

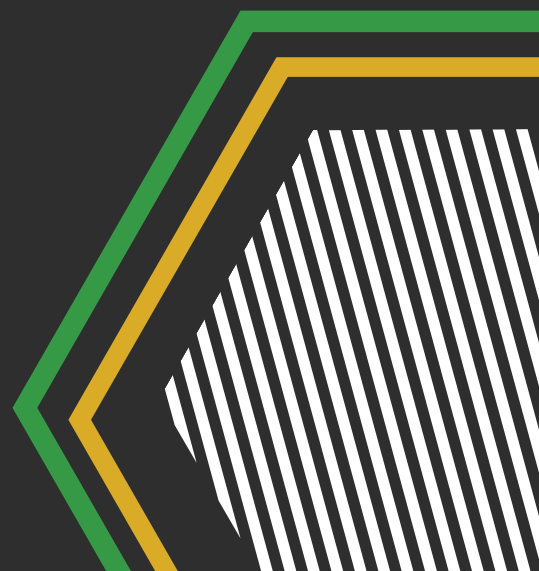
2024



AUSTINboard
of REALTORS®

AFFILIATE

SPONSORSHIP OPPORTUNITIES



DEAR FUTURE PARTNER,

At ABoR we know that success in the real estate industry is built on connections, community and strong relationships. My goal as the Director of Business and Professional Development is to create a partnership program that optimizes the opportunities for ABoR members to continually build their sphere of influence while providing premiere resources that enable them to be successful.



As an ABoR Sponsor and Affiliate Member, you are a vital component of our agents' success, and the partnership program is your roadmap to reaching them. It is designed to provide a multitude of opportunities and touchpoints that allow you to engage and connect with our 23,000 members across the Greater Austin Area.

For the coming year, we have vastly expanded the scope of sponsorship options, maximizing engagement opportunities and allowing you to custom-build a sponsor package that will best meet your company's goals and budget, whether big or small.

I invite you to join us as we chart a course through the ever-changing landscape of the Austin real estate industry in 2024.

Sincerely,

Danielle Archambault

Danielle Archambault
Director of Business and Professional Development
Austin Board of REALTORS®

OUR MISSION

Make agents successful on their own terms.

OUR VISION

To foster the most engaged and professional REALTORS® in the nation.

WHAT WE STAND FOR

ABoR is the engine of our agents' success. We deliver the knowledge, connections, and intelligence you need to succeed on your own terms.

WHO WE ARE

The Austin Board of REALTORS® is a trade association serving over 26,000 real estate professionals across 18 counties in Central Texas, one of the country's fastest-growing markets. For nearly a century, we've been championing homeowners' rights and giving local real estate professionals the tools, data, and network they need to thrive.

We have a history of not just welcoming change but embracing it boldly. From being the first local association to livestream our board meetings to cutting direct syndication to preserve data integrity, we're not afraid to make things happen. This new chapter of ABoR is a call for our members to speak up and engage like never before—and we're right there with them leading the charge.

TOTAL MEMBERS

26,200+

REALTORS®/APPRAISERS

16,300+

BROKERS

3,600+

AFFILIATES

950+

MLS ONLY

5,350+

CLASS ATTENDANCE

13,000+

CLASSES OFFERED

245

FACEBOOK FOLLOWERS

16,000+

INSTAGRAM FOLLOWERS

6,500+

LINKEDIN FOLLOWERS

3,900+

ABOR PLAYBOOK

17,500+

OFFICE LOCATIONS

3

LEVELS OF RECOGNITION

CATEGORY	SPEND
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$7,500
Supporter	\$3,000



All levels include 1 corporate membership, 5 individual memberships, logo on ABoR.com affiliate page, logo on ABoR event and class welcome slides, social media mention, and an exclusive New Member Orientation sponsorship.

It is our goal to provide a partnership program that recognizes our Affiliate Members who make significant investments in the real estate industry by sponsoring various ABoR events, programs, and content.

Each level enables you to put your company in front of key decision-makers, industry movers and shakers, and, most importantly, our community of more than 26,000 industry professionals.

Affiliate Partnerships are designed to give your company continuous promotional opportunities throughout the year.

Pick from the options to create a custom package that fits your budget or choose items a la carte.

Note: Sponsor opportunities are subject to change based on availability, association priorities, and education requirements.

SPONSORSHIP OPTIONS

ABOR ACADEMY | 5

In Person Class at ABoR
In Person Class at YOUR Location
On-Air Class
On Demand Class

SPONSORED CONTENT, BRANDING, & VISIBILITY | 6

Digital Spotlight at ABoR Headquarters
Event Feature on ABoR.com
REALTOR® Store
ABoR Playbook (Email Newsletter)
ABoR Website

NETWORKING, SOCIAL EVENTS, & LEADERSHIP | 7

Advocacy Event
Member Lounge
Texas REALTORS® Leadership Program (TRLP)

MARKET FORUMS | 8

ABoR Playbook (Email Newsletter)
ABoR Website

COMMITTMENT FORM | 12



Signature **EVENTS**

Annual Meeting
Housing Summit
Market Forum

pgs. 9-11

ABOR ACADEMY



**In-Person Class
at ABoR**
\$2,000
10 available

Exclusive quarterly selection of **ABoR Academy In-Person Classes at an ABoR office**. Sponsors have the opportunity to speak for 3-5 minutes and have a branded slide in the rotating class slide deck. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. ABoR to provide food and beverages. Includes an average of two classes per quarter. **Max of 3 company reps to speak.**



**In-Person Class
at Your Location**
\$1,000

Hosting an **ABoR Academy In-Person Class at YOUR location** is the perfect way to network and showcase your office. We'll handle class promotion, registration, booking the instructor, check-in, and CE credit. Includes the opportunity for you to speak to the class, pass out promotional items and give away prizes. Non-MLS course must be at least 3-4 hours. Sponsor responsible for providing food and/or beverages if applicable.
Based on Instructor & Staff Availability



\$1,000
20 Available

Priority selection of **ABoR Academy On-Air Classes**. Sponsors will be given the opportunity to speak to the class for 3-5 minutes and have your branded slide included in the rotating slide deck shown before class, during all breaks, and at lunch. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. Sponsors can sign up for multiple classes each quarter. Max of 3 company reps to speak.



**ABoR Academy
Class**
\$2,500
6 Available

The **ABoR Academy On-Demand Class** sponsorship puts your company in front of hundreds of students who stream these courses at their convenience. Sponsorship includes "brought to you by" introduction and branded slide as part of an On-Demand Course. Applicable for CE courses only.

SPONSORED CONTENT, BRANDING & VISIBILITY



Digital Spotlight

\$1,500

12 Available

The perfect way to feature your business to everyone who comes through ABoR's doors. We will include your custom-branded **slide on all TV screens at Headquarters** for a month.



Event Feature

\$1,000

Want to get your company in front of thousands of industry professionals? This sponsorship offers the **promotion of your event at ABoR.com**. Affiliate to provide logo, event description and registration link for the event you are hosting. We are not able to accommodate multi-day events.

Availability Based on ABoR Schedule of Events



REALTOR® Store

\$1,000

Unlimited

Bring your best swag or marketing collateral by our offices, and we will include it with all **REALTOR® Store** purchases at Headquarters for a month.



ABoR Playbook

\$1,500

12 Available

Reach 16,500+ inboxes at once! This sponsorship features your company banner in the **ABoR Playbook** monthly newsletter, a trusted resource for real estate professionals. Max one month.



ABoR Website

\$1,500

12 Available

Give your brand exclusive exposure on **the ABoR Member Portal** allowing you to meet our members where they are. Sponsor ad to be visible for one month max one per business/company).



NETWORKING, SOCIAL EVENTS, & LEADERSHIP



Advocacy Event
\$1,500
4 Available

ABoR is a tireless **advocate for REALTORS® and homeowners** that leverages our expertise, connections, and creativity to make change happen with regard to private property rights, strategic land use, and business issues and practices. Select the **Advocacy Kick-Off, ABoR City Hall Visits, or the Advocacy Appreciation Reception** and join the support of the advocacy team. Sponsor will receive recognition in event promotion and during event.



Member Lounge
\$1,000
12 Available

Our lounge/co-working space can double as your office for the day! Come by the office to visit with and get to know our members one-on-one in the **member-only lounge at HQ**. Sponsorship includes listing on event page, signage in lounge, branded coffee sleeves, and the opportunity to display materials, collateral, and snacks.



Texas REALTORS®
Leadership
Program
\$2,500
6 Available

TRLP offers participants an opportunity to meet other motivated leaders and to share an intensive learning experience that focuses on community issues and leadership skills. Sponsors of this program get to support the growth of **rising members in the real estate industry**. Showcase your company **during the retreat** with swag, speak exclusively at **one of the in-person module trainings** and celebrate at the **graduation ceremony**, which is held at the same time as 'Celebration of Leadership' with the Board of Directors and past presidents. For a total of 3 touch points.



All sponsorships include 2 tickets to event.

MARKET FORUMS

As the market experiences a rebalancing, our members need to be equipped with the latest information and strategies to assist buyers and sellers. This Market Shift Conversations series brings local experts and heavy hitters to offer advice on career resiliency, resetting seller expectations, and getting burned out buyers off the fence and back in the game.



Refreshment Sponsor

\$2,500

4 Exclusive

Be the first to welcome attendees as they arrive to this half-day seminar! Sponsorship includes a vendor table, signage near the refreshments & coffee, and logo on the pre-event 'sponsor thank you' slide.



Swag Sponsor

\$1,000

Unlimited

Promote brand recognition by providing company swag to all in-person attendees.



All sponsorships include 2 tickets to event.

CENTRAL TEXAS HOUSING SUMMIT

No issue is more central and critical to the future growth of our region than housing. Each year we convene experts from all facets of real estate to discuss the latest trends and challenges in residential home buying and selling, housing development, leasing and property management, and housing equity and affordability.

SOLD**Host Sponsor****\$3,500***Exclusive*

This sponsorship includes the opportunity for a 3-5-minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

SOLD**Refreshment Sponsor****\$2,500***Exclusive*

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

SOLD**Program Sponsor****\$2,500***Exclusive*

Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

Swag Sponsor**\$1,000***Unlimited*

Promote brand recognition by providing company swag go all in-person attendees!



All sponsorships include 2 tickets to event.

DIVERSITY SUMMIT

AVERAGE
ATTENDANCE*

425

*Combined in-person and
online attendance

As community builders, REALTORS® have a unique opportunity to champion diversity. This half-day diversity-centered event provides a space to walk agents through what's required to wholly understand the diverse clientele of the future.

Host Sponsor**\$3,500***Exclusive*

This sponsorship includes the opportunity for a 3-5 minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

Refreshment Sponsor**\$2,500***Exclusive*

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

SOLD**Program Sponsor****\$2,500***Exclusive*

Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

Swag Sponsor**\$1,000***Unlimited*

Promote brand recognition by providing company swag go all in-person attendees!



All sponsorships include 2 tickets to event.

Each year we bring together our members not only to conduct association business but to energize them with an exciting and highly anticipated motivational speaker.

SOLD**Host Sponsor****\$3,500***Exclusive*

This sponsorship includes the opportunity for a 3-5 minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

SOLD**Refreshment Sponsor****\$2,500***Exclusive*

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

SOLD**Program Sponsor****\$2,500***Exclusive*

Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

Swag Sponsor**\$1,000***Unlimited*

Promote brand recognition by providing company swag go all in-person attendees!



All sponsorships include 2 tickets to event.

2024 ABOR SPONSOR COMMITMENT FORM



SPONSOR INFORMATION

Company Name (EXACTLY as you wish to appear) _____

Contact Name (Recipient of all sponsor communications) _____

Billing Address _____

Email Address _____ Phone Number _____

PLEASE CHECK ALL THAT APPLY

ABoR Academy ~~SOLD~~ ☐ In Person @ ABoR - \$2,000 ☐ In Person @ Your Office - \$1,000
~~SOLD~~ ☐ On-Air - \$1,000 ☐ ABoR Academy On-Demand - \$2,500

Sponsored Content, Branding & Visibility ☐ Digital Spotlight - \$1,500 ☐ Event Feature - \$1,000 ☐ REALTOR® Store - \$1,000
☐ ABoR Playbook (Email Newsletter) - \$1,500 ☐ Website - \$1,500

Networking, Social Events, & Leadership ☐ Advocacy Event - \$1,500 ☐ Member Lounge - \$1,000
☐ Texas REALTORS® Leadership Program - \$2,500

Market Forums ☐ Refreshment Sponsor- \$2,500 ☐ Swag Sponsor - \$1,000

Central Texas Housing Summit ~~SOLD~~ ☐ Host Sponsor - \$3,500 ~~SOLD~~ ☐ Refreshment Sponsor- \$2,500
Signature EVENT ~~SOLD~~ ☐ Program Sponsor - \$2,500 ☐ Swag Sponsor - \$1,000

Diversity Summit ☐ Host Sponsor - \$3,500 ☐ Refreshment Sponsor- \$2,500
Signature EVENT ~~SOLD~~ ☐ Program Sponsor - \$2,500 ☐ Swag Sponsor - \$1,000

Annual Meeting ~~SOLD~~ ☐ Host Sponsor - \$3,500 ~~SOLD~~ ☐ Refreshment Sponsor- \$2,500
Signature EVENT ~~SOLD~~ ☐ Program Sponsor - \$2,500 ☐ Swag Sponsor - \$1,000

TOTAL OF SELECTIONS FOR 2024 \$ _____

Acknowledgement Information: I commit to the total listed above.

Name _____ Signature _____ Date _____

To officially secure sponsorship, please return the completed form to Mellisa McQuarrie at mmcquarrie@abor.com. Invoices can be paid online through the Member Portal.



AUSTINboard
of**REALTORS**®

AFFILIATE



