

2024 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 36,000+ 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 36,000+ 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!



2024 Meeting Sponsorship Opportunities

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

February-September

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 19-20, Embassy Suites 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 21, Cordell Hull

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

ASSOCIATION EXECUTIVES (AE) TRAINING

Summer, TBD

A multi-day gathering of staff leaders from 20 local associations throughout Tennessee.

TNSIGHTS

August 14-15, Embassy Suites Nashville South Cool Springs

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

RPAC-A-THON

September 12, Nashville

Local associations throughout the state participate in an annual volunteer phone bank event which comprises of member-to-member outreach to educate them about RPAC, and asking directly for an investment in RPAC.

FALL CONVENTION

September 25-27, Point Clear, AL

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

TENNESSEE MAIN EVENT GALA

September 27, Point Clear, AL

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

LEADERSHIP & ADVOCACY CONFERENCE

October 23-25, 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	DIAMOND	PLATINUM	GOLD	SILVER
Sponsor Spotlight in online membership-wide publication The Digest and other email campaigns	✓	✓	✓	
Sponsorship listing and website link on TN REALTORS® sponsor web page	✓	✓	✓	COMPANY NAME ONLY
Exposure on TN REALTORS® social media outlets	✓	✓	✓	✓
Exposure on TN REALTORS® website via web banner with company logo and website link	✓	✓		
FALL CONVENTION & TNEX	DIAMOND	PLATINUM	GOLD	SILVER
Banner at TN REALTORS® Fall Convention and Tennessee Excel Summit (TNEX) (provided by sponsor)	✓			
Exclusive sponsorship of TN REALTORS® Opening Session at Fall Convention and TNEX (company logo promoted on screens)	✓			
Sponsor logo in Fall Convention Main Event program	✓	✓	✓	COMPANY NAME ONLY
Sponsorship recognition and website link on Fall Convention and TNEX web page	✓	✓	✓	COMPANY NAME ONLY
Sponsor logo shown on event apps for Fall Convention and TNEX	✓	✓		
Complimentary table in main lobby at Fall Convention and TNEX	✓	✓		
Sponsorship logo on Fall Convention bag	✓			
Sponsorship logo on Fall Convention and TNEX name badges	✓	✓		
Reserved seating at TN REALTORS® Inaugural Installation event, The Main Event at Fall Convention	6	4	2	
OTHER ANNUAL MEETINGS & EVENTS	DIAMOND	PLATINUM	GOLD	SILVER
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.	✓			
Sponsorship recognition on Annual Sponsor Banner displayed in TN REALTORS® office and at events	✓	✓	✓	COMPANY NAME ONLY
TOTAL	\$15,000	\$10,000	\$5,000	\$2,500

*If these sponsorship levels do not meet your needs, please reach out to **Kristen Mosley** at kristen.mosley@tnrealtors.com

Custom Sponsorships

CUSTOM SPONSORSHIPS

ITEM	BENEFITS	PRICE
TNEX - Mobile App	<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>(8 available)</i></p>	\$750
TNEX - Refreshment/Coffee Break	<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>(2 available)</i></p>	\$3,500
Fall Convention - Mobile App	<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>(8 available)</i></p>	\$750
Fall Convention - Refreshment/Coffee Break	<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>(2 available)</i></p>	\$3,500
Main Event - Reception Drinks	<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>(1 available)</i></p>	\$4,000
Main Event - Dinner Wine	<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>(1 available)</i></p>	\$4,000
Main Event - Decor	<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>(3 available)</i></p>	\$5,000
Main Event - Entertainment	<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>(1 available)</i></p>	\$10,000

2024 Tennessee REALTORS®

Sponsorship Agreement

Please submit this form to **Kristen Mosley** at kristen.mosley@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 2024.

- | | |
|--|--|
| <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 31, 2024. 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.