



2026 COMMUNITY PARTNER PROGRAM



ARA COMMUNITY PARTNER PROGRAM

STAND OUT. GET CONNECTED. MAKE AN IMPACT.

Join the 2026 ARA Community Partner Program and align your brand with one of the most dynamic and influential REALTOR® associations in the country. With over 13,000 engaged members, the Atlanta REALTORS® Association (ARA) offers you direct access to one of the nation's most vibrant real estate markets—an opportunity few organizations can match.

As a Community Partner, you don't just get exposure—you get intentional visibility, meaningful connections, and priority access to the professionals driving the region's real estate success. From high-impact speaking opportunities and exclusive networking events to digital promotions that boost your reach, this is your gateway to lasting influence in the industry.

ARA's Community Partner Program is uniquely designed to foster mutually beneficial relationships, grow your business, and deepen your community presence.

This is more than a sponsorship—it's a seat at the table.

Support the mission. Elevate your brand. Lead the conversation.

PROMOTING professionalism and standards in the industry

PROTECTING our members' ability to transact business

DEFENDING private property rights

Don't miss your chance to be part of something bigger in 2026.



COMMUNITY PARTNER LEVELS & BENEFITS

DIAMOND (\$25,000)	Year-round recognition on the ARA website as a Diamond Partner.	Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association. (October 1, 2025 - September 30, 2026) a \$1,808 value.	Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).	Names and Email addresses of registrants for specific events available upon request, with attendee notification at registration.
PLATINUM (\$15,000)	Year-round recognition on the ARA website as a Platinum Partner.	Four (4) Individual Affiliate Memberships to the Atlanta REALTORS® Association. (October 1, 2025 - September 30, 2026) a \$1,808 value.	Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).	
GOLD (\$10,000)	Year-round recognition on the ARA website as a Gold Partner.	Two (2) Individual Affiliate Memberships to the Atlanta REALTORS® Association. (October 1, 2025 - September 30, 2026) a \$904 value.	Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations	ARA member roster in mailing label or PDF format, upon request (excludes phone numbers & email addresses).	
SILVER (\$5,000)	Year-round recognition on the ARA website as a Silver Partner.	One (1) Individual Affiliate Membership to the Atlanta REALTORS® Association. (October 1, 2025 - September 30, 2026) a \$452 value.	Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations		
EMERALD (\$3,000)	Year-round recognition on the ARA website as an Emerald Partner.	One (1) Individual Affiliate Membership to the Atlanta REALTORS® Association. (October 1, 2025 - September 30, 2026) a \$452 value.	Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations		
BRONZE (\$1,500)	Year-round recognition on the ARA website as a Bronze Partner.		Have a table for promotional purposes at specific events.	Option to participate in LIVE Prize Drawings following in-person Orientations		

2026 VIRTUAL PROGRAMING

	DIAMOND	PLATINUM	GOLD	SILVER	EMERALD	BRONZE
Receive an official “Community Partner of the Atlanta REALTORS® Association” digital badge for use in your marketing and promotional materials throughout the partnership year.	✓	✓	✓	✓	✓	✓
Logo displayed in an “Announcement of NEW 2026 Community Partner” email and/or social media graphic.	✓	✓	✓	✓	✓	✓
Opportunity to have one company-produced webinar, class, social media post, or video promoted to the full ARA membership each month via Facebook and Instagram - includes a paid boost valued at \$120 per post.	✓	✓	✓	✓		
Receive verbal recognition during all virtual events (including Facebook Live, videos, virtual panel discussions, and classes).	✓	✓	✓			
Recognition as a Partner of Atlanta REALTORS® School of Real Estate with logo displayed on the school’s website.	✓	✓				
Exclusive opportunity for a company representative to deliver a two-minute ‘Community Partner Moment’ at the start of one ARA Board of Directors meeting per year. (Limited to one 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.	✓					


NEW BENEFITS

NEW FOR 2026! EVEN MORE VISIBILITY, VALUE & CONNECTION

Here's what's launching in 2026 to supercharge your experience as an ARA Community Partner:

1. **All-New Partner Promo Flyer** – Features your hyperlinked logo + a brief business description, shared widely throughout the year.
2. **Exclusive Vendor Directory** – A shared Partner contact list to fuel networking and referrals with other Partners.
3. **Partner GroupMe Access** – Instant connection via a private GroupMe chat for real-time collaboration and cross-promotion.
4. **QR Code, Big Impact** – A scannable QR code linking to your logo and website — shared at events, online, and more.
5. **Event Recap Highlights** – Get post-event reports + photos of you in action to boost your brand's visibility and engagement.

Your Success Is Our Mission.
LET'S GROW TOGETHER IN 2026!

An aerial photograph of a city skyline at sunset. The sky is filled with large, dramatic clouds illuminated by the low sun, creating a warm orange and yellow glow. Several tall skyscrapers are visible, including a prominent one with a blue glass facade on the left. In the foreground, there's a multi-level highway interchange with cars, green trees, and a modern building with a large digital screen displaying a colorful abstract pattern. A semi-transparent blue rectangle with a yellow horizontal line is overlaid in the center, containing white text.

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

EVENT RECOGNITION OPPORTUNITIES

SHOWCASE

August 2026

Estimated Attendance: 1,000+

SHOWCASE is one of ARA's largest and most exciting annual events, featuring powerful keynote speakers, networking, and a high-energy member appreciation luncheon — all set at the iconic Coca-Cola Roxy at The Battery.

Depending on your partnership level, benefits may include:

- Complimentary admission tickets
- Exhibitor table in the venue lobby
- Logo placement (with hyperlink) in email invitations sent to ARA and FMLS members
- Prominent logo display on event signage, table displays, and projection screens
- Verbal recognition and speaking opportunities
- Option to contribute branded prize giveaways



SHOWCASE

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 10 Tickets	✔ 6 Tickets	✔ 4 Tickets	✔ 4 Tickets	✔ 4 Tickets	✔ 2 Tickets
Display Table	✔ 8' Table	✔ 6' Table	✔ 6' Table	✔ 6' Table		
Logo or name on post-event email	✔	✔	✔	✔		
Hyperlinked logo on webpage and emails	✔	✔				
Signage at event	✔					
Logo projected on screens	✔					
Logo printed on table signage	✔					
Speaking Opportunity	✔					
Names and Email addresses of registrants available upon request, with attendee notification at registration	✔					

EDUCATIONAL CLASSES

Code of Ethics (Four Per Year)

Continuing Education Classes (Six Per Year)

Other Non-CE Seminars (Six Per Year)

Depending on your partnership level, opportunities may include:

- Speaking opportunities to address attendees
- Hyperlinked logo on webpage and email invitations
- Verbal recognition at the session
- Standing banner in classroom
- Opportunities to provide literature and branded materials for attendees

ANNUAL RE OUTLOOK

Depending on your partnership level, opportunities may include:

- Speaking opportunities to address attendees
- Hyperlinked logo on webpage and email invitations
- Verbal recognition at the session
- Opportunities to provide literature and branded materials for attendees
- Complimentary admission tickets
- Have a table for promotional purposes at the Annual RE Outlook, if space is available.
- Names and Email addresses of registrants available upon request, with attendee notification at registration
- Ability to donate prizes (Optional)

EDUCATIONAL CLASSES

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

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
2 Tickets to the Annual RE Outlook	✓	✓	✓	✓		
Have a table for promotional purposes at the Annual RE Outlook, if space is available.	✓	✓	✓	✓	✓	✓
Verbal recognition at the session	✓	✓	✓	✓		
Opportunity to provide literature and branded giveaways to class	✓	✓	✓			
Hyperlinked logo on webpage	✓	✓	✓			
Logo on email invitations	✓	✓				
Speaking opportunities	✓					
Standing banner in classroom	✓					
Names and Email addresses of registrants available upon request, with attendee notification at registration	✓					

NEW MEMBER ORIENTATIONS

Approximately 9–10 in-person sessions per year

Be among the first to connect with Atlanta's newest REALTORS® by participating in our in-person New Member Orientation events. These high-energy sessions offer premium visibility for your brand and meaningful touchpoints with up to 150 attendees per class. Showcase your services where first impressions matter most!

Depending on your partnership level, opportunities may include:

- Table display in the lobby at each in-person session
- Two-minute speaking opportunity
- Distribution of branded materials and literature
- Logo featured on presentation slides and post-event attendee emails



NEW LIVE PRIZE DRAWINGS

ALL Community Partners now have the option to participate in LIVE prize drawings at the conclusion of each Orientation session.

Benefit Details:

- Participating Partners may speak for up to 30 seconds to introduce themselves/their company and announce their prize winner live
- Attendees must be present to win, encouraging them to stay through the end
- Participation in prize drawings is optional and available to all interested Partners

This is a great opportunity to create a memorable interaction and leave a lasting impression on new members!

NEW MEMBER ORIENTATIONS

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Branded table in lobby during in-person class	✓	✓	✓	✓	✓	✓
Live Prize Drawing Following Orientation	✓	✓	✓	✓	✓	✓
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 webpage	✓	✓				
Names and Email addresses of registrants available upon request, with attendee notification at registration	✓					
Speaking opportunities	✓					
Recognition on class registration page	✓					

TOP PRODUCERS GALA

March 2026

Estimated Attendance: 1,500+

Celebrate excellence in real estate at one of ARA's most glamorous events of the year! The Top Producers Gala honors our highest-achieving REALTORS® in an elegant, black-tie optional evening filled with recognition, networking, and celebration.

Depending on your partnership level, benefits may include:

- Complimentary admission tickets
- Hyperlinked logo on the ARA website and event email promotions
- Company name listed in the printed event program
- Logo featured on signage throughout the venue
- Verbal acknowledgment from the podium

Be seen by the best in the business — and celebrate with the top performers shaping Atlanta real estate!



TOP PRODUCERS EVENT

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 4 Tickets	✔ 2 Tickets				
Hyperlinked logo on event emails	✔	✔	✔			
Hyperlinked logo on webpage	✔	✔				
Company name listed in event program	✔	✔				
Recognition on signage at event	✔	✔				
Verbal recognition from the podium	✔	✔				
Names and Email addresses of registrants available upon request, with attendee notification at registration	✔					

SPRING FUNDRAISER SOCIAL EVENT

April 2026

Estimated Attendance: 350+

Your company will be recognized during ARA's signature fundraising event of the year. This high-profile social gathering unites REALTORS®, industry leaders, and special guests to raise over \$25,000 for a designated local charity. Benefit from brand exposure, networking opportunities, and meaningful community impact — all in one powerful evening.

Depending on your partnership level, benefits may include:

- Complimentary admission tickets
- Hyperlinked logo featured on the ARA webpage, event emails, and official Facebook fundraising announcements
- Prominent logo placement on event signage
- Opportunity to provide branded giveaways or marketing materials on-site
- Verbal acknowledgment during the event program

These benefits are designed to amplify your visibility and showcase your company's support of ARA's mission.



SPRING FUNDRAISER SOCIAL EVENT

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 12 Tickets	✔ 10 Tickets	✔ 8 Tickets	✔ 4 Tickets	✔ 2 Tickets	✔ 2 Tickets
Hyperlinked logo on webpage	✔	✔	✔	✔	✔	✔
Hyperlinked logo on event emails	✔	✔	✔	✔	✔	✔
Recognition on signage at event	✔	✔	✔	✔	✔	✔
Verbal recognition from the podium	✔	✔	✔	✔	✔	✔
Hyperlinked logo on Facebook fundraising website	✔	✔	✔	✔	✔	✔
Opportunity to provide literature and branded giveaways	✔	✔	✔	✔	✔	
Names and Email addresses of registrants available upon request, with attendee notification at registration	✔					

ANNUAL BUSINESS MEETING

December 2026

Estimated Attendance: 350+

The Annual Business Meeting is a hallmark event that honors outstanding member contributions and officially installs the incoming Officers and Directors. As a Community Partner, this is a premier opportunity to align your brand with leadership, excellence, and recognition within the Atlanta real estate community.

Depending on your partnership level, benefits may include:

- Complimentary event admission
- Verbal recognition during the program
- Hyperlinked logo on the event webpage and email invitations
- Recognition on event materials including signage, printed programs, and digital presentations

Benefits vary by partnership level.



ANNUAL BUSINESS MEETING

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 4 Tickets	✔ 2 Tickets				
Hyperlinked logo on webpage	✔	✔	✔	✔	✔	✔
Hyperlinked logo or company name in post-event emails	✔	✔	✔	✔	✔	✔
Verbal recognition from the podium	✔	✔				
Hyperlinked logo on event emails	✔	✔				
Recognition in event marketing pieces	✔	✔				
Names and Email addresses of registrants available upon request, with attendee notification at registration	✔	✔				

YPN EVENTS

Estimated Audience: ~40

The Young Professionals Network (YPN) of the Atlanta REALTORS® Association empowers members under 40 through impactful networking and educational experiences. From lunch-and-learns to industry panels and lively happy hours, YPN events attract the rising stars of real estate.

Depending on your partnership level, benefits may include:

- Complimentary admission tickets
- Hyperlinked logo on the ARA website and email invitations
- Logo placement on event signage and banners
- Opportunities to provide branded giveaways or marketing materials
- Access to the YPN member roster
- Recognition and promotional opportunities within the YPN Facebook group
- Option to donate prizes for specific events

Showcase your brand to Atlanta's next generation of top-producing REALTORS® through these exclusive, high-impact engagements.



YOUNG PROFESSIONALS NETWORK (YPN) EVENTS

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 1 Ticket	
Ability to donate prizes (Optional)	✔	✔	✔	✔	✔	✔
Hyperlinked logo on YPN webpage	✔	✔	✔	✔	✔	
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 proudly gives back by supporting local charities through hands-on volunteer work and impactful fundraising. One of our signature service efforts includes monthly visits to Children's Healthcare of Atlanta (CHOA), where volunteers bring joy through arts, crafts, and connection with young patients.

Depending on your partnership level, benefits may include:

- Logo placement on signage at the community service site
- Hyperlinked logo featured on the ARA Community Service webpage
- Recognition in post-event email communications to ARA members
- Optional opportunity to donate prizes or supplies to support service activities

Show your company's heart for the community and align your brand with ARA's mission to serve beyond real estate.



COMMUNITY SERVICE *Committee*

EVENT RECOGNITION OPPORTUNITIES

COMMUNITY SERVICE PROJECT

The Atlanta REALTORS® Association is deeply committed to giving back through ongoing volunteerism and charitable support. From raising critical funds for local nonprofits to bringing smiles to young patients at CHOA with monthly arts and crafts visits, our members are dedicated to making a lasting impact beyond the real estate industry.

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Logo on signage at project site	✓	✓	✓	✓	✓	✓
Hyperlinked logo on Community Service Project webpage	✓	✓	✓	✓	✓	✓
Hyperlinked logo on post-event email to ARA membership	✓	✓	✓	✓	✓	✓
Ability to donate prizes (Optional)	✓	✓	✓	✓	✓	✓

DIVERSITY PROGRAMS

The Atlanta REALTORS® Association is proud to lead meaningful change through our Diversity & Inclusion Council, which champions increased representation, cultivates partnerships with multicultural real estate organizations, and addresses barriers to equity across the industry. Through intentional programming, education, and advocacy, we are building a more inclusive and innovative real estate community that mirrors the vibrant diversity of Metro Atlanta.

Depending on your partnership level, benefits may include:

- Complimentary admission to live and virtual Diversity events
- Hyperlinked logo featured on the ARA Diversity webpage and email promotions
- Logo displayed on event signage
- Opportunity to contribute branded prizes or giveaways (optional)



DIVERSITY PROGRAMS

The Atlanta REALTORS® Association is committed to fostering a culture of inclusion and equity within the real estate industry. Through our Diversity & Inclusion initiatives, we create space for meaningful conversations, celebrate the rich cultural makeup of our membership, and support pathways to leadership for underrepresented groups. By partnering with multicultural organizations and hosting impactful programs, we’re building a more connected, informed, and inclusive REALTOR® community that reflects the dynamic diversity of Metro Atlanta.

	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	EMERALD (\$3,000)	BRONZE (\$1,500)
Event Tickets	✔ 2 Tickets	✔ 2 Tickets	✔ 1 Ticket	✔ 1 Ticket	✔ 1 Ticket	✔ 1 Ticket
Ability to donate prizes for specific events (Optional)	✔	✔	✔	✔	✔	✔
Hyperlinked logo on ARA diversity webpage	✔	✔	✔	✔	✔	✔
Hyperlinked logo on event emails	✔	✔	✔	✔	✔	✔
Opportunity to provide giveaways or marketing materials at events	✔	✔	✔	✔	✔	✔
Logo on signage at events	✔	✔	✔			

EVENT RECOGNITION OPPORTUNITIES

CHILI COOK-OFF

October 2026

Estimated Attendance: ~150

A crowd favorite, the annual Chili Cook-Off brings ARA members and partners together for a fun-filled evening of food, drinks, dancing, and a silent auction — all in support of the REALTORS® Political Advocacy Fund. Guests vote for the best chili while connecting with industry peers in a lively, high-energy setting.

Depending on your partnership level, benefits may include:

- Complimentary admission tickets
- Priority booth location with team registration
- Hyperlinked logo on ARA website and email announcements
- Logo featured on event signage and banners



CHILI COOK-OFF

	COMMUNITY PARTNER BENEFITS		VENDOR BENEFITS		
	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
Name or logo on event banner	✔ Logo	✔ Company Name	✔ Logo	✔ Company Name	✔ Company Name
Hyperlinked logo on website	✔	✔	✔	✔	
Hyperlinked logo on event emails	✔		✔		
Social media recognition	✔		✔		

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

Community Partners at the top three levels may split their payment into up to **three installments**: the first is **due at the time of commitment**, the second on **February 1st**, and the third on **April 1st**.

Partner recognition **will begin January 1, 2026**, once the first payment has been received.

Thank you for supporting the Atlanta REALTORS® Association as we continue our mission to Promote, Protect, and Defend property rights — a commitment we've upheld since 1910.



We make it easy for our partners!

CLICK TO ENROLL