



2022 AAA Sponsorship Guidebook

Please take a look at what AAA has in store for 2022! As you plan and budget for your annual investment in AAA sponsorships, this guidebook provides comprehensive information for you to select events, seminars and programs to target and meet your marketing needs.

Disclaimer: AAA reserves the right to substitute any marketing opportunity for another of equal or great value based upon availability or for any potential unforeseen circumstances.

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Patron Sponsorships

Support AAA by upgrading your membership

AAA Patron Sponsorships are year-long upgraded memberships. Members have the opportunity to receive additional recognition by contributing at a higher level toward the goals and objectives of the Association. Prices include annual dues.



Sponsorship Opportunities:

Silver Patron: \$750 | Diamond Patron: \$425

- Company name is listed in the front of *Habitat* on the same page as the Board of Directors and other Patrons
- Company name is listed on the Patron page in the front of the Membership Directory
- A special Patron designation is placed everywhere the company name appears in the Membership Directory
- A special Silver Patron or Diamond Member logo is provided to the company to be used for advertising and promotional purposes
- Patron ribbons are provided to company representatives to wear during Association events

Gold Patron: \$1,500

- Gold Patrons receive the same benefits as Silver Patrons plus...
- One time per year, each Gold Patron is highlighted on $\frac{3}{4}$ page feature in the *Habitat*. Two Gold Patrons will be highlighted in each edition. The bottom $\frac{1}{4}$ of the page is a listing of all Gold Patron members with the featured Gold Patrons highlighted
- A special Gold Patron logo is provided to be used for advertising and promotional purposes

Platinum Patron: \$3,000

- Platinum Patrons receive the same benefits as the Silver and Gold Patrons plus...
- A special AAA Platinum Patron logo is provided to be used for advertising and promotional purposes
- Platinum Patrons are listed on a special banner displayed during the Reception hour of each AAA Dinner Meeting
- Company logo and website link will appear in a rotating sponsor banner on the homepage of the AAA website
- Exclusive lunch with the Board of Directors. Our Board of Directors includes 20 owner/manager senior executives from some of the largest operators in the market. One representative per company. Lunch Date TBD.

Dinner Meetings

AAA's Largest Meetings of the Year

March 23rd & July 28th 2022

Cobb Galleria

The quarterly dinner meetings are an opportunity for learning, networking and enjoying an evening of camaraderie with dinner and a guest speaker with attendance of 500+ expected.

Projected Attendance Price:

Individual: \$79-\$89

Sponsorship Opportunities:

March 23rd Sponsorship: \$5,000—SOLD OUT

July 28th Sponsorship: \$5,000—SOLD OUT

Sponsor benefits:

- Logo on Screen
- One seat at the Chair's Table
- Logo on all marketing info
- Opportunity to place handout at each seat
- First right of refusal to sponsor the following year

"The financial and physical resources we've offered for various social and educational events have helped to create a market presence that our company simply would not have had otherwise. I can't imagine a better return on investment than what AAA has provided Chadwell Supply over the past 6 years. AAA Rocks!"

July Pierce
Chadwell Supply



Membership Campaign

Annual AAA Membership Drive

January-April 2022

The Membership Campaign is the mission of the AAA Membership Committee which is made up of approximately 150+ volunteers from our OM and Associate members. They work to renew current members and recruit new members. The volunteers are divided into teams that compete against each other for cash prizes.

Sponsorship Opportunities:

Friends of Membership: \$500

- Company's logo included on Sponsorship Banner, training materials, campaign website, and committee E-newsletter
- Opportunity to provide and sponsor lunch at the Volunteer Training Session or at the Reporting Meetings



Star Sponsor: \$1,000

- Company's logo included on Sponsorship Banner, training materials, campaign website, and committee E-newsletter
- Opportunity to provide and sponsor gift cards give-a-ways during the Campaign Kick-off, Reporting Meetings, and Payday Party
- Spot for one company representative on the committee

Elite Sponsor: \$1,500

- All the benefits of the Star Sponsor plus...
- Recognition in the *Habitat* magazine
- Opportunity to provide promotional materials at each Reporting Meeting
- Opportunity to make announcements at one Reporting Meeting
- Additional company representatives on the committee (**total of two**)



Chairman's Sponsor: \$2,500

- All the benefits of the Star Sponsor and Elite Sponsor plus...
- Additional company representatives on the committee (**total of three**)
- Sit-down lunch meeting with an OM representative (by request only)

Maintenance Mania

Annual competition for our on-site Service Technicians

March 16, 2022

LakePoint Sporting Community

Maintenance Mania is a national program offered by NAA, with presenting sponsor HD Supply, in which Maintenance Technicians compete against each other in various skill-based games.



Sponsorship Opportunities:

Race Track Sponsor: **\$1,800** (Limit 2)

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- 6 tickets for company representatives to attend the event
- Race Track will be wrapped with a banner displaying company logos
- Company logo on signage & PowerPoint

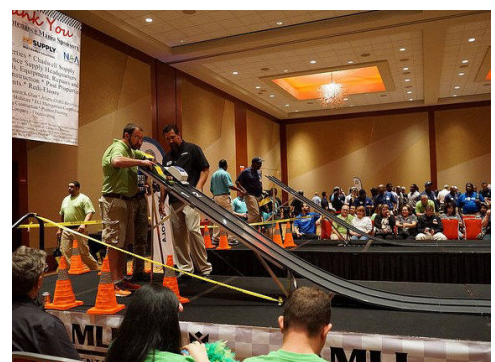


Tool Bag Sponsor: **\$1,500** (Limit 4)

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- 4 tickets for company representatives to attend the event
- 1/2" h x 1" w approx. Company Logo on the front of bag
- Company logo on signage & PowerPoint at the event

Hat Sponsor: **\$1,300** (Limit 3)

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- 4 tickets for company representatives to attend the event
- Company logo on one side of the Hat
- Company logo on the signage & PowerPoint at the event



Maintenance Mania (continued)

Bleacher Sponsor: \$1,100

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- 4 tickets for company representatives to attend the event
- Company logo on the signage & PowerPoint at the event
- Company logo on the signage for 1 of 4 sets of bleachers
- Company logo on seat cushions with the opportunity to distribute cushions in assigned bleacher set

Event Station Sponsor: \$750

- 6 company representatives must attend to run the sponsored event station
- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- Company name on signage at designated game/station location & PowerPoint
- Includes 7 regional level owner managers rotating between the event stations in 30 minute intervals!

Food Sponsor: \$700

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- 4 tickets for company representatives to attend the event
- Company logo on food vouchers & table tent cards
- Company logo on the signage & PowerPoint at the event

"I am always telling vendors that are new to our industry to get involved in the AAA! I let them know it's the best way to network and get to know other owner managers and vendors, and build their rapport."

Joanna Oswald
Senior Regional Property
Manager,
Greystar



Maintenance Mania (continued)

Awards Sponsor: \$600 (5 available)

- Listed as a Sponsor on all pre-event advertising
- Company logo on the front of the award
- 3 tickets for company representatives to attend the event
- Company name listed on the signage & PowerPoint at the event

Referee Shirt Sponsor: \$600

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- Company name on the back of referee shirts, which will be worn by 20+ Maintenance Mania Ambassadors
- Company name on signage & PowerPoint at the event
- 2 tickets for company representatives to attend the event

T-shirt Sponsor: \$500

- Listed as a Sponsor on all pre-event advertising
- Listed on the AAA website as a Sponsor
- Company name on the back of t-shirt
- Company name on signage
- 2 tickets for company representatives to attend the event



AAA Trade Show

AAA's Signature Event: One Day Only!

May 18, 2022
Cobb Galleria

The Atlanta Apartment Association trade show is the Southeast's largest show dedicated to the apartment industry and one of the largest in the country.



Sponsorship Opportunities:

You must be an Associate member to exhibit and Associate members must exhibit to attend.

Registration Sponsor: \$3,000 – SOLD OUT

- Name on sign at Attendee Registration
- Sponsor will provide lanyards with logo

Entrance Unit: \$2,000 – SOLD OUT

Board Luncheon: \$1,000 – SOLD OUT

- Sign located inside the Board meeting with sponsor logo

Opening Ceremony: \$2,500 – SOLD OUT

- Sponsor name on signage located at Trade Show Entrance
- Sponsor receives an appreciation award at Opening Ceremony
- Sponsor receives a free ad on exhibitor listing in online interactive trade show floor plan



Interactive Floor Plan Advertising:

- **\$350** to add your company logo to the online Interactive Trade Show floor plan plus 300 character description in your profile
- **\$125** to add logo to your booth on the Trade Show map as well as a 300 character description in your profile
- **\$50** to add logo to your booth on the online Trade Show map
- **\$560** to add logo to Trade Show map homepage, logo will pop up on booth, a 300 character description will be included with your profile & lead retrieval service will be available to your company (with device rental)

The Reverse Trade Show

AAA's Reverse Trade Show

July 28, 2022

Cobb Galleria

This time, the Owner Manager Members exhibit and the Associate (vendor) Members attend. The event is held prior to the July Dinner Meeting from 4:30 -6:00 at the Galleria Centre.

Sponsorship Opportunities:

Sponsorship: **\$1,000** (Limit 7)

- Name on sponsor banner in room
- 8 tickets to event
- First right of refusal for sponsorship the following year



Field Day

October 18, 2022—LakePoint Sporting Community

Field Day is a unique event that provides competitive fun along with networking opportunities. Teams will compete in a variety of challenges for the chance to win a team trophy and bragging rights.

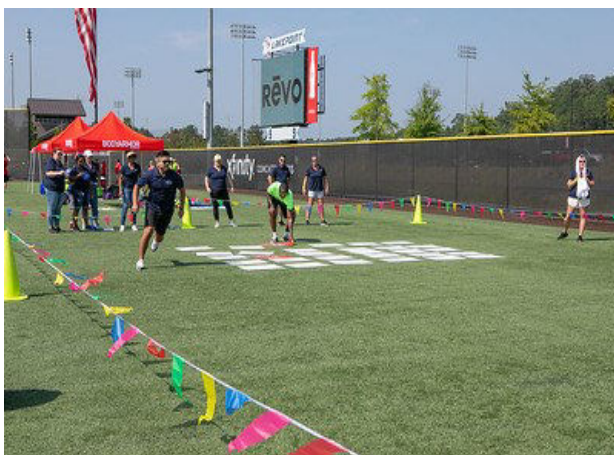


Sponsorship Opportunities:

Sponsorships will range from **\$500-\$5,000**—each offering different sponsorship and advertising benefits

Team Opportunities:

Teams of 10 * **\$1,200** per team * 2 spectator tickets included * lunch included * team members will receive sponsor SWAG items



Food-A-Thon Parade

This is a celebration of the culmination and success of the contributions being delivered parade-style to the Atlanta Community Food Bank.

November 4, 2022

Atlanta Community Food Bank

The Food-A-Thon is an annual food drive coordinated by the Atlanta Apartment Association and its membership and is the community service project of AAA. All food items collected are donated to the Atlanta Community Food Bank to help thousands of people who are in need. Each year, the Food-A-Thon is the single most significant contribution made to a charitable organization by the Atlanta Apartment Association.

Sponsorship Opportunities:

Sponsorship: \$3,000 (Limit 2)

Other sponsorships: \$1,500 (Limit 4)

- Logo on marketing info
- Recognition by DJ at event
- Recognition on banner at event



Gold Star Education Program

Sponsorship Opportunities:

Featured Sponsor: **\$3,000-\$5,000**

Sponsor benefits:

- Annual sponsorship, pop up banner in classroom & off-site event for **ALL** education offerings, (excluding AMO and Trade Show Seminar) average of 60 classes per year (\$5,000 Large Logo | \$3000 Small Logo)
- Logo on education marketing & listed on event details page of website
- List of attendees after each event
- In person or virtual opportunities, over the course of a year, to welcome attendees and introduce your company and services, up to 10 minutes (***\$,3000** level 1 opportunity | **\$5,000** 3 opportunities)
- Featured sponsor listing in the Online Buyers Guide Sponsor listing on 4 Social Media post (**\$3,000** 2 post)



Premier Seminars, Trade Show Seminar or Diversity Panel

Sponsorship Opportunities:

Featured Sponsor: *\$1,000-\$1,500*

Sponsor benefits:

- Up to 5-minute introduction, logo on marketing, promotion item or giveaway
- Logo on rolling PowerPoint Pre/post session, networking
- List of attendees
- 2-4 free seats for company representatives to attend session for networking opportunities



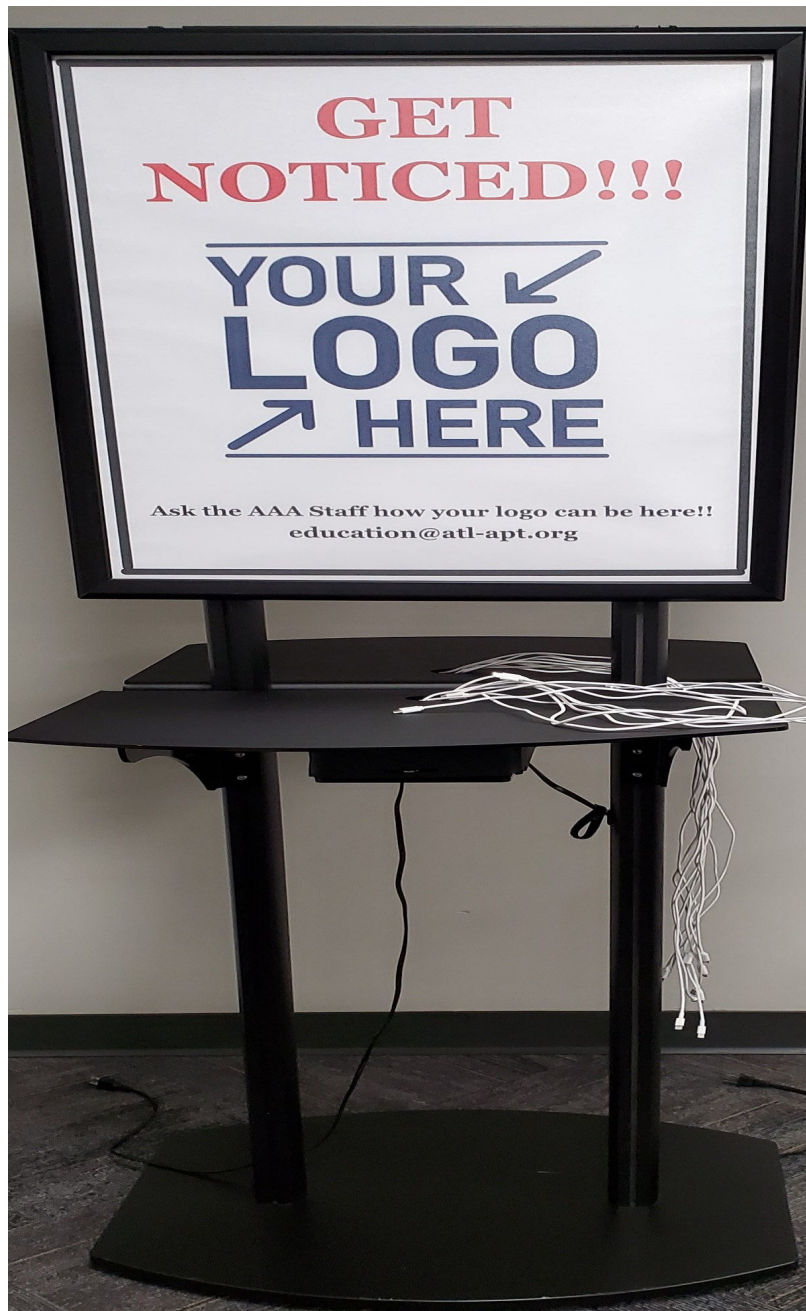
In-Classroom Device Charging Station

Sponsorship Opportunities:

Featured Sponsor: **\$1,000** (quarterly per station—2)

Sponsor benefits:

- Full color ad on signage located in classroom



NAA Credential Programs CAM & CAPS

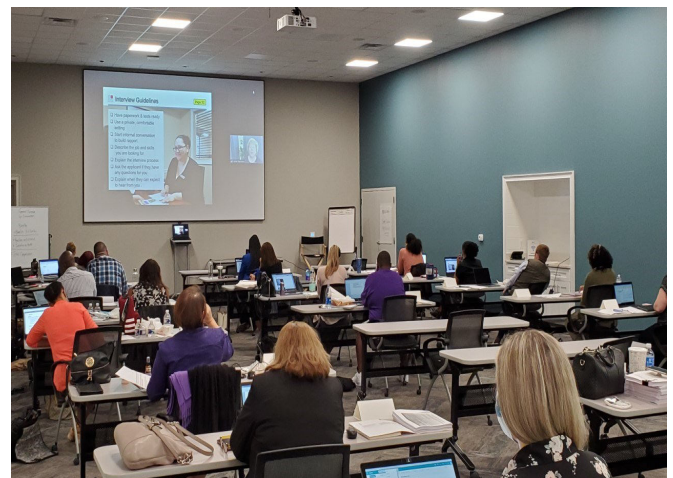
Modules include: Fair Housing, Risk Management, Leadership, Marketing, Budgeting/Financials and more. Check out the full course description on our website or call Kimberly at 770-670-4871 for more details.

Sponsorship Opportunities:

Featured Sponsor: \$750 (plus lunch per module)

Sponsor benefits:

- Choice of module and certification CAM or CAPS
- Recognition as a sponsor for that module
- Up to 10 minutes to introduce yourself and your product/services during lunch
- Network with the students during lunch
- Opportunity for promotional product distribution with present and future decision makers within our industry



Maintenance Certification

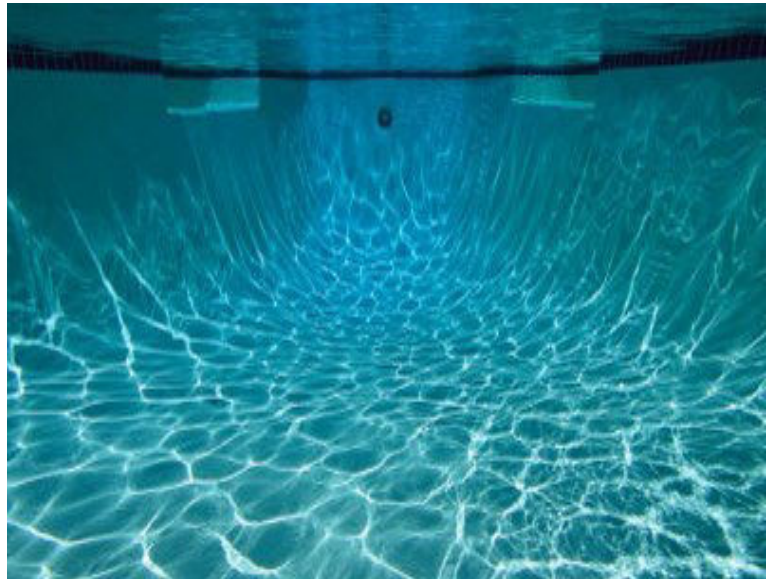
EPA or CPO

Sponsorship Opportunities:

Featured Sponsor: \$500 (plus lunch per module)

Sponsor benefits:

- Lunch will be provided on your behalf
- Choice of course and month (courses offered twice a quarter)
- Recognition as a sponsor for that program
- Up to 5 minutes to introduce yourself and your product prior to the lunch hour
- Network with the students during lunch
- Opportunity for promotional product distribution



Sponsorship Form

Instructions:

1. Review the opportunities available to you on a first-come, first-served basis outlined in this Guidebook
2. Complete this form and return it to marketing@atl-apt.org or fax to 770-518-4373
3. AAA staff reviews requests in order of the date received and makes any adjustments necessary
4. You will receive an invoice for your selections
5. Payment is due upon receipt

Event	Level of Sponsorship	Amount
Dinner Meetings		\$
Membership Campaign		\$
Maintenance Mania		\$
AAA Trade Show		\$
Reverse Trade Show		\$
Field Day		\$
Food-A-Thon Parade		\$
Gold Star Education Program		\$
Premier Seminars, Trade Show Seminars		\$
In-Classroom Device Charging Station		\$
NAA Credential Programs CAM & CAPS		\$
Maintenance Certification EPA or CPO		\$
	Total	\$

Company	
Contact Name	
Email Address	
Phone Number	

E-mail form to marketing@atl-apt.org, fax to 770-518-4373 or mail to:

Atlanta Apartment Association
Attn: Communications Department
8601 Dunwoody Place, Suite 318
Atlanta, Georgia 30350