers, employees and agents from and against any and all liability, loss or damages of any kind arising from or in connection with this sweepstakes or the prize won. AAR does not assume any responsibility for lost, misdirected, late or non-delivered mail.

#### **NO PURCHASE, PAYMENT OR SURVEY RESPONSE OF ANY KIND NECESSARY TO ENTER OR WIN.**

Eligible persons may obtain entry by printing entrant's name, address, and telephone number on a 3 x 5 index card with the words "\*\*Twin Moons, llc AAR RAF Drawing", and mailing it, postage prepaid, to the Arcadia Association of REALTORS®, 50 W. Durate Road, Arcadia, CA 91006. All mailed entries must be received by September 13, 2019. Limit one (1) entry per separately stamped envelope. A maximum of one (1) entry per person by any means.

Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes. Contributions to the REALTOR® Action Fund are voluntary, but you may give more, or less, or nothing at all. Failure to contribute will not affect an individual's membership status in the California Association of REALTORS® (C.A.R.). Contributions will be allocated among three of C.A.R.'s political action committees (PACs), according to different formulas approved by C.A.R. for personal and corporate contributions. These PACs are: CREPAC (supports state and local candidates); CREPAC/Federal (supports federal candidates); and CREIEC (makes independent expenditures in support of or opposition to candidates). C.A.R. also sponsors IMPAC which supports local and state ballot measures and other issues that impact real property in California. The allocation formula may change including re-designating a portion to IMPAC.



**1. DESCRIPTION OF SERVICES.**

1.1. Overview of Services. Service Provider will provide to Customer ONE (1) of the following three (3) service packages, to be selected by the Customer:

**Package A – Property Promotion Package**

This package shall include the following:

- A Matterport 3D Virtual Tour of a property up to 4,500 square feet. A Matterport 3D Virtual tour is a 3D model hosted on the platform of Matterport, Inc. ("Matterport") that includes the following features: inside mode, dollhouse mode, floor plan mode, property description, address, and contact information. It can be shared using a URL or embed code
- Up to 50 high-resolution photos of the property exported from the Matterport 3D Virtual Tour
  - Includes interior and exterior photos
  - No license or usage restrictions for the images
- Up to 5 exterior 360-degree photos. These are accessible within the Matterport tour. They will also be provided as equirectangular format images that can be used on social media such as Facebook
- Up to 5 aerial drone photos (where legally permitted) OR a schematic floor plan
  - No license or usage restrictions for the images or floor plan
- Up to 10 Mattertags. Mattertags are tags within the virtual tour that highlight special features of the property
- 6 Months of free cloud hosting for the 3D Virtual Tour

**Package B – Realtor Promotion Package**

This package shall include the following:

- One hour headshot photo shoot session
  - Customer will select and receive 3 images from the gallery of final images presented
  - There will be no usage or license restrictions for the images
- Up to 5 hour video shoot session for creating a 30-second realtor introduction video
  - Customer will be provided with an edited 30-second realtor promotion video that will include audio and music
  - There will be no usage or license restrictions for the video

**Package C – Social Media Promotion Package**

This package shall include the following:

- Two social media posts per week for three months, promoting the realtor and/or properties on Facebook, Instagram, and Twitter
- Weekly phone meetings with the Customer to discuss promotion ideas and topics

For more information on each prize package, please contact Twin Moons directly at 714.745.0888  
Winner must redeem and use the Prize by September 18, 2020.