

2021 SPONSORSHIP PACKAGE



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

Increase Your Impact with a Tennessee REALTORS® Annual Sponsorship!

Our sponsors benefit from a year-round presence and exclusive access to 29,000+ 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 year-round, comprehensive sponsorship package for your organization.

As a Tennessee REALTORS® sponsor, you will gain ongoing exposure to our 29,000 members in multiple settings, from one-on-one interactions at our Tennessee Excel Summit (TNEX) 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!



2021 Meeting Sponsorship Opportunities

ACADEMY OF REAL ESTATE ADVANCEMENT (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.

TENNESSEE EXCEL SUMMIT (TNEX)

February 15-17, Hilton Nashville Downtown

400+ Tennessee REALTORS® will come together for two dynamic days of professional development, RPAC awards, and business meetings.

REALTOR® DAY ON THE HILL

February 17, Nashville

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

TENNESSEE LEADERSHIP ROADSHOW

Spring/Summer, Local Associations throughout Tennessee

Our 11-member Executive Committee will meet with hundreds of Tennessee REALTORS® as they crisscross the state in this inaugural Leadership Roadshow.

ASSOCIATION EXECUTIVES (AE) TRAINING

Summer, Tennessee REALTORS® Office

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

TENNESSEE BROKER SUMMIT

Summer, TBD

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

FALL CONVENTION

September 15-17, Chattanooga Convention Center

500+ Tennessee REALTORS® will attend our annual event featuring professional development, networking, statewide awards and officer installations.

TENNESSEE MAIN EVENT GALA

September 17, Chattanooga Convention Center

400+ Tennessee REALTORS® will attend our annual event featuring professional development, networking, statewide awards and officer installations.

LEADERSHIP & ADVOCACY CONFERENCE

Fall, TBD

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 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 via web banner with company logo and website link			X	X
FALL CONVENTION & TNEX	SILVER	GOLD	PLATINUM	DIAMOND
Banner at TN REALTORS® Fall Convention and Tennessee Excel Summit (TNEX) (provided by sponsor)				X
Exclusive sponsorship of TN REALTORS® Opening Session at Fall Convention and TNEX (company logo promoted on screens)				X
Sponsor logo in Fall Convention Main Event program	COMPANY NAME ONLY	X	X	X
Sponsorship recognition and website link on Fall Convention and TNEX web page	COMPANY NAME ONLY	X	X	X
Sponsor logo shown on event apps for Fall Convention and TNEX			X	X
Complimentary table in main lobby at Fall Convention and TNEX			X	X
Sponsorship logo on Fall Convention bag				X
Sponsorship logo on Fall Convention and TNEX name badges			X	X
Reserved seating at TN REALTORS® Inaugural Installation event, The Main Event at Fall Convention		2	4	6
OTHER ANNUAL MEETINGS & EVENTS	SILVER	GOLD	PLATINUM	DIAMOND
Opportunity to display materials at major TN REALTORS® events including: Leadership & Advocacy Conference (Local Presidents/AEs/Chair and Vice Chair training), TREEF Committee, Advocacy Day, Broker Summit, Leadership Roadshow, REALTOR® Day on the Hill, A.R.E.A. leadership academy, and more.				X
Sponsorship recognition on Annual Sponsor Banner displayed in 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
<p>TNEX - Mobile App</p>	<p>Your company's logo and contact information will be featured on the sponsorship page of our mobile app at the Tennessee Excel Summit (TNEX).</p> <p><i>(limit to 8 sponsors)</i></p>	<p>\$750</p>
<p>TNEX - Refreshment/Coffee Break</p>	<p>Sponsor an afternoon refreshment/coffee break at the Tennessee Excel Summit (TNEX). Your company can provide tabletop signage at the break and logo branded coffee cups. Sponsor is responsible for cost and production of coffee cups.</p> <p><i>(limit to 2 sponsors)</i></p>	<p>\$3,500</p>
<p>Fall Convention - Mobile App</p>	<p>Your company's logo and contact information will be featured on the sponsorship page of our mobile app at the Fall Convention</p> <p><i>(limit to 8 sponsors)</i></p>	<p>\$750</p>
<p>Fall Convention - Refreshment/Coffee Break</p>	<p>Sponsor an afternoon refreshment/coffee break at the Fall Convention. Your company can provide tabletop signage at the break and logo branded coffee cups. Sponsor is responsible for cost and production of coffee cups.</p> <p><i>(limit to 2 sponsors)</i></p>	<p>\$3,500</p>
<p>Main Event - Reception Drinks</p>	<p>At our Fall Convention's 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.</p> <p><i>(limit to 1 sponsor)</i></p>	<p>\$4,000</p>
<p>Main Event - Dinner Wine</p>	<p>At our Fall Convention's 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.</p> <p><i>(limit to 1 sponsor)</i></p>	<p>\$4,000</p>
<p>Main Event - Decor</p>	<p>At our Fall Convention's Main Event, your company will sponsor the decor. All decor will be picked by Tennessee REALTORS® but your company will be displayed in the program and recognized during the presentation.</p> <p><i>(limit to 3 sponsors)</i></p>	<p>\$5,000</p>
<p>Main Event - Entertainment</p>	<p>At our Fall Convention's Main Event, your company will sponsor the entertainment. Your company's logo will be displayed in the program and recognized during the presentation.</p> <p><i>(limit to 1 sponsor)</i></p>	<p>\$10,000</p>

2021 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 2021.

- | | |
|--|--|
| <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"/> Fall Convention - Mobile App (\$750) |
| <input type="checkbox"/> Diamond (\$15,000) | <input type="checkbox"/> Fall Convention- Refreshment/Coffee Break (\$3,500) |
| | <input type="checkbox"/> Main Event - Reception Drinks (\$4,000) |
| | <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) |
| | <input type="checkbox"/> Other: _____ |

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, 2021. 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.