

2020 SPONSORSHIP PACKAGE



901 19th Ave S
Nashville, TN 37212
tnrealtors.com

Increase Your Impact with a Tennessee REALTORS® Annual Sponsorship!

Our sponsors benefit from a year-round presence and exclusive access to 28,000+ Tennessee REALTORS® statewide.

You want to get your company's name and products in front of a key real estate audience. We want to help you do that. The path to influence is through a new, year-round, comprehensive sponsorship package for your organization.

As a Tennessee REALTORS® sponsor, you will gain ongoing exposure to our 28,000 members in multiple settings, from one-on-one interactions at our Spring Conference and Fall Convention, to ongoing touches in our print and electronic media — The Digest e-newsletter, website, social media channels, videos — to event signage and marketing opportunities, and much more.

Becoming a sponsor will increase your company's visibility and reach your target audience — the REALTORS® throughout Tennessee with the buying power, personal and professional networks, and deep influence in their communities to spread your message and boost your bottom line.

We invite you to explore the chart on the following page and the other details in this kit to learn about sponsorship options and choose the one best suited to your organization. We're also happy to tailor a sponsorship to meet your specific marketing needs. Together, we will help you reach our members. Partner with us today!



2020 Meeting Sponsorship Opportunities

TENNESSEE LEADERSHIP ROADSHOW

January 21-23, April 6-8 & July 20-22, Local Associations throughout Tennessee
Our 10-member Executive Committee will meet with hundreds of Tennessee REALTORS® as they crisscross the state in this inaugural Leadership Roadshow.

ACADEMY OF REAL ESTATE DEVELOPMENT (A.R.E.A.)

February-October
A year-long program designed to equip and inspire leaders for service in Tennessee, with five sessions and a graduation celebration at our annual convention.

REALTOR® DAY ON THE HILL

February 5, Nashville
300+ Tennessee REALTORS® will gather to focus on advocacy as they meet with elected officials on Capitol Hill in Nashville.

TENNESSEE EXCEL SUMMIT (TNEX)

February 3-5, Hilton Nashville Downtown
500+ Tennessee REALTORS® will come together for two dynamic days of professional development, RPAC awards, and business meetings.

ASSOCIATION EXECUTIVES (AE) TRAINING

July 26-27
A multi-day gathering of staff leaders from 21 local associations throughout Tennessee.

TENNESSEE BROKER SUMMIT

June, Nashville
An annual event with 2,000+ Tennessee Managing/Principal Brokers invited to join us for a day of broker-specific insights.

FALL CONVENTION (REGION 4 CONFERENCE)

October 12-14, Savannah, GA
Several thousand REALTORS® from Tennessee, Kentucky, North Carolina and South Carolina will gather for a dynamic regional conference in Savannah.

TENNESSEE MAIN EVENT GALA

October 13, Savannah, GA
Up to 500 Tennessee REALTORS® will attend our annual celebration dinner featuring statewide awards and officer installations.

LEADERSHIP & ADVOCACY CONFERENCE

November 1-3, Nashville
200+ Tennessee REALTORS® and staff will meet for three days of training and inspiration.

Sponsor Levels & Benefits

| EXCLUSIVE ANNUAL SPONSORSHIP BENEFITS & PRIVILEGES | | | | |
|---|-------------------|----------------|-----------------|-----------------|
| ONLINE & SOCIAL MEDIA PROMOTIONS | SILVER | GOLD | PLATINUM | DIAMOND |
| Sponsor Spotlight in our online membership-wide publication <i>The Digest</i> and other email campaigns | | X | X | X |
| Sponsorship listing and website link on TN REALTORS® sponsor web page | COMPANY NAME ONLY | X | X | X |
| Exposure on TN REALTORS® social media outlets | X | X | X | X |
| Exposure on TN REALTORS® website with a web banner with company logo and website link | | | X | X |
| NAR REGION 4 2020 CONFERENCE | SILVER | GOLD | PLATINUM | DIAMOND |
| Sponsors will receive a complimentary Tier 3 booth <i>(Other booth options available on www.R4RC20.com)</i> | | X | X | X |
| 2020 MAIN EVENT GALA | SILVER | GOLD | PLATINUM | DIAMOND |
| Sponsor logo in Main Event program | COMPANY NAME ONLY | X | X | X |
| Complimentary table in the prefunction space during the Main Event cocktail reception, prior to dinner | | | X | X |
| Reserved seating at the TN REALTORS® Main Event during the Region 4 Conference in Savannah | | 2 | 4 | 6 |
| TNEX SUMMIT | SILVER | GOLD | PLATINUM | DIAMOND |
| Banner at TN REALTORS® TNEX Summit (provided by sponsor) | | | | X |
| Exclusive sponsorship of TN REALTORS® TNEX Summit (company logo promoted on screens) | | | | X |
| Sponsorship recognition and website link on TNEX Summit web page | COMPANY NAME ONLY | X | X | X |
| Sponsor logo shown on event apps over TNEX Summit | | | X | X |
| Complimentary table in main lobby at TNEX Summit | | | X | X |
| Sponsorship logo on TNEX Summit name badges | | | X | X |
| OTHER ANNUAL MEETINGS & EVENTS | SILVER | GOLD | PLATINUM | DIAMOND |
| Opportunity to display materials at major TN REALTORS® events (including: Local Association President & AE Leadership Training, Chair and Vice Chair Training, TREEF Committee, Advocacy Day, Broker Summit, Roadshow, and Day on the Hill) | | | | X |
| Sponsorship recognition on Annual Sponsor Banner displayed in the TN REALTORS® office and at events | COMPANY NAME ONLY | X | X | X |
| TOTAL | \$2,500 | \$5,000 | \$10,000 | \$15,000 |

**If these sponsorship levels do not meet your needs, please reach out to Frances Grote at frances.grote@tnrealtors.com*

Custom Sponsorships

| CUSTOM SPONSORSHIPS | | |
|---------------------------------|---|----------|
| ITEM | BENEFITS | PRICE |
| TNEX - Mobile App | Your company's logo and contact information will be featured on the sponsorship page of our mobile app. <i>(limit to 8 sponsors)</i> | \$750 |
| TNEX - Refreshment/Coffee Break | Sponsor an afternoon refreshment/coffee break. Your company can provide tabletop signage at the break and logo branded coffee cups. Sponsor is responsible for cost and production of coffee cups. <i>(limit to 2 sponsors)</i> | \$3,500 |
| Main Event - Reception Drinks | At the Main Event, your company will sponsor the reception drinks. Signage will be at each bar with your logo and can be accompanied by branded cocktail napkins if you would like. Sponsor is responsible for the cost and production of the cocktail napkins. Your company's logo will be displayed in the program and recognized during the presentation. <i>(limit to 1 sponsor)</i> | \$4,000 |
| Main Event - Dinner Wine | At the Main Event, your company will sponsor the wine served at dinner. Your company's logo will be displayed in the program and recognized during the presentation. <i>(limit to 1 sponsor)</i> | \$4,000 |
| Main Event - Decor | At the Main Event, your company will sponsor the decor. All decor will be picked by TN Realtors but your company will be displayed in the program and recognized during the presentation. <i>(limit to 1 sponsor)</i> | \$5,000 |
| Main Event - Entertainment | At the Main Event, your company will sponsor the entertainment. Your company's logo will be displayed in the program and recognized during the presentation. <i>(limit to 1 sponsor)</i> | \$10,000 |

2020 Tennessee REALTORS®

Sponsorship Agreement

Please submit this form to **France Grote** at frances.grote@tnrealtors.com
or fill out the form online at www.tnrealtors.com/sponsors

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Contact Person _____

Email _____ Date _____

SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in for 2020.

- | | |
|--|--|
| <input type="checkbox"/> Silver (\$2,500) | <input type="checkbox"/> TNEX - Mobile App (\$750) |
| <input type="checkbox"/> Gold (\$5,000) | <input type="checkbox"/> TNEX - Refreshment/Coffee Break (\$3,500) |
| <input type="checkbox"/> Platinum (\$10,000) | <input type="checkbox"/> Main Event - Reception Drinks (\$4,000) |
| <input type="checkbox"/> Diamond (\$15,000) | <input type="checkbox"/> Main Event - Dinner Wine (\$4,000) |
| | <input type="checkbox"/> Main Event - Decor (\$5,000) |
| | <input type="checkbox"/> Main Event - Entertainment (\$10,000) |

APPLICATION

Application for an annual sponsorship must be made by submitting this form to Tennessee REALTORS®, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is cancelled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

PAYMENT

Should your application be accepted, we will contact you regarding payment, which will be due on or before January 1, 2020. Applicants will not be entitled to sponsorship benefits until full payment has been received.

NATURE OF RELATIONSHIP

Acceptance by Tennessee REALTORS® of an application for an annual sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.