



Sponsorship Prospectus

2026



MAGGIE PATTERSON

Sponsorship Director

mpatterson@atl-apt.org

[770-670-4874](tel:770-670-4874)

Your Gateway to Visibility, Connection, and Impact

The Atlanta Apartment Association (AAA) is proud to present a dynamic slate of sponsorship opportunities for 2026, designed to elevate your brand, connect you with industry leaders, and position your company as a key player in Georgia'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 and Dinner Meetings, 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 sponsorships@atl-apt.org. Opportunities are limited and confirmed on a first-come, first-served basis.

Let's make 2026 your most impactful year yet!

EDUCATION OPPORTUNITES

Apartment Market Outlook

Apartment Market Outlook: Headliner \$6,500

SOLO Sponsorship [SOLD OUT]

February 25th and August

- Event speaking engagement
- Company logo on all marketing of the event through email campaigns, social media, listed on our event page as a sponsor on the website, and signage at the event
- Two reserved tables of 10 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
- 20 drink tickets to be used during the networking social that follows the session

Apartment Market Outlook: \$3,000

- Company logo on all marketing of the event through email campaigns, social media, listed on our event page as a sponsor on the website, and signage at the event
- One reserved table of 10 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
- 10 drink tickets to be used during the networking social that follows the session.

Gold Star Education Program

Featured Sponsor: \$5,000

- Welcome attendees and introduce your company and services for up to 5 minutes for FIVE educational offerings throughout the year
- Logo included on the pop-up partnership banner located in the AAA classroom throughout the year
- Company logo displayed on the rolling PowerPoint-Lobby Marquee and the opening slide of educational webinars throughout the year.
- Logo listed on selected educational offering marketing material and event page on the website

Silver Star Education Program

Featured Sponsor: \$3,000

- Welcome attendees and introduce your company and services for up to 5 minutes for TWO educational offerings throughout the year
- Logo included on the pop-up partnership banner located in the AAA classroom throughout the year
- Company logo displayed on the rolling PowerPoint-Lobby Marquee and the opening slide of educational webinars throughout the year.
- Logo listed on selected educational offering marketing material and event page on the website

EDUCATION OPPORTUNITIES

Premier Seminars: \$1,500

- Company logo displayed on the rolling PowerPoint-Lobby Marquee on seminar day
- Opportunity for a representative to welcome attendees and introduce your company and services for up to 5 minutes
- Opportunity for promotional product distribution.
- List of attendees
- 2-4 complimentary seats for company representatives to attend the session for networking opportunities

Maintenance Certification (EPA, CPO, CAMT)

\$750 per module

- Choice of module
- Company logo displayed on the rolling PowerPoint-Lobby Marquee on module day
- Welcome attendees and introduce your company and services for up to 5 minutes
- Network with class attendees during lunch
- Opportunity for promotional product distribution

NAA Certificate Programs (CAM, CAPS)

\$750 per module

Modules Include: Fair Housing, Risk Management, Leadership, Marketing, Budgeting/ Financials, and more.

- Choice of module
- Company logo displayed on the rolling PowerPoint-Lobby Marquee on module day
- Opportunity for a representative to welcome attendees and introduce your company and services for up to 5 minutes
- Network with the class attendees during lunch
- Opportunity for promotional product distribution

MAINTENANCE MUSCLE

January 22nd - LakePoint Champions Center

Tough: \$600

- (2) attendees, including lunch
- Company name on event signage

Strong: \$1,000

- (4) attendees, including lunch
- Company name on event signage
- Company name on participant t-shirts
- Company name on event webpage

Powerful: \$3,000 **[SOLD OUT]**

- (8) attendees, including lunch
- Company logo on game signage and lunch tables
- Company logo on participant t-shirts
- Company logo on event webpage, marketing emails, and in Habitat magazine

Mighty: \$10,000 SOLO Sponsorship **[SOLD OUT]**

- (12) attendees, including lunch
- Company logo on venue monitors, lunch tables, and at the bar
- Company logo on event swag
- Company logo on event webpage, marketing emails, and in Habitat magazine

REVERSE TRADE SHOW: \$1,200

March 10th - Cobb Galleria Centre

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

DINNER MEETING: \$7000 Solo Sponsorship

March 10th - Cobb Galleria Centre **[SOLD OUT]**

November **[SOLD OUT]**

- Exclusive sponsorship
- Recognition as Sponsor at Dinner Meeting
- 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

April 20th - White Columns Country Club

Contest Hole: \$2,200 **[SOLD OUT]**

- (4) Attendees for the awards reception and lunch
- Longest Drive or Closest to the Pin
- Company logo displayed on contest hole signage
- Sponsor may host at the assigned hole
- Discounted foursome rate

Team Photo: \$2,200 SOLO Sponsorship **[SOLD OUT]**

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

Hole: \$2,000

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

Mulligan Cart: \$1,600

- (3) Attendees for the awards reception and Lunch
- Company logo displayed on mulligan coupon & cart
- Access to golf cart for at least half (1/2) of golf classic
- Discounted foursome rate

Umbrella: \$1,400

- (3) Attendees for the awards reception and lunch
- Company logo is featured on the umbrella
- Discounted foursome rate

Cap: \$1,400

- (3) Attendees for the awards reception and lunch
- Company logo featured on cap
- Discounted foursome rate

Putting Contest: \$1250 SOLO Sponsorship

- (3) Attendees for the awards reception and lunch
- Recognition as a sponsor on signage at the Putting Green
- Sponsor may host a putting tournament and distribute pre-approved marketing materials at the putting green
- Option to provide a prize to the contest winner
- Putting contest open 8:30 - 9:45 AM

Tee & Ball Marker: \$1200 SOLO Sponsorship

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

GOLF CLASSIC

April 20th - White Columns Country Club

Divot Tool (\$1200) SOLO Sponsorship

- (2) Attendees for the awards reception and lunch
- Company logo displayed on the divot tool

Lunch (\$1100)

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

Driving Range (\$1200) 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

Send Off (\$850)

- (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

Bar (\$650)

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

Breakfast (\$600)

- (2) Attendees for the awards reception and lunch
- Recognition as sponsor on signage at breakfast
- Distribution of pre-approved materials at breakfast

PEGGY WASKOM SUPER BOWL June

Perfect Game (\$5500)

- (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

PEGGY WASKOM SUPER BOWL

June

Strike: \$3,000

- (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

Bar: \$2,250

- (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)

Lane: \$1,750

- (2) bowlers and (4) spectators
- Company name on event emails and website
- Featured on a screen at each bowling lane

Food: \$1,250

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

Turkey: \$950

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

FIELD DAY

October

Platinum: \$5,000

- (1) Team of 10 players and (10) spectators
- Tent provided
- 15 drink tickets
- Habitat Recognition
- Company logo Featured on: event advertising, jumbotron at event and cups from the bar

Gold: \$3,000

- (1) Team of 10 players and (5) spectators
- Tent provided
- 10 Drink Tickets
- Habitat recognition
- Company logo featured on: event advertising and signage at the event

FIELD DAY

October

Hat: \$1,500

- (5) Spectators
- Habitat Recognition
- Company logo featured on: event advertising and participant hats

Hydration Station: \$1,400

- (5) Spectators
- Habitat recognition
- Shared on-field tent
- Company logo featured on event advertising and hydration station signage at the event

Backpack: \$1,200

- (3) Spectators
- Habitat Recognition
- Company logo featured on: participant backpacks
- Company name featured on: event advertising

Koozie: \$1,200

- (3) Spectators
- Habitat Recognition
- Company logo featured on: participant backpacks
- Company name featured on: event advertising

Bar Sponsor: \$1,200

- (3) Spectators
- Habitat Recognition
- Company logo featured on: bar napkins
- Company name featured on: event advertising

Hospitality / Lunch Tent: \$800

- (2) Spectators
- Habitat Recognition
- Off-field shared tent provided
- Company name featured on lunch tent banner

Game: \$700

- (2) Spectators
- Habitat Recognition
- Company name featured on game station signage

T-Shirt (\$600)

- (1) Spectator
- Company name featured on the back of participant t-shirts

Sponsorship opportunities are limited and will be confirmed only upon receipt of both the signed agreement and full payment. All sponsorships are non-cancelable and non-refundable. Benefits are limited strictly to those outlined in this agreement. Members must be in good standing to reserve sponsorships. AAA reserves the right to change event/class dates. AAA reserves the right to substitute a sponsorship for one of equal or greater value, should an event/class need to be canceled.

Instructions:

1. Review the opportunities available to you on a first-come, first-served basis, outlined above.
2. Complete this form and return it to sponsorships@atl-apt.org.
3. AAA staff reviews requests in order of the date received and contact you regarding any adjustments needed.
4. You will receive an invoice for your selections and payment is due upon receipt.

Event	Sponsorship	Amount
Apartment Market Outlook		\$
Education - Gold or Silver Star		\$
Education Premier Seminar		\$
Education Maintenance Certification Modules		\$
Maintenace Muscle		\$
Dinner Meeting		\$
Reverse Trade Show		\$
Golf Classic		\$
Peggy Waskom Super Bowl		\$
Field Day		\$
<i>*Discount (must spend \$6000 or over)</i>		
	TOTAL	\$

**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.)*