



2021

ARA COMMUNITY PARTNER PROGRAM

[ATLANTAREALTORS.COM/PARTNER](https://atlantarealtors.com/partner)

The Atlanta REALTORS® Association is pleased to invite you to participate in the 2021 corporate partnership program designed to provide increased exposure and interactivity with thousands of REALTOR® members. Because of your ongoing support, we are able to further our mission and goals to “Promote, Protect and Defend!”

Promoting professionalism and standards in the industry

Protecting our members’ ability to transact business

Defending private property rights

Each year, our educational, networking and fundraising events grow and this translates to more opportunities to recognize our Community Partners.

\$25,000 DIAMOND PARTNER BENEFITS

- Year-round recognition on the ARA website as a Diamond Partner
- Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2020 - September 30, 2021) - a \$1,600 value
- ARA member roster in mailing label or PDF format, upon request (excludes phone #'s & email addresses)
- Recognition at the following events: (kindly RSVP with attendees' names prior to each event)

1. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- Recognition on all Showcase marketing materials which includes:
 - Emails distributed to ARA general membership
 - Emails distributed to FMLS membership
- Logo on the ARA Showcase website with hyperlink
- Two (2) 10x10 premium placement booths with star recognition on signage (\$1,800 value) - 2,500-3,000 attendees
- Signage outside entrance to theatre
- Recognition on entrance archway to Showcase
- Ten (10) complimentary admission vendor badges (\$100 value)
- Sponsor ribbons at Showcase for all company attendees
- Keynote Speaker Recognition:
 - Recognition from podium prior to Keynote Speaker
 - Logo projected on two (2) theatre screens prior to Keynote session
- Theatre Recognition:
 - Two minutes speaking opportunity prior to an educational session (limited to 1 Diamond Partner per session)
 - Logo projected on two (2) theatre screens prior to each session
- Attendee Trade Show Bag:
 - Logo on attendee Trade Show bags
- Cafe:
 - Logo on Café signage
 - Tent card provided on all cafe tables with logo
- Grand Prize Ticket Bin:
 - Logo on drop box at the entrance way to Showcase floor

2. Educational Classes

- Code of Ethics (four per year):
 - Logo on www.atlantarealtors.com/ethics with hyperlink
 - Logo on email invitation distributed to Association membership
 - Verbal recognition at the session, approx. 180 in attendance
 - Two minutes to promote your firm to attendees (limited to 1 Diamond Partner per class)
 - Opportunity to display standing banner in classroom recognizing company name (provided by sponsor and limited to 1 per class).
 - Opportunity to provide literature and branded handout/ giveaway item to class

- Continuing Education Classes (six per year):
 - Logo on the ARA Education website page with hyperlink
 - Logo recognition on email invitation distributed to Association membership
 - Verbal recognition at the class, approx. 180 in attendance
 - Two-minute speaking opportunity to promote your company to attendees (limited to 1 Diamond Partner per class)
 - Opportunity to display standing banner in classroom recognizing company name (provided by sponsor and limited to 1 per class).
 - Opportunity to provide literature and branded handout/ giveaway item to class
- Annual RE Economic Summit in February and other Non-CE Seminars (approximately six per year):
 - Logo recognition on email invitation distributed to Association membership
 - Verbal recognition at the session
 - Two-minute speaking opportunity from podium (limited to 1 Diamond Partner per event)
 - Opportunity to provide branded giveaway items, marketing materials and/or literature
 - Two (2) complimentary admission tickets to the RE Economic Summit

3. New Member Orientations (approximately 9-10 per year)

- Logo on www.atlantarealtors.com/orientation
- Recognition on class registration page
- Verbal recognition from the podium, approx. 150 in attendance
- Logo recognition in visual presentation
- Logo recognition on post event thank-you to attendees
- Logo recognition provided on table stanchions sign
- Two minutes to promote your firm to attendees (limited to 1 Diamond Partner per class)
- Opportunity to display standing banner in classroom recognizing company name (provided by sponsor and limited to 1 per class).
- Opportunity to provide literature and branded handout/ giveaway item to class

4. Top Producers Gala in March

- Logo with hyperlink on the Association webpage
- Logo recognition with hyperlink on event emails
- Company name listed within the Top Producers program distributed at the Gala
- Sign recognition at the Top Producers Gala
- Verbal recognition from the podium, approx. 1,200 attendees
- Two (2) complimentary admission tickets (\$300 value)

5. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Logo recognition on Fundraising event emails to ARA membership
- Logo recognition on ARA Facebook Fundraising event announcements
- Logo recognition on signage at the Fundraising event
- Opportunity to provide branded giveaway items or marketing materials at the event
- Recognition from podium by President and/or Chairman, approx. 350 attendees
- Twelve (12) complimentary tickets (\$780 value) Sponsor admission tickets do not include entry into Cash Prize Drawing
- Sponsor ribbons at Fundraising event for all company attendees

6. Annual Business Meeting in December

- Verbal Recognition at event by the President, approximately 350 attendees
- Logo recognition in an email invitation to the Association membership
- Logo recognition on website with hyperlink.
- Four (4) complimentary admission tickets (\$180 value)
- Recognition in all event marketing pieces:
 - Logo in program
 - Logo in PowerPoint presentation
 - Logo on signage

7. Chili Cook Off (funds go toward PAF) in November

- Includes a team registration with priority booth location
- Ability to address attendees for 90 seconds, approx. 300 attendees
- Logo recognition on email distribution with hyperlink
- Logo recognition on sign/banner at event
- Logo recognition on Chili Cook Off web page with hyperlink
- Listed as Major Investor (\$2,500 level) on RPAC webpage and receives recognition by GAR at Legislative Conference.
- Eight (8) complimentary admission tickets (\$160 value)

8. YPN Events

- Logo recognition on all YPN emails with hyperlink
- Logo recognition on YPN webpage with a hyperlink
- Logo recognition on signage at each YPN event, approximately 40 attendees
- Two (2) complimentary admission tickets to each YPN event

- Opportunity to provide branded giveaway items at each event
- YPN roster in mailing label or PDF format, upon request (excludes phone #'s & email addresses)
- Recognition on the YPN Facebook Group
- Permission to post a video or text, on series & benefits, on the YPN Facebook group
- Logo recognition with hyperlink on post-event email to ARA membership

9. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site

2021 New Added Benefits

Diamond Level Benefit for 2021 Virtual Programming

- To allow Diamond level Community Partners to use "Official Community Partner of the Atlanta REALTORS® Association" for promotional purposes during the year in which they are a Diamond Level Partner.
- To receive logo recognition on the ARA most frequently visited webpages, including the Home page, Membership and New Member Orientation pages.
- To be recognized as a Partner of Capitus Real Estate Learning Center with logo recognition on the Capitus website.
- To receive social media boosts on Facebook and Instagram for \$120/post
- To speak at the Board of Directors meetings with a "Community Partner Moment" and allow a company representative to speak for up to one minute at the start of each meeting.
- To receive verbal recognition during all virtual events (including Facebook Live, videos, virtual panel discussions, and classes).
- To promote/post to the full ARA membership, once a week, a webinar, class, social media post or video that the company has produced on social media.
- To receive logo recognition in an "Announcement of NEW 2021 Community Partner" i.e. email, social media graphic.

PROPOSED PAYMENT PLAN FOR DIAMOND, PLATINUM & GOLD-LEVEL PARTNERS:

Community Partners at the top three levels may pay 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, 2021.

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

NOTE: The partners of the Southeast Residential Real Estate Trade Show have industry exclusivity as it relates to the Community Partner Program and Benefits.

\$15,000 PLATINUM PARTNER BENEFITS

- Year-round recognition on the ARA website as a Platinum Partner
 - Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2020 - September 30, 2021) - a \$1,600 value
 - ARA member roster in mailing label or PDF format, upon request (excludes phone #'s & email addresses)
 - Recognition at the following events: (kindly RSVP with attendees' names prior to each event)
-

1. Educational Classes

- Code of Ethics (four per year):
 - Logo on www.atlantarealtors.com/ethics with hyperlink
 - Logo on email invitation distributed to Association membership
 - Verbal recognition at the session, approx. 180 in attendance
 - Opportunity to provide branded giveaway items to class
- Continuing Education Classes (six per year):
 - Logo on ARA Education website page with hyperlink
 - Logo on email invitation distributed to Association membership
 - Verbal recognition at the class, approx. 180 in attendance
 - Opportunity to provide branded giveaway items to class
- Annual RE Economic Summit and other Non-CE Seminars (approximately six per year):
 - Logo recognition on email invitation distributed to Association membership
 - Verbal recognition at the session
 - Opportunity to provide branded giveaways at event
 - Two (2) complimentary admission tickets to the RE Economic Summit

2. New Member Orientations (approximately 9-10 per year)

- Logo on www.atlantarealtors.com/orientation
- Verbal recognition at the session, approx. 150 in attendance
- Logo recognition in visual presentation
- Logo recognition on post event thank-you to attendees
- Logo recognition provided on table stanchions sign
- Opportunity to provide branded giveaway items to class

3. Top Producers Gala in March

- Logo with hyperlink on the Association webpage
- Logo recognition with hyperlink on event emails
- Company name listed in the Top Producers program distributed at the Gala
- Sign recognition at the Top Producers Gala
- Verbal recognition from the podium, approx. 1,200 attendees
- Two (2) complimentary admission tickets (\$300 value)

4. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Logo recognition with hyperlink on event emails
- Logo recognition on signage at the Fundraising event
- Opportunity to provide branded giveaways at the event
- Verbal recognition from podium by President and/or Chairman, approx. 350 attendees
- Ten (10) complimentary tickets Sponsor admission tickets do not include entry into Cash Prize Drawing (\$650 value)
- Sponsor ribbons at Fundraising event for all company attendees

5. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- Two (2) standard booths at the SE Residential Showcase Trade Show at the Cobb Galleria Centre in August (\$1,500 value) with star recognition on signage 2,500-3,000 attendees
- Logo recognition with hyperlink on post-event email to ARA membership

6. Chili Cook Off (funds go toward PAF) in November

- Includes a team registration with a premium driveway location
- Name recognition on banner at event
- Logo recognition on Chili Cook Off webpage with hyperlink
- Six (6) complimentary admission tickets
- Listed as Major Investor (\$1,000 level) on RPAC webpage and receives recognition by GAR at Legislative Conference.

7. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site
- Logo recognition on ARA Community Service Project website
- Logo recognition with hyperlink on post-event email to ARA membership

8. Annual Business Meeting in December

- Verbal Recognition at event by the President, approximately 350 attendees
- Logo recognition with hyperlink in an email invitation to the Association membership
- Logo recognition on website with hyperlink
- Two (2) complimentary admission tickets (\$90 value)
- Recognition in all event marketing pieces:
 - Logo in program
 - Logo in PowerPoint presentation
 - Logo on signage

9. YPN Events

- Logo recognition on all YPN emails with hyperlink
- Logo recognition on YPN webpage with a hyperlink
- Logo recognition on signage at each YPN event, approximately 40 attendees
- Two (2) complimentary admission tickets to each YPN event
- Opportunity to provide branded giveaway items at each event

2021 New Added Benefits

Additional Platinum Level Benefits for 2021 Virtual Programming

- To allow Platinum level Community Partners to use “Official Community Partner of the Atlanta REALTORS® Association” for promotional purposes during the year in which they are a Diamond Level Partner.
- To be recognized as a Partner of Capitus Real Estate Learning Center with logo recognition on the Capitus website.
- To receive a social media boost on Facebook and Instagram for \$120/post.
- To receive verbal recognition for Platinum level Community Partners during all virtual events (including Facebook Live, videos, virtual panel discussions, and classes).
- To promote/post to the full ARA membership, once every two weeks, a webinar, class, social media post or video that the company has produced.
- To receive logo recognition in an “Announcement of NEW 2021 Community Partner” i.e. email, social media graphic.

PROPOSED PAYMENT PLAN FOR DIAMOND, PLATINUM & GOLD-LEVEL PARTNERS:

Community Partners at the top three levels may pay 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, 2021.

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

NOTE: The partners of the Southeast Residential Real Estate Trade Show have industry exclusivity as it relates to the Community Partner Program and Benefits.

\$10,000 GOLD PARTNER BENEFITS

- Year-round recognition on the ARA website as a Gold Partner
- Two (2) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2020 - September 30, 2021) - a \$800 value
- ARA member roster in mailing label or PDF format, upon request (excludes phone #'s & email addresses)
- Recognition at the following events: (kindly RSVP with attendees' names prior to each event)

1. Educational Classes

- **Code of Ethics (four per year):**
 - Logo on www.atlantarealtors.com/ethics with hyperlink
 - Verbal recognition at the session, approx. 180 in attendance
- **Continuing Education Classes (six per year):**
 - Logo on ARA Education website page with hyperlink
 - Verbal recognition at the class, approx. 180 in attendance
 - Opportunity to provide branded giveaway items to class
- **Annual RE Economic Summit and other Non-CE Seminars (approximately six per year):**
 - Verbal recognition at the session
 - Two (2) complimentary admission tickets to the RE Economic Summit
 - Opportunity to provide branded giveaways at event

2. Top Producers Gala in March

- Logo recognition with hyperlink on event emails

3. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Logo recognition with hyperlink on event emails
- Logo recognition on signage at the Fundraising event
- Opportunity to provide branded giveaways at the event
- Verbal recognition from podium by President and/or Chairman, approx. 350 attendees
- Eight (8) complimentary tickets. Sponsor admission tickets do not include entry into Cash Prize Drawing (\$520 value)
- Sponsor ribbons at Fundraising event for all company attendees

4. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- Logo recognition with hyperlink on post-event email to ARA membership
- One (1) standard booth at the SE Residential Showcase Trade Show at the Cobb Galleria Centre in August (\$750 value) with star recognition on signage 2,500-3,000 attendees

5. YPN Events

- Logo recognition on all YPN emails with hyperlink
- Logo recognition on YPN webpage with a hyperlink
- Logo recognition on signage at each YPN event, approximately 40 attendees
- Two (2) complimentary admission tickets to each YPN event
- Opportunity to provide branded giveaway items at each event

6. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site
- Logo recognition on ARA Community Service Project website
- Logo recognition with hyperlink on post-event email to ARA membership

7. Annual Business Meeting in December

- Logo recognition on website with hyperlink
- Logo recognition with hyperlink on post-event email to ARA membership

2021 New Added Benefits

Gold Level Benefit for 2021 Virtual Programming

- To allow Gold level Community Partners to use "Official Community Partner of the Atlanta REALTORS® Association" for promotional purposes during the year in which they are a Gold Level Partner.
- To receive a social media boost on Facebook and Instagram for \$120/post
- To receive verbal recognition for Gold level Community Partners during all virtual events (including Facebook Live, videos, virtual panel discussions, Town Hall, and classes).
- To promote/post to the full ARA membership, once every two weeks, a webinar, class, social media post or video that the company has produced.
- To receive logo recognition in an "Announcement of NEW 2021 Community Partner" i.e. email, social media graphic.

PROPOSED PAYMENT PLAN FOR DIAMOND, PLATINUM & GOLD-LEVEL PARTNERS:

Community Partners at the top three levels may pay 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, 2021.

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\$5,000 SILVER PARTNER BENEFITS

- Year-round recognition on the ARA website as a Silver Partner
 - One (1) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2020 - September 30, 2021) - a \$400 value
 - Recognition at the following events: (kindly RSVP with attendees' names prior to each event)
-

1. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Company name recognition with hyperlink on event emails
- Logo recognition on signage at the Fundraising event
- Opportunity to provide branded giveaways at the event
- Verbal recognition from podium by President and/or Chairman, approx. 350 attendees
- Four (4) complimentary tickets. Sponsor admission tickets do not include entry into Cash Prize Drawing (\$260 value)
- Sponsor ribbons at Fundraising event for all company attendees

2. Annual RE Economic Summit and other Non-CE Seminars (approximately six per year):

- Verbal recognition at each session
- Two (2) complimentary admission tickets RE Economic Summit

3. YPN Events

- Logo recognition on YPN webpage with a hyperlink
- Logo recognition on signage at each YPN event, approximately 40 attendees
- Two (2) complimentary admission tickets to each YPN event
- Opportunity to provide branded giveaway items at each event

4. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site
- Logo recognition on ARA Community Service Project website
- Logo recognition with hyperlink on post-event email to ARA membership

5. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- One (1) standard booth at the SE Residential Showcase Trade Show at the Cobb Galleria Centre in August (\$750 value) with star recognition on signage 2,500-3,000 attendees
- Company name recognition with hyperlink on post-event email to ARA membership

6. Annual Business Meeting in December

- Logo recognition on website with hyperlink
- Company name recognition with hyperlink on post-event email to ARA membership

2021 New Added Benefits

Silver Level Benefit for 2021 Virtual Programming

- To receive a social media boost on Facebook and Instagram for \$120/post
- To allow Silver level Community Partners to use "Official Community Partner of the Atlanta REALTORS® Association" for promotional purposes during the year in which they are a Diamond Level Partner.
- To receive logo recognition in an "Announcement of NEW 2021 Community Partner" i.e. email, social media graphic.

Timeline:

Recognition of all Partners begins as soon as the first payment is received, beginning January 1, 2021.

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\$3,000 EMERALD PARTNER BENEFITS

- Year-round recognition on the ARA website as an Emerald Partner
 - One (1) Individual Affiliate Memberships to the Atlanta REALTORS® Association (October 1, 2020 - September 30, 2021) - a \$400 value
 - Recognition at the following events: (kindly RSVP with attendees' names prior to each event)
-

1. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Company name recognition with hyperlink on event emails
- Company name recognition on signage at the Fundraising event
- Opportunity to provide branded giveaways at the event
- Verbal recognition from podium by President and/or Chairman, approx. 350 attendees
- Two (2) complimentary admission tickets - do not include entry into Cash Prize Drawing (\$130 value)
- Sponsor ribbons at Fundraising event for all company attendees

2. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- Company name recognition with hyperlink on post-event email to ARA membership
- Eight (8) Complementary admission tickets (\$80 value)

3. Annual Business Meeting in December

- Logo recognition on website with hyperlink
- Company name recognition with hyperlink on post-event email to ARA membership

4. YPN Events

- Logo recognition on YPN event webpage with a hyperlink
- Company name recognition on signage at each YPN event
- One (1) complimentary admission ticket to each YPN event

5. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site
- Logo recognition on ARA Community Service Project website
- Logo recognition with hyperlink on post-event email to ARA membership

2021 New Added Benefits

Silver Level Benefit for 2021 Virtual Programming

- To allow Emerald level Community Partners to use "Official Community Partner of the Atlanta REALTORS® Association" for promotional purposes during the year in which they are an Emerald Level Partner.
- To receive logo recognition in an "Announcement of NEW 2021 Community Partner" i.e. email, social media graphic.

Timeline:

Recognition of all Partners begins as soon as the first payment is received, beginning January 1, 2021.

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

\$1,500 BRONZE PARTNER BENEFITS

- Year-round recognition on the ARA website as a Bronze Partner
 - Recognition at the following events: (kindly RSVP with attendees' names prior to each event)
-

1. Spring Fundraiser in April

- Logo recognition on the ARA Fundraising event website with hyperlink
- Company name recognition with hyperlink on event emails
- Company name recognition on signage at the Fundraising event
- Verbal recognition from podium by President and/or Chairman, approx. 350 attendees
- Two (2) complimentary admission tickets - do not include entry into Cash Prize Drawing (\$130 value)
- Sponsor ribbons at Fundraising event for all company attendees

2. SE Residential Showcase Trade Show at the Cobb Galleria Centre in August

- Company name recognition with hyperlink on post-event email to ARA membership
- Four (4) Complementary admission tickets (\$40 value)

3. Annual Business Meeting in December

- Logo recognition on website with hyperlink
- Company name recognition with hyperlink on post-event email to ARA membership

4. 2021 Community Service Project

- Logo recognition on signage at Community Service Project site
- Logo recognition on ARA Community Service Project website
- Logo recognition with hyperlink on post-event email to ARA membership

Timeline:

Recognition of all Partners begins as soon as the first payment is received, beginning January 1, 2021.

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ANNUAL CHILI COOK-OFF TEAM OPPORTUNITIES

Whether you want to EAT or COMPETE, this event is for you! Don't miss ARA's premiere Fall networking and culinary extravaganza, The Chili Cook-off. This is your opportunity to enjoy great food, an open bar with beer and wine and entertainment. Teams will compete for Best Chili, Best Booth and The People's Choice awards.

Habanero • \$900 (limited to 7)

- Includes 6 tickets to event
- Includes a team registration with Premium Plaza placement
- Recognition in emails distributed to membership
- Recognition on social media
- Receives logo on email distribution with hyperlink
- Receives name on Chili Cook-off webpage
- Listed as Major Investor on RPAC webpage
- Receives recognition by GAR at Legislative Conference

HOT • \$500 (limited to 6)

- Includes 4 tickets to event
- Includes a team registration with premium driveway placement
- Receives name on email distribution
- Receives name on Chili Cook-off webpage
- Listed as Major Investor on RPAC webpage

Mild - \$150 (Limited to 12)

- Includes two (2) tickets to event.
- Includes a team registration with driveway placement
- Listed as Major Investor on RPAC webpage



2021

ARA COMMUNITY PARTNER PROGRAM

Click to enroll at:

atlantarealtors.com/partner-enrollment

We make it easy for our partners.