ATLANTA
APARTMENT ASSOCIATION



2027 SPONSORSHIP PROSPECTUS

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YOUR GATEWAY TO **VISIBILITY, CONNECTION,** AND **IMPACT**

The Atlanta Apartment Association (AAA) is the multifamily housing trade association for the Atlanta Metropolitan area. Founded in 1975, AAA is one of the largest local apartment associations in the country and an affiliate of the Georgia Apartment Association and the National Apartment Association. Currently, AAA represents over 1,200 member companies: 400 companies that manage over 550,000 apartment homes, and more than 800 businesses that provide products and services to the industry.

AAA is proud to present a dynamic slate of sponsorship opportunities for 2027, designed to elevate your brand, connect you with industry leaders, and position your company as a key player in Atlanta's multifamily housing market.

Whether you're looking to make a bold statement as a Headliner Sponsor at our highly anticipated Apartment Market Outlook, engage directly with professionals through our Gold Star Education Program, or build lasting relationships at our signature Golf Classic or Trade Show, AAA offers a variety of platforms tailored to meet your marketing and engagement goals.

Why Sponsor with AAA?

- **Unmatched Exposure:** Your brand will be featured across targeted email campaigns, social media, event signage, and our website—reaching thousands of industry professionals.
- **Direct Engagement:** Speak directly to attendees, host networking opportunities, and distribute promotional materials at events that matter.
- **Exclusive Access:** Enjoy premium seating, event recognition, and the opportunity to connect with decision-makers in a meaningful way.
- **Opportunity for Year-Round Visibility:** From education modules to high-energy networking events, your sponsorship ensures consistent brand presence throughout the year.



Bundle & Save*

Spend $6,000 or more and **unlock our Discount Program, saving up to 10%** on each sponsorship line item. It's our way of helping you maximize your investment while securing your presence across multiple AAA events.

Ready to elevate your brand with AAA?

Review the sponsorship options, complete the form, and return it to **mpatterson@atl-apt.org**. Opportunities are limited and confirmed on a first-come, first-served basis.

Let's make 2027 your most impactful year yet!

EDUCATION **OPPORTUNITIES**

$5,000
Featured Sponsor

Annual Gold Star Education Program (SOLO)

- Logo included on the pop-up partnership banner located in the AAA Professional Development Center throughout the year
- Company logo displayed on the rolling PowerPoint-Lobby Marquee and the opening slide of educational webinars throughout the year
- Includes opportunity for priority selection and sponsoring of up to five educational offerings (seminar, class, maintenance class or certification module, including respective benefits outlined below) throughout the year (max of two certification class sponsorships per year)
- Logo on banner of the education calendar page on the AAA website
- Two social media posts of appreciation

$3,000
Featured Sponsor

Annual Silver Star Education Program (SOLO)

- Logo included on the pop-up partnership banner located in the AAA Professional Development Center throughout the year
- Company logo displayed on the rolling PowerPoint-Lobby Marquee and the opening slide of educational webinars throughout the year.
- Includes opportunity for priority selection and sponsoring of up to two educational offerings (seminar, class, maintenance class or certification module, including respective benefits outlined below) throughout the year
- Logo on banner of the education calendar page on the AAA website
- Social media post of appreciation

Premier Seminars
PRICING and number of sponsors VARIES

- Company logo displayed on the rolling PowerPoint-Lobby Marquee on seminar day, event email campaigns and event website (hyperlinked to company website); company recognition in post-event social media post
- Opportunity for a representative to welcome attendees and introduce your company and services for 2-5 minutes (exact timing varies by seminar)
- Chance to distribute pre-approved marketing materials
- Opportunity to host a pre-approved giveaway and collect contact info from attendees
- 2-4 complimentary seats for company representatives to attend the session for networking opportunities (exact count pending specific seminar)

EDUCATION **OPPORTUNITIES**

$1,000
SOLO Sposorship

First Wednesday of the Month Webinar Series

- Company logo is displayed on the webinar welcome page and webinar website (hyperlinked to company website)
- Opportunity for a representative to welcome attendees and introduce your company and services for up to 2 minutes

$850/day
SOLO Sponsorship

General Education Class, Lunch for NAA Certificate Program (CAM, CAPS) or Maintenance Certification (EPA, CPO, CAMT)

- Choice of module / session (pending availability)
- Company logo displayed on the rolling PowerPoint-Lobby Marquee and in the classroom on module day and event website (hyperlinked to company website)
- Platform for a representative to welcome attendees and introduce your company and services for up to 5 minutes
- Network with class
- Chance to distribute pre-approved marketing materials
- Opportunity to host a pre-approved giveaway and collect contact info from attendees
- NAA Certification Classes Only: Included in class culmination social media post





APARTMENT MARKET OUTLOOK

$7,000
Headliner (SOLO)

February 4, 2027 - Cobb Convention Center
July 2027 - Exact date and location TBD

- Company logo on all marketing of the event through email campaigns, social media, listed on our event webpage (hyperlinked to company website) as a sponsor, and signage at the event
- Twenty seats for company representatives and/or clients to attend the session, located near the front of the room
- Acknowledgement as a sponsor during the opening statement
- Sponsor noted on nametag

$3,500
Secondary

- Company logo on all marketing of the event through email campaigns, social media, listed on our event webpage (hyperlinked to company website) as a sponsor, and signage at the event
- Ten seats for company representatives and/or clients to attend the session, located near the front of the room
- Acknowledgement as a sponsor during the opening statement
- Sponsor noted on nametag



MAINTENANCE APPRECIATION

February 11, 2027
Dave & Buster's
Marietta

$600



FUN

(1) attendee, including lunch

Company name on event signage

$1,000



TASTE MAKER

(2) attendees, including lunch

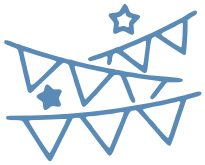
Company name on participant t-shirts

Company name on event signage

Company logo on lunch tables and tickets

Company logo on event webpage

$3,000



QUEST GAME

(4) attendees, including lunch

Company logo on participant t-shirts

Company logo at games and opportunity to host respective game

Company logo on event webpage, marketing emails, and in Habitat magazine

$10,000

ALL-STAR
SOLO Sponsorship

(12) attendees, including lunch

Company logo on participant t-shirts

Company logo on event signage and bar signage

Company logo on event swag

Welcome attendees at registration

Opportunity to present awards

Company logo on event webpage, marketing emails, and in Habitat magazine

REVERSE **TRADE SHOW**

$1,400 | ***March 23, 2027***
Cobb Convention Center

- Company logo on event signage
- Up to 6 attendees included
- Sponsor recognition in all pre-event promotions

SPRING DINNER **MEETING**

$7,000
SOLO Sponsorship | ***March 23, 2027***
Cobb Convention Center

- Logo on screen at Dinner Meeting
- (1) Seat at the Chair's Table
- Recognition on Dinner Meeting website
- Logo included on event promotional emails
- Distribution of approved material at the Dinner Meeting
- (4) company representatives to serve as door greeters
- (1) Table of 10 reservations reserved for sponsor



GOLF CLASSIC

Benefitting the Georgia Better Government Fund
Monday, April 19, 2027
Horseshoe Bend Country Club



$2,500
Contest Hole

- (4) Attendees for the awards reception and lunch
- Longest Drive or Closest to the Pin
- Company logo displayed on contest hole signage and in-cart screens
- Sponsor may host at the assigned hole
- Opportunity to provide contest prizes (1-3 place)
- Discounted foursome rate



$2,500
Limo Cart Sponsor

- (4) Attendees for the awards reception and lunch
- Sole access to a limo golf cart to courier players on and off the course thru the tournament. Cart will head out at 10:15 and return at the close of play.
- Company logo displayed on cart signage
- Discounted foursome rate



$2,500
Putting Contest
SOLO Sponsorship

- (4) Attendees for the awards reception and lunch
- Recognition as a sponsor on signage at the Putting Green
- Discounted foursome rate
- Sponsor may host a putting tournament and distribute pre-approved marketing materials at the putting green
- Opportunity to provide contest prizes (1-3 place)
- Putting contest open 8:30 – CLOSE of PLAY



$2,200
Team Photo
SOLO Sponsorship

- (2) Attendees for the awards reception and lunch
- Exclusive recognition as sponsor on player photos
- Company representative to accompany the photographer
- Discounted foursome rate



$2,000
Hole

- (4) Attendees for the awards reception and lunch
- Company logo displayed on hole signage and in-cart screens
- Sponsor may host at the assigned hole
- Discounted foursome rate



$1,800
Towel SOLO Sponsorship

- (2) Attendees for the awards reception and lunch
- Company logo featured on golfer towels

$1,100
Lunch

- (2) Attendees for the awards reception and lunch
- Recognition as a Sponsor on signage at lunch
- Company logo featured on lunch tickets and player lunch boxes

$1,200
Driving Range SOLO Sponsorship

- (2) Attendees for the awards reception and lunch
- Recognition as a sponsor on signage at driving range
- Distribution of pre-approved marketing materials at the driving range
- Range opens at 8:30am – 9:40am

$850
Send Off

- (2) Attendees for the awards reception and lunch
- Recognition as sponsor on signage at the morning drink cart
- Company logo featured on send-off drink cups

$800
Mulligans

- (2) Attendees for the awards reception and lunch
- Company logo displayed on mulligan coupon

$800
Bar

- (2) Attendees for the awards reception and lunch
- Recognition as sponsor on signage at bar
- Company logo featured on bar napkins and drink tickets

$600
Breakfast

- (2) Attendees for the awards reception and lunch
- Recognition as sponsor on signage at breakfast

***All golf sponsorships** include the opportunity to distribute pre-approved swag at approved location.*

****Discounted foursome rate** for eligible sponsorships is $1,400*

TRADE SHOW

May 12, 2027
Cobb Convention Center
For Booth info – visit www.aaatradeshow.com

$8,500 | *Featured (SOLO)*

- Provide attendee lanyards
- Logo on exit unit
- Online map sponsorship and lead retrieval services
- Opening Ceremony sponsor
- Aisle carpet sticker noting “Sponsor”

$1,500 | *Bar*



- Logo on bar signage
- Logo on bar napkins
- Aisle carpet sticker noting “Bar Sponsor” at sponsor’s booth

PEGGY WASKOM **SUPER BOWL**

Benefitting the Georgia Apartment Association Foundation
July 22, 2027 | Location TBD

$5,500 SOLO Sponsorship — PERFECT GAME

- (6) bowlers and unlimited spectators*
- Company logo on event emails, event website, event signage
- Recognition in Habitat magazine
- VIP Suite to host owner-managers
- Opportunity to distribute pre-approved company swag
- Opportunity to host morning toast

***Spectators must be pre-registered**

$3,000



STRIKE

(4) bowlers and (6) spectators

Logo on event emails, event website, and event signage

Opportunity to distribute pre-approved company swag

Opportunity to hand out an award

$2,250



BAR

(3) bowlers and (5) spectators

Logo on event emails and on bar signage

Company name on event website

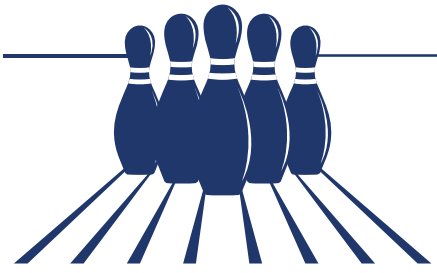
Opportunity to bring plastic cups to use for bar beverages (must coordinate drop-off no later than two weeks before the event)

$1,750 | LANE

(2) bowlers and (4) spectators

Company name on event emails and website

Featured on a screen at each bowling lane



$1,250
Food

- (2) bowlers and (4) spectators
- Company name on event emails and website
- Company logo featured on lunch signage

$950
Turkey

- (1) bowler and (3) spectators
- Company name on event signage and website



AWARDS OF DISTINCTION **DINNER**

November or December 2027
Location TBD

$10,000 | *SOLO Sponsorship*

- Company representative to present the Awards of Distinction
- Logo on screen at Dinner Meeting
- (1) Seat at the Chair's Table
- Recognition on Dinner Meeting website
- Logo included on event promotional emails
- Distribution of approved material at the Dinner Meeting
- (4) company representatives to serve as door greeters
- (1) Table of 10 reservations reserved for sponsor



2027 PATRON MEMBERSHIP

Looking to elevate your exposure to the AAA membership throughout the year? Consider upgrading your membership to a patron membership!

$3,000
Platinum

Platinum Patrons receive the same benefits as the Silver and Gold Patrons plus...

- Once per year, each Platinum Patron is highlighted on a full-page feature in Habitat. 2 Platinum Patrons will be highlighted in each edition
- A special AAA "Platinum Patron" logo is provided 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
- Patron Sponsor logos will be displayed throughout dinner during the Dinner Meeting
- Annual Spotlight feature on AAA Social Media Platforms

$1,500
Gold

Gold Patrons receive the same benefits as Silver Patrons plus...

- One time per year, each Gold Patron is highlighted on half page feature in Habitat. Two Gold Patrons will be highlighted in each edition
- A special "Gold Patron" logo is provided to be used for advertising and promotional purposes
- Patron Sponsor logos will be displayed on a slide throughout dinner during the Dinner Meeting
- Special Patron Sponsor Banner Displayed at membership events

$750
Silver

- 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" logo is provided to the company to be used for advertising and promotional purposes
- A link to the Patron Member's website will be featured on AAA's Patron Member webpage

***Patron membership fees** are not eligible for the bulk sponsorship purchasing discount.*

2027/2028 MEMBERSHIP CAMPAIGN

Plan ahead for next year! Go ahead and secure your membership campaign sponsorship at 2026/2027 Campaign pricing!

$2,500 | *Chair's Sponsor*

- All the benefits of the Star and Elite Sponsor (noted below)
- One-year Complimentary featured listing in Online Buyers Guide
- Sit-down lunch meeting with a preferred O/M representative (by request and subject to O/M availability and participation)
- Opportunity to provide brief company overview/ article or campaign E-newsletter

$1,500 | *Elite Sponsor*

- All the benefits of the Star Sponsor (noted below)
- Opportunity to provide promotional materials at each Reporting Meeting
- Opportunity to give a brief 1–2-minute business introduction at one campaign-related event i.e. Reporting meeting, coffee & connections, AAA101, Payday party
- Additional representatives on the committee (total of 3)

$1,000 | *Star Sponsor*

- Company's logo included on Sponsorship Banner, training materials, campaign website, and committee E-newsletter
- Opportunity to provide and sponsor gift cards give-a-way during Campaign Kick-Off and Reporting Meetings

$500 | *Friends of Membership Sponsor*

- Company's logo included on Sponsorship Banner, training materials, campaign website, and committee E-newsletter
- Opportunity to sponsor lunch at one of the Reporting Meetings

****The Discount Program** gives your company the opportunity to bundle sponsorship opportunities listed in this document, SAVE money and be set for the year with AAA! To qualify, you must spend a minimum of $6,000. The discount will start with a 6% discount on each line item. For every additional $1,000 that is spent, you will receive an additional 1% discount on each line item, with a maximum discount of 10%. (For example, spending $10,000 would give you a 10% discount on each line item.)*



www.atl-apt.org