



Promotion of Non-ABoR Programs and Events

The Austin Board of REALTORS® (ABoR) has established the following policy for requests that entail programs and events produced by entities outside of ABoR. Adherence to this policy will maintain the relevancy and focus of ABoR objectives, which will ultimately benefit members and homeowners.

ABoR Policy for Evaluating Submissions for ABoR Print and Online Communications

Organizations are encouraged to submit articles for editorial consideration in ABoR print and/or digital publications. Proposed articles must correspond with at least one of the following objectives: 1) Promote value of Central Texas REALTORS® 2) Promote Central Texas real estate, or 3) Promote ABoR business solutions, and/or 4) Promote the professional development of ABoR members.

Content must meet the following criteria in order to be considered for publication:

Articles must be submitted electronically to marketing@abor.com a minimum of eight weeks in advance

Content must be submitted in article form and consist of 100-300 words

Articles may not feature products, services or programs that compete with ABoR offerings

Only content deemed beneficial to ABoR members will be considered. No article's inclusion shall be guaranteed. Publishing and editing of content is subject to editorial discretion.

ABoR offers additional communications opportunities to members using established social media platforms. Members are encouraged to automatically post discussions and announcements on the Abor.com Online Learning Communities at any time at: https://www.abor.com/ALC/abor_index.cfm?. Members of the real estate community may also wish to post a topic discussion or announcement on the Austin Board of REALTORS® LinkedIn group at http://www.linkedin.com/groups?gid=1778133&trk=hb_side_g.

Companies and individuals who wish to secure visibility in ABoR publications may refer to the advertising opportunities available at: http://www.abor.com/pdf/rate_card.pdf

ABoR Policy for Evaluating Partnership/Sponsorship Opportunities

Organizations seeking a commitment of ABoR staff and/or financial resources must submit a formally written request for consideration. Proposed arrangements must correspond with at least one of the following objectives: 1) Promote value of Central Texas REALTORS® 2) Promote Central Texas real estate, or 3) Promote ABoR business solutions, and/or 4) Promote the professional development of ABoR members.

Sponsorship opportunities must meet the following criteria in order to be considered:

Requests must clearly outline the program objective as well as the time and financial commitment being sought

Proposals requesting financial support must be submitted electronically to executivedept@abor.com by November 1 of each year to be evaluated for inclusion in the following year's budget

Proposals shall not be charitable in nature, as ABoR's charitable contributions are dedicated to the ABoR Foundation

Requests for support are not guaranteed. Designated ABoR staff will review and evaluate proposals. Upon review, recommendations will be presented to ABoR President & CEO.

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