



# COMMUNITY PARTNER PROGRAM

2024



# ARA COMMUNITY PARTNER PROGRAM

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Elevate your brand's impact and reach by joining the exclusive 2024 corporate partnership program with the Atlanta REALTORS® Association. Immerse yourself in a dynamic community of REALTOR® members, unlocking unparalleled exposure and engagement opportunities. Your continued support propels our mission to “Promote, Protect, and Defend!” to new heights, shaping the future of real estate together.

**PROMOTING** professionalism and standards in the industry

**PROTECTING** our members' ability to transact business


**DEFENDING** private property rights

# COMMUNITY PARTNER LEVELS & BENEFITS

<b>DIAMOND</b> <b>\$25,000</b>	Year-round recognition on the ARA website as a Diamond Partner.	Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2023 - September 30, 2024) a \$1,600 value.	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).
<b>PLATINUM</b> <b>\$15,000</b>	Year-round recognition on the ARA website as a Platinum Partner.	Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2023 - September 30, 2024) a \$1,600 value.	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).
<b>GOLD</b> <b>\$10,000</b>	Year-round recognition on the ARA website as a Gold Partner.	Two (2) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2023 - September 30, 2024) a \$800 value.	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).
<b>SILVER</b> <b>\$5,000</b>	Year-round recognition on the ARA website as a Silver Partner.	One (1) Individual Affiliate Membership to the Atlanta REALTORS® Association (October 1, 2023 - September 30, 2024) a \$400 value.	
<b>EMERALD</b> <b>\$3,000</b>	Year-round recognition on the ARA website as a Emerald Partner.	One (1) Individual Affiliate Membership to the Atlanta REALTORS® Association (October 1, 2023 - September 30, 2024) a \$400 value.	
<b>BRONZE</b> <b>\$1,500</b>	Year-round recognition on the ARA website as a Bronze Partner.		

2024 VIRTUAL PROGRAMING

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Receive “Official Community Partner of the Atlanta REALTORS® Association” digital graphic to use for promotional purposes during the year in which they are a Community Partner.	✓	✓	✓	✓	✓	✓
Logo displayed in an “Announcement of NEW 2024 Community Partner” email and/or social media graphic.	✓	✓	✓	✓	✓	✓
Opportunity to have a webinar, class, social media post, or video that has been produced by your company promoted/posted to the full ARA membership - up to once a month - on social media (Facebook and Instagram) with a paid boost (\$120/post value).	✓	✓	✓	✓		
Receive verbal recognition during all virtual events (including Facebook Live, videos, virtual panel discussions, and classes).	✓	✓	✓			
Recognition as a Partner of Capitus Real Estate Learning Center with logo displayed on the Capitus website.	✓	✓				
Opportunity for your company representative to speak for up to one minute at the start of an ARA Board of Directors meeting during a “Community Partner Moment”. (Limited to 1 Diamond Partner per meeting, per year.)	✓					
Logo displayed on ARA’s most frequently visited webpages including the Home page, Membership and New Member Orientation pages.	✓					



**In addition to these benefits, ARA  
Community Partners also receive different  
levels of recognition at the following events:**



## EVENT RECOGNITION OPPORTUNITIES

# SHOWCASE 2.0

August 2024

Estimated Audience: ~1,000

The 2023 Showcase featured an afternoon of dynamic speakers, followed by a member appreciation reception, at the fabulous Coca-Cola Roxy at The Battery.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary Admission Tickets
- Table in the lobby space
- Hyperlinked Logo on website and email announcements to ARA membership and to FMLS membership
- Signage at event
- Logo projected on screens and printed on table signage
- Speaking opportunities





# SHOWCASE 2.0



	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Event tickets	✔ 10 Tickets	✔ 6 Tickets	✔ 4 Tickets	✔ 4 Tickets	✔ 4 Tickets	✔ 2 Tickets
Table in lobby space	✔ 8' Table	✔ 6' Table	✔ 6' Table	✔ 6' Table		
Logo or name on post-event email	✔	✔	✔	✔		
Hyperlinked logo on website and emails	✔	✔				
Signage at event	✔					
Logo projected on screens	✔					
Logo printed on table signage	✔					
Speaking Opportunity	✔					



# EDUCATIONAL CLASSES

**Code of Ethics** (Four Per Year)

**Continuing Education Classes** (Six Per Year)

**Annual RE Outlook**

**Other Non-CE Seminars** (Six Per Year)

Depending on your partnership level, benefits and recognition opportunities can include:

- Speaking opportunities to attendees
- Hyperlinked logo on website and email invitations
- Verbal recognition at the session
- Standing banner in classrooms
- Opportunities to provide literature and branded materials for attendees
- Complimentary admission tickets





# EDUCATIONAL CLASSES

Including Code of Ethics, CE Classes, Annual RE Outlook, and other non-CE Seminars/Webinars

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
2 Tickets to the RE Outlook	✓	✓	✓	✓		
Verbal recognition at the session	✓	✓	✓	✓		
Opportunity to provide literature and branded giveaways to class	✓	✓	✓			
Hyperlinked logo on website	✓	✓	✓			
Logo on email invitations	✓	✓				
Speaking opportunities	✓					
Standing banner in classroom	✓					



## EVENT RECOGNITION OPPORTUNITIES

# NEW MEMBER ORIENTATIONS

APPROXIMATELY 9–10 PER YEAR

New member orientations are held for new members of the Atlanta REALTORS® Association.

Depending on your partnership level, benefits and recognition opportunities can include:

- Opportunities to have a table in the lobby during each in-person orientation class
- Speaking opportunities
- Opportunities to provide literature and branded materials
- Opportunities to place a standing banner in classroom
- Verbal recognition from the podium
- Logo displayed on presentation and post-event email to attendees
- Recognition on class registration page
- Hyperlinked logo on website





# NEW MEMBER ORIENTATIONS

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Branded table in lobby during in-person class	✓	✓	✓	✓	✓	✓
Logo on post-event email to attendees	✓	✓	✓	✓	✓	✓
Opportunity to provide literature and branded giveaways to class	✓	✓	✓	✓	✓	✓
Verbal recognition from the podium	✓	✓				
Logo on presentation	✓	✓				
Hyperlinked logo on website	✓	✓				
Speaking opportunities	✓					
Recognition on class registration page	✓					
Standing banner in classroom	✓					



## EVENT RECOGNITION OPPORTUNITIES

# TOP PRODUCERS

March 2024

Estimated Audience: ~2,500

The Top Producers Gala is a black tie-optional event held annually to honor our top producing REALTORS®.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets
- Hyperlinked logo on website and event emails
- Company name listed in the printed program distributed at the gala
- Sign recognition at the gala
- Verbal recognition from the podium





# TOP PRODUCERS EVENT

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Hyperlinked logo on event emails	✓	✓	✓			
Event tickets	✓ 4 Tickets	✓ 2 Tickets				
Hyperlinked logo on website	✓	✓				
Company name listed in event program	✓	✓				
Recognition on signage at event	✓	✓				
Verbal recognition from the podium	✓	✓				



## EVENT RECOGNITION OPPORTUNITIES

# SPRING FUNDRAISER

April 2024

Estimated Audience: ~350

The Atlanta REALTORS® Association premier fundraising event of the year! ARA Members, our Community Partners and special guests rally together to raise over \$25K for a designated charity.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets
- Hyperlinked logo on website, event emails, and Facebook fundraising event announcements
- Logo displayed on signage at event
- Opportunities to provide branded giveaway items or marketing materials at the event
- Verbal recognition from the podium





# SPRING FUNDRAISING EVENT

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Event tickets	✔ 12 Tickets	✔ 10 Tickets	✔ 8 Tickets	✔ 4 Tickets	✔ 2 Tickets	✔ 2 Tickets
Hyperlinked logo on website	✔	✔	✔	✔	✔	✔
Hyperlinked logo on event emails	✔	✔	✔	✔	✔	✔
Recognition on signage at event	✔	✔	✔	✔	✔	✔
Verbal recognition from the podium	✔	✔	✔	✔	✔	✔
Opportunity to provide literature and branded giveaways	✔	✔	✔	✔	✔	
Hyperlinked logo on Facebook fundraising website	✔	✔	✔	✔	✔	✔



## EVENT RECOGNITION OPPORTUNITIES

# ANNUAL BUSINESS MEETING

December 2024

Estimated Audience: ~350

The Annual Business Meeting is the Association's highly anticipated, annual event for recognizing members who have dedicated their time and energy throughout the year and for installing the Officers and Directors who will lead the organization in the upcoming year.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets
- Verbal recognition at event
- Hyperlinked logo on website and email invitations
- Recognition on all event marketing pieces including program, presentation and signage





# ANNUAL BUSINESS MEETING

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Hyperlinked logo on website	✓	✓	✓	✓	✓	✓
Hyperlinked logo or company name in post-event emails	✓	✓	✓	✓	✓	✓
Event tickets	✓ 4 Tickets	✓ 2 Tickets				
Verbal recognition from the podium	✓	✓				
Hyperlinked logo on event emails	✓	✓				
Recognition in event marketing pieces	✓	✓				



## EVENT RECOGNITION OPPORTUNITIES

# CHILI COOK OFF

October 2024

Estimated Audience: ~350

The annual Chili Cook-off, benefiting the REALTORS® Political Advocacy Fund, has grown to be a fan favorite. Attendees vote for their favorite chili while enjoying complimentary drinks, dancing, and a silent auction.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets
- Team registration with priority booth location
- Hyperlinked logo on website and email announcements
- Logo displayed on signage and banners at the event





# CHILI COOK OFF

	DIAMOND	PLATINUM	HABANERO \$1,000 (limited to 7)	HOT \$500 (Limited to 6)	MILD \$300 (Limited to 12)
Event tickets	✔ 8 Tickets	✔ 6 Tickets	✔ 6 Tickets	✔ 4 Tickets	✔ 2 Tickets
Team registration with premium booth location	✔ Premium Plaza placement	✔ Premium Driveway placement	✔ Premium Plaza placement	✔ Premium Driveway placement	✔ Driveway placement
Hyperlinked logo on website	✔	✔	✔	✔	
Name or logo on event banner	✔ Logo	✔ Company Name	✔ Logo	✔ Company Name	✔ Company Name
Hyperlinked logo on event emails	✔		✔		
Social media recognition	✔		✔		



## EVENT RECOGNITION OPPORTUNITIES

# YPN EVENTS

**Estimated Audience: ~40**

The Young Professionals Network of the Atlanta REALTORS® Association was established to provide networking and educational opportunities to Association Members under the age of forty (40). YPN plans numerous events throughout the year including lunch-n-learns, educational seminars, and networking happy hours.

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets
- Hyperlinked logo on website and email announcements
- Logo displayed on signage and banners at the event
- Opportunities to provide branded giveaway items or marketing materials at events
- YPN roster access
- Recognition and opportunities to post on YPN Facebook group





# YOUNG PROFESSIONALS NETWORK (YPN) EVENTS

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Event tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 1 Ticket	
Hyperlinked logo on YPN website	✔	✔	✔	✔	✔	
Logo on event signage	✔	✔	✔	✔	✔	
Opportunity to provide branded giveaway items or marketing materials at events	✔	✔	✔	✔		
Hyperlinked logo on all YPN emails	✔	✔	✔			
Access to YPN roster	✔					
Recognition on YPN Facebook group	✔					
Permission to post on the YPN Facebook group	✔					
Hyperlinked logo on post-event emails to ARA membership	✔					



# COMMUNITY SERVICE PROJECT

The Atlanta REALTORS® Association supports multiple local charities through fundraising and volunteerism. Not only do they raise much needed funds, volunteers take time to do arts and crafts with the very special little patients at CHOA on a monthly basis.

Depending on your partnership level, benefits and recognition opportunities can include:

- Logo displayed on signage at Community Service Project site
- Hyperlinked logo on Community Service Project website
- Hyperlinked logo on post-event email to ARA members





EVENT RECOGNITION OPPORTUNITIES

# COMMUNITY SERVICE PROJECT

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	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Logo on signage at project site	✓	✓	✓	✓	✓	✓
Hyperlinked logo on Community Service Project website	✓	✓	✓	✓	✓	✓
Hyperlinked logo on post-event email to ARA membership	✓	✓	✓	✓	✓	✓



## EVENT RECOGNITION OPPORTUNITIES

# DIVERSITY PROGRAMS

**ARA's Diversity & Inclusion Advisory Council coordinates activities to increase diversity within the membership, leadership and real estate profession and provides opportunities throughout the Association that initiate, foster and ensure inclusion.**

Depending on your partnership level, benefits and recognition opportunities can include:

- Complimentary admission tickets to each event, both live and virtual
- Hyperlinked logo on ARA Diversity webpage and email announcements
- Logo displayed on signage at each diversity event





DIVERSITY PROGRAMS (Live or Virtual Events)

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Hyperlinked logo on ARA diveristy webpage	✓	✓	✓	✓	✓	✓
Hyperlinked logo on event emails	✓	✓	✓	✓	✓	✓
Hyperlinked logo on post-event emails	✓	✓	✓	✓	✓	✓
Logo on signage at events	✓	✓	✓			
Event tickets	✓ 2 Tickets	✓ 2 Tickets	✓ 1 Tickets			
Opportunity to provide giveaways or marketing materials at events	✓	✓	✓			



# PAYMENT PLAN OPTIONS FOR DIAMOND, PLATINUM, AND GOLD-LEVEL PARTNERS:

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**Community Partners at the top three levels may pay in up to three installments.** The 1st payment is due upon commitment; the 2nd payment is due on February 1st; and the 3rd payment is due on April 1st.

**Recognition of all Partners begins as soon as the first payment is received, beginning January 1, 2024.**

**Thank you for your support to Atlanta REALTORS® Association** in furthering our commitment to Promote, Protect & Defend property rights since 1910.





**We make it easy for our partners.**

**CLICK TO ENROLL**