

ACBR

ATLANTA COMMERCIAL
BOARD OF REALTORS®

2024 **SPONSORSHIP** OPPORTUNITIES



YOU *BELONG* HERE.

FUELED BY OUR PEOPLE. UNITED BY OUR PASSION.
DRIVEN BY OUR POSSIBILITIES.

THE ATLANTA COMMERCIAL BOARD OF REALTORS® IS A THRIVING AND DYNAMIC PROFESSIONAL ASSOCIATION.

As a sponsor of the Atlanta Commercial Board of REALTORS® (ACBR), you are certain to be front of mind when most industry executives are assessing products, services and most importantly – people. From online brand recognition, to tickets to various popular events, to exceptional networking opportunities, the range of available opportunities is sure to meet your sponsorship desires.

Who We Are:

- Office Landlord/Tenant Reps
- Industrial Landlord/Tenant Reps
- Retail Brokers
- Land Brokers
- Developers
- Investment Property Brokers
- Real Estate Attorneys
- Many others!

Benefits of Sponsorship:

- Network with the best in the business Relationships
- Recognition
- Referrals
- Deal Making
- Ability to give back to our community
- Giving an active voice to advocacy efforts for our city and state

SUSTAINING SPONSOR

This sponsorship level is only open to non-brokerage related companies.

- **Maximum number of Sustaining Sponsors: Five (5)**
- **Number of Sustaining Sponsors Available for 2024: None (0)**
- Commitments are for either two (2) year periods at \$12,500.00 per year or three (3) years at \$10,000 per year.
- Five (5) sponsorships available
- Includes two full ACBR memberships
- Company Logo on all ACBR emails
- Company Logo on ACBR Website
- Company Logo on custom pull up signs at all special events
- Promoted consistently through the Atlanta
- REALTORS® Center Video Wall
- Company recognition at all ACBR Events
- Company recognition in ACBR's Newsletter
- 2 tickets to each of the four signature ACBR Events
 - (MDC, Battle of the Broker Bands, BrokerFest and Annual Awards Meeting)
- Foursome to play in the YCR Golf Tournament
- Exclusive Invitations to VIP Receptions
- Featured on social media posts
- Custom Name Tags
- Ability to participate in a quarterly payment plan

PATRON SPONSOR

CHAIRMAN, PRESIDENT, & DIRECTOR LEVELS

ACBR

In recognition of all of the tremendous support we receive from our member firms, we have designed new sponsorship levels to provide greater flexibility and more powerful brand identity with the specific events, programming and causes you most want to be aligned with.

Patron Sponsorships are designed to recognize the significant support we receive from so many of our member firms. You'll be able to be recognized all year long for your Patron sponsorship level, not just for one event that you sponsor. You'll also have the ability to direct your sponsorship dollars to the selected events you prefer. And, even though you will receive our appreciation and recognition all year, you won't be approached again and asked to consider additional sponsorship opportunities.

Whether you want to sponsor a year's worth of events, or just sign on to support one or two causes, we'll help you design the right package.

"As a Patron Sponsor, I feel like my company, and my people, truly have a home at the Atlanta Commercial Board of REALTORS®. Our company benefits from all of the incredible exposure we receive, and our people are engaged by the high quality of educational programming and awesome networking events. I absolutely consider our partnership with the ACBR to be an outstanding value."

– Jeff Shaw, CEO, Bridge Investment Group

ATLANTA COMMERCIAL
BOARD OF REALTORS®

PATRON SPONSOR

CHAIRMAN LEVEL: \$15,000.00 PER YEAR

- First opportunity to select the Presenting Sponsorship(s) of one of four (4) signature ACBR events
- Ability to direct sponsorship funds to selected events
- Full sponsor benefits for selected event(s)
- Company Logo on all ACBR emails
- Company Logo on all signage materials at events
- Promoted consistently through the Atlanta REALTORS® Center Video Wall
- Company recognition at all ACBR Events
- Company recognition in ACBR's Newsletter
- Four (4) tickets to each of the four signature ACBR Events
 - (Million Dollar Club, Battle of the Broker Bands, Brokerfest, Annual Awards Meeting)
- Exclusive Invitations to any VIP Receptions
- Featured on social media posts
- Ability to participate in a quarterly payment plan



PATRON SPONSOR

PRESIDENT LEVEL: \$10,000.00 PER YEAR

- Ability to direct sponsorship funds to selected events
- Full sponsor benefits for selected event(s)
- Company recognition in ACBR's Newsletter
- Company logo on all ACBR emails
- Company Logo on all signage materials at events
- Two (2) tickets to each of the four signature ACBR Events
 - (Million Dollar Club, Battle of the Broker Bands, Brokerfest, Annual Awards Meeting)
- Exclusive Invitations to any VIP Receptions
- Featured on social media posts
- Ability to participate in a quarterly payment plan

DIRECTOR LEVEL: \$5,000.00 PER YEAR

- Ability to direct sponsorship funds to selected events
- Exclusive Invitations to any VIP Receptions
- Full sponsor benefits for selected event(s)
- Ability to participate in a quarterly payment plan

*Patron sponsors receive recognition all year long and therefore they will not be contacted for additional sponsorships during that period.



SIGNATURE EVENT SPONSORS

ACBR

Patron sponsors have the flexibility to direct their investment to any of the following events and will include the full range of benefits.

The ACBR hosts four signature events each year. While Patron Sponsors have the ability to direct their investment, there are also a multitude of opportunities available for sponsoring these events at levels that begin at only \$1,000.00.

The ACBR hosts four Signature Events each year:



MARCH: The Million Dollar Club

A Celebratory Event recognizing the Top Ten Producers in seven different categories, as well as the Rookie of the Year, Diamond, Silver and Phoenix Awards, and the Alvin B. Cates Award for the most outstanding transaction

2024 Chair: Christine Gorham

2024 Vice Chair: Amy Fingerhut

Average Attendance: 550 people



SIGNATURE EVENT SPONSORS

ACBR



MAY: Battle of the Broker Bands

A Spring Fundraiser and Networking Event benefiting Camp Blue Skies, Focused Community Strategies and Families First. In 2023, this event raised money for three charities: Camp Blue Skies, Focused Community Strategies, and Helping Mamas.

2024 Chair: Tim Wright

2024 Vice Chair: Christopher Welsh

Average Attendance: 500 people

October: BrokerFest

A Fall Fundraiser and Networking Event benefiting the Scott Selig Scholarship Fund at Camp Twin Lakes and the Atlanta REALTORS® Educational Foundation. Thanks to our sponsors, 2022 was a record-breaking year for the amount earned for our charities!

2024 Chair: Monica Miller

2024 Vice Chair:

Average Attendance: 500 people



SIGNATURE EVENT SPONSORS

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October: BrokerFest



DECEMBER: Annual Meeting and Awards

Our End of the Year Program which honors our outgoing Board of Directors, celebrates the swearing in of our new Board of Directors, and bestows a variety of awards, including REALTOR of the Year, The Henry H. Robinson Award, Young REALTOR of the Year, Affiliate of the Year, the Members of the Month, and the Community Service Award.

2024 Chair:

Audrey Frey

2024 Vice Chair:

Bridget Massengill

Average Attendance: 200 people

STAND ALONE SPONSORSHIPS

There are three unique sponsorship opportunities available that are not part of our Patron Program or our Signature Event Sponsorships. Instead, these two opportunities focus on two very important parts of the ACBR and both have multiple activities and events all throughout the year.

YCR ANNUAL SPONSOR

\$2,500 PER YEAR

The Young Council of REALTORS® is a thriving and dynamic organization which helps to develop a new generation of leaders in Atlanta's commercial real estate community.

As a YCR Sponsor you will receive:

- Company Logo & Name on all signage displayed at events
- Company Logo & Name on all YCR programs and events
- Company Logo & Name on all Emails, Social Media Posts and Promotions for all YCR programs and events
- Two invitations to the following YCR programs, all Happy Hours, YCR Bus Tour & Free CE Class, Holiday Party & Bowling Cup.

STAND ALONE SPONSORSHIPS

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EDUCATION SPONSOR

\$2,500 | LIMITED NUMBER AVAILABLE

The ACBR takes tremendous pride in offering our members consistently superior educational programs and opportunities. In addition to ten (10) monthly Education Seminars a year, we also host two (2) special Expert Series (Office & Retail) and four (4) Free CE classes each year.

As an ACBR Education Sponsor you receive:

- Company Logo & Name on all signage displayed at events
- Company Logo & Name on Lobby Video Wall during Program
- Company Logo & Name on all Education programs and events.
- Company Logo & Name on all Emails, Social Media Posts and Promotions for all Education programs and events • Two invitations to all Education programs

STAND ALONE SPONSORSHIPS

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DIVERSITY SPONSOR

\$2,500

Atlanta has been a national leader in the civil rights movement -- but it is time to step forward again. Our Diversity Committee provides outreach and opportunities to help bring about real change in our community. Diversity is much more than a major committee of the ACBR - it's a major commitment.

Throughout the year, the ACBR Diversity Committee hosts several events, including:

CRE Studio: Defining Moments in Diversity

The CRE Studio was conceived to be a premier event, concentrating on one highly prominent individual -- a woman or a minority -- who faced intolerance and other obstacles on the path to his or her career triumph. This deeply insightful, and often highly personal, reflection of struggle, sacrifice and ultimate success is one of the most anticipated events of the year for the ACBR.

Race Awareness Program

The Race Awareness program is an empowering and emotional journey that will challenge, inspire and ultimately change a person's thoughts and beliefs over an emotional two-day journey of an event

Mentorship Program

This is an extraordinary opportunity for individuals to learn, connect, and succeed with the support and guidance of some of Atlanta's most professional and highly respected leaders in commercial real estate.

STAND ALONE SPONSORSHIPS

DIVERSITY SPONSOR

\$2,500

Conversations in the Community

One of the new Diversity initiatives introduced in 2022 is a program called “Conversations in the Community.” We recognize the importance of having focused discussions combining different perspectives – and that by encouraging smaller groups to explore sensitive topics, we can help bridge greater understanding that leads to a more connected community.

This isn't a lecture. It isn't a speech, or a forum – it's a dialogue. It's a way to create safe spaces to respectfully discuss challenging topics so that we can learn, engage, and support each other more. We'll bring together facilitators, community leaders, key stakeholders, and members of the ACBR to talk about a variety of subjects in areas located all around the City.

As a Diversity Sponsor you will receive:

- Company Logo & Name on all Diversity programs and events
- Company Logo & Name on all Emails, Social Media Posts and Promotions for all Diversity programs and events
- Company Logo & Name on Lobby Video Wall during Program
- Two invitations to all Diversity programs
- Ability to make recommendations on behalf of the Race Awareness Programs
- If scheduled, VIP Receptions for Diversity programs

2024 BATTLE OF THE BROKER BANDS BENEFITING CHARITIES (3)

ACBR

Camp Blue Skies (through 2024)

The mission of Camp Blue Skies Foundation is to offer camps to adults with developmental disabilities, enhancing their lives through recreation, socialization and life skills education. The number of services and support for persons with intellectual disabilities drops off dramatically after they reach the age of 21. A residential camp can offer these individuals opportunities for making new friends and experiencing new activities. Year after year they will have a special place to look forward to – where they can enjoy themselves and build their self-confidence.



Focused Community Strategies (through 2025)



FCS has been partnering with under-resourced Atlanta neighborhoods for forty years starting with Grant Park, and then Ormewood Park, Summerhill, and East Lake. For the past sixteen years we have had the privilege of coming alongside residents of Historic South Atlanta to create a flourishing community through mixed-income housing, economic development, neighborhood engagement, and training and consulting. Since its founding in 1978, FCS has established a national reputation as a multi-faceted community development organization that creates healthy, sustainable, and restorative communities.

2024 BATTLE OF THE BROKER BANDS BENEFITING CHARITIES (3)

ACBR

Helping Mamas (through 2025)

Combining her passion for motherhood and social work, Jamie Lackey founded Helping Mamas out of her garage. Collecting baby supplies from friends and family members and then distributing them to social workers serving women and children. By 2018, Helping Mamas had grown into a 9,000 square foot building where we operate today. Serving nearly 60,000 children a year and distributing 2 million essential items to the community.



2024 BROKERFEST BENEFITING CHARITIES

ACBR



SCOTT SELIG SCHOLARSHIP FUND

The Scott Selig Scholarship Fund was established in 2018 to honor a long time ACBR member, and a past BrokerFest Chairman, who passed away from lung cancer in October of 2017. Scott was an advocate and a highly prized volunteer for Camp Twin Lakes which supports children with cancer or developmental disabilities and provides year-round, fully accessible, and intentionally designed camp programs. After spending every other day of the year adapting to the world around them, for one week, this camp adapts to them.

Scott was very passionate about serving out the mission of Camp Twin Lakes and the services they provide to many children in need. Scott's tremendous legacy still remains consistently bright, and that's why the Atlanta Commercial Board of REALTORS® wanted to honor his impact and legacy by creating the Scott Selig Scholarship Fund at Camp Twin Lakes.

With the support of our sponsors and individual contributions, the Scott Selig Scholarship Fund will help to cover 100% of the camper's cost, who are recipients of the scholarship fund, no matter what challenges they face and allow them to turn challenges into triumphs.

ATLANTA REALTORS® EDUCATIONAL FOUNDATION

ACBR

The Atlanta REALTORS® Educational Foundation was established in 1986 as a 501c (3) organization. The Foundation was established in order to further education within the industry and for the solicitation, acceptance and use of contributions and grants of public and private funds to accomplish this objective. In order to serve this objective, Capitus Real Estate Learning Center (formerly known as GIRE), originally purchased in late 1979, was moved to this new corporation.

Capitus is one of the largest distributors of educational courses in the state of Georgia. These courses are offered through resident and independent study formats and they also offer scholarships which can be applied towards designation courses such as CCIM and SIOR.

As a supportive alliance of the ACBR, Capitus provides exceptional programming exclusively geared toward the commercial real estate practitioner and also offers superior classes and instructors necessary to fulfill continuing education. By investing in the Atlanta REALTORS Educational Fund, you are helping our many ACBR members have full access to online, classroom and virtual courses.

ATLANTA COMMERCIAL
BOARD OF REALTORS®

REACH OUT TO US!

Contact Us

2024 SPONSORSHIP CHAIR

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2024 SPONSORSHIP VICE CHAIR

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SEE WHAT WE'VE BEEN UP TO LATELY!

www.atlcbbr.com

2,500+ Members

4 Signature Events a Year

10 Education Seminars a Year

4 Free CE Classes a Year

Unlimited Opportunities for Networking