

AUSTIN APARTMENT ASSOCIATION

SPONSORSHIP PLAYBOOK

2024

SPONSORSHIP OPPORTUNITIES FOR AAA MEMBERS

[AUSTINAPTASSOC.COM/SPONSORSHIP-GUIDE](https://austinaptassoc.com/sponsorship-guide)



2024 EVENTS CALENDAR



JANUARY
PATHWAYS



FEBRUARY
ELEVATE
BUSINESS EXCHANGE



MARCH
FOR THE LOVE OF AAA
SPRING MAINTENANCE HUDDLE



APRIL
FIELD DAY



MAY
SUMMER TOP GOLF



JUNE
VEGAS NIGHT

SEPTEMBER
STATE OF THE INDUSTRY
ATX FEST



OCTOBER
EDGECON
TRADE SHOW



NOVEMBER
FALL GOLF
WINTER MAINTENANCE HUDDLE



DECEMBER
APEX AWARDS



HOW TO BECOME A SPONSOR

Sponsorship selection opens online at 9 am, **Monday, November 13, 2023**. Visit austinpaptassoc.com/sponsorship-guide or contact dana@austinpaptassoc.com to make sponsorship selections. *Event registration is not included with sponsorship unless indicated.*

Event dates and details are subject to change. AAA reserves the right to make reasonable adjustments to sponsorships.

2024 EVENTS SPONSORSHIP OPPORTUNITIES



INSTALLATION EVENT

ELEVATE FEBRUARY 2024



PLATINUM SPONSOR

4 AVAILABLE • \$1950 EACH

- » Group photo with newly installed AAA President to be featured in *Window* magazine
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on slideshow at event
- » Company logo on event programs and at tables
- » On-stage recognition at event during program
- » Company logo in *Window* magazine
- » Company logo listed on event signage
- » Company logo on event page of AAA website
- » Recognized on social media promotions

GOLD SPONSOR

6 AVAILABLE • \$1350 EACH

- » Company name on dedicated event email blasts to all AAA members
- » Company name on slideshow at event
- » Company name on event programs and at tables
- » On-stage recognition at event during program
- » Company name in *Window* magazine
- » Company name listed on event signage
- » Company name on event page of AAA website
- » Recognized on social media promotions

BUSINESS EXCHANGE

FEBRUARY 2024

PLATINUM SPONSOR

4 AVAILABLE • \$1,875 EACH

- » Each sponsor receives up to two reservations at the Business Exchange
- » Company logo listed on event signage
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website and new AAA Mobile App
- » Recognized on social media promotions
- » Group photo and company logo in *Window* magazine



2024 EVENTS CONTINUED...

FOR THE LOVE OF AAA

MARCH 2024



PLATINUM SPONSOR

12 AVAILABLE • \$1,350 EACH

- » Includes TWO event registrations
- » Company logo on event t-shirt given to attendees
- » Group photo and company logo in *Window* magazine
- » Company introduction at event
- » Company logo listed on event signage
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Recognized on social media promotions

GOLD SPONSOR

10 AVAILABLE • \$750 EACH

- » Company name listed on koozie
- » Company name in *Window* magazine
- » Company introduction at event
- » Company name listed on event signage
- » Company name on dedicated event email blasts to all AAA members
- » Company name on event page of AAA website
- » Recognized on social media promotions

SILVER SPONSOR

UNLIMITED

AVAILABLE - \$375 EACH

- » Company introduction at event
- » Company listing in *Window* magazine
- » Company name listed on event signage

SPRING MAINTENANCE HUDDLE

MARCH 2024

PLATINUM SPONSOR

10 AVAILABLE • \$625 EACH

- » Company logo listed on event signage
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Group photo and company logo in *Window* magazine
- » Recognized on social media promotions
- » Company name on event koozie given to attendees



FIELD DAY

APRIL 2024



PLATINUM SPONSOR

8 AVAILABLE • \$675 EACH

- » Company will sponsor and staff one of the field day game stations
- » 2 complimentary registrations to man game station (extra charge for additional reps)
- » Company to provide cooler with water and Gatorade at event
- » Company may bring promo materials to be given out at game station
- » One company representative to award select trophies
- » Recognized on social media promotions
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Group photo and company logo in *Window* magazine
- » Company logo listed on event signage
- » Company introduction at event

GOLD SPONSOR

4 AVAILABLE • \$500 EACH

- » Company logo on promo item (participant towel)
- » Recognized on social media promotions
- » Company name on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Group photo and company logo in *Window* magazine
- » Company logo listed on event signage
- » One company representative to award select trophies
- » Company introduction at event

2024 EVENTS CONTINUED...

VEGAS NIGHT

APRIL 2024



PLATINUM SPONSOR

15 AVAILABLE • \$1,400 EACH

- » Includes TWO event registrations
- » Company will sponsor and staff one blackjack table
- » Company introduction at event
- » Company name on event cup
- » Company logo on event signage
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Recognized on social media promotions
- » Group photo and company logo in *Window* magazine

GOLD SPONSOR

10 AVAILABLE • \$775 EACH

- » Company introduction at event
- » Company name on event cup
- » Company name on event signage
- » Company name on dedicated event email blasts to all AAA members
- » Company name on event page of AAA website
- » Company name listing in *Window* magazine

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

- » Company introduction at event
- » Company listing in *Window* magazine
- » Company name listed on event signage

GRAND PRIZE CASH SPONSOR

1 AVAILABLE • \$500 EACH

- » Select cash prize winning name, award large check for \$500 to winner on stage with picture to be featured in the *Window* Magazine

TOP GOLF

JUNE 2024



PLATINUM SPONSOR

6 AVAILABLE • \$2,000 EACH

- » One lounge bay for up to 6 people (worth \$750)
- » Company logo on welcome bucket of beer at each bay
- » Group photo and company logo in *Window* magazine
- » One company representative to award select trophies
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event slideshow
- » Company recognition at 19th Hole Party
- » Company logo listed on event signage
- » Company logo on event page of AAA website
- » Recognized on social media promotions

GOLD SPONSOR

6 AVAILABLE • \$950 EACH

- A Gold Sponsor must sign up for a golf bay – not included with Sponsorship
- » Group photo and company name in *Window* magazine
- » One company representative to award select trophies
- » Company name on dedicated event email blasts to all AAA members
- » Company name on event slideshow
- » Company Recognition at 19th Hole Party
- » Company name listed on event signage
- » Company name on event page of AAA website
- » Recognized on social media promotions

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

- » Company name listed on event signage
- » Company introduction at event
- » Company name listed in *Window* magazine

STATE OF THE INDUSTRY

AUGUST 2024



PLATINUM SPONSOR

5 AVAILABLE • \$1,150 EACH

- » Includes TWO event registrations
- » Company logo on the welcome slideshow before the program begins
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo in *Window* magazine
- » Group photo in *Window* magazine
- » Company logo on event page of AAA website
- » Recognized on social media promotions



2024 EVENTS CONTINUED...

ATX FEST
SEPTEMBER 2024



PLATINUM SPONSOR

12 AVAILABLE • \$1,375 EACH

- » Includes TWO event registrations
- » Company logo on Welcome banner
- » Logo on event promo video presented by AAA President
- » Company logo on dedicated event email blasts to all AAA members
- » Sponsor of corn-hole games
- » Company introduction at event
- » Company logo listed on event signage
- » Company logo on event page of AAA website and new AAA Mobile App
- » Recognized on social media promotions
- » Group photo and company logo in *Window* magazine

GOLD SPONSOR

10 AVAILABLE • \$900 EACH

Sponsor of the Thank You Swag Stop given to each attendee upon departure (Sponsor company to provide promo material)

- » Company name listed on beverage napkins at all bars
- » Company name listed on koozie/cup
- » Company name on dedicated event email blasts to all AAA members Company introduction at event
- » Company name listed on event signage
- » Company name on event page of AAA website and *Window* magazine

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

- » Company name listed on event signage
- » Company introduction at event
- » Company name listed in *Window* magazine

TRADE SHOW
OCTOBER 2024



PLATINUM SPONSOR

12 AVAILABLE • \$1,675 EACH

Open to AAA suppliers only • A Platinum Sponsor must sign up for an exhibitor booth at the trade show

- » Company logo on trade show tote bag given to attendees
- » Company logo on drink cups
- » Company name listed on game card for cash prizes
- » Company logo and booth number in trade show program
- » Sponsor sign at your booth
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event signage
- » Company logo on event page of AAA website
- » Recognized on social media promotions
- » Company logo on Blitz Day promo material
- » Group photo and company logo in *Window* magazine

GOLD SPONSOR

18 AVAILABLE • \$1,250 EACH

Open to AAA vendors only • A Gold Sponsor must sign up for an exhibitor booth at the trade show

- » Company name on drink cups
- » Company name on game card for cash prizes
- » Company name listed in trade show program
- » Gold Sponsor sign at your booth
- » Company name on dedicated event email blasts to all AAA members
- » Company logo listed on event signage
- » Company introduction at event
- » Company logo on event page of AAA website and new AAA Mobile App
- » Company name in *Window* magazine

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

- » Company introduction at event
- » Company name on event signage
- » Company name in *Window* magazine

SPONSOR MAINTENANCE PRIZE
1 AVAILABLE • EXCLUSIVE • \$500

SPONSOR MANAGEMENT PRIZE
1 AVAILABLE • EXCLUSIVE • \$500

SPONSOR GRAND PRIZE
1 AVAILABLE • EXCLUSIVE • \$1,000

PAC FUNDRAISER

**LARRY NIEMANN
FALL GOLF
CLASSIC
NOVEMBER 2024**



PLATINUM SPONSOR

10 AVAILABLE • \$1,350 EACH

- Sponsor and staff one beverage station – beer provided by AAA
- » 2 complimentary registrations to man beverage station (extra charge for additional reps)
- » Recognition at 19th hole party
- » Company rep to co-present designated award at 19th hole party
- » Group photo and company logo in *Window* magazine
- » Company logo on dedicated event email blasts to all AAA members
- » Recognized on social media promotions
- » Company logo listed on event signage
- » Company logo on event page of AAA website and AAA Mobile App

GOLD SPONSOR

6 AVAILABLE • \$850 EACH

- » 2 complimentary registrations to man beverage station (extra charge for additional reps)
- » Recognition at 19th hole party
- » Company rep to co-present designated award at 19th hole party
- » Company name in *Window* magazine
- » Company name on dedicated event email blasts to all AAA members
- » Recognized on social media promotions
- » Company name listed on event signage
- » Company name on event page of AAA website and AAA Mobile App

WINTER MAINTENANCE HUDDLE

NOVEMBER 2024

PLATINUM SPONSOR

10 AVAILABLE • \$625 EACH

- » Company logo listed on event signage
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on event page of AAA website
- » Group photo and company logo in *Window* magazine
- » Recognized on social media promotions
- » Company name on event koozie given to attendees



APEX AWARDS

DECEMBER 2024



Featuring Property of the Year and Professional of the Year!

TITANIUM SPONSOR

2 AVAILABLE • \$2,700 EACH

- » One company representative to present the Property and Professional of Year awards on stage
- » Photo opportunity with incoming AAA president to be featured in the *Window* magazine
- » Company logo on all event promotional material, including social media
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on printed table materials
- » On-stage recognition at event during program
- » Company logo on event signage
- » Company logo on event page of AAA website and AAA Mobile App
- » Group photo and company logo in *Window* magazine

PLATINUM SPONSOR

15 AVAILABLE • \$1,850 EACH

- » As each individual award is presented, sponsoring company introduced and company logo shown on slideshow
- » One company representative awards cash prize during event
- » Company logo on all event promotional material, including social media
- » Company logo on dedicated event email blasts to all AAA members
- » Company logo on printed table materials
- » On-stage recognition at event during program
- » Company logo on event signage
- » Company logo on event page of AAA website

Group photo and company logo in *Window* magazine

2024 EDUCATION SPONSORSHIP OPPORTUNITIES

Overall Education Sponsor

TITANIUM SPONSOR

1 EXCLUSIVE • \$3,000

- » Speaking Opportunity at each seminar – up to 5 min. (Can also provide a video)
- » Banner for each class
- » Name and logo placement on all printed education collateral (when available)
- » Name and logo placement on opening and closing slides of seminar (when available)
- » Opportunity to provide branded promotional materials (notebook/pens recommended)
- » Recognition with logo on Education page of www.austinaptassoc.com
- » Recognition with logo in AAA e-newsletter “Professional Edge” (Weekly)
- » Recognition in *Window* magazine
- » Featured post on AAA Facebook page on monthly basis
- » Attendance List provided following each class

Emails not included in attendance lists per AAA policy.



Redbook of Fair Housing Seminar Sponsor

PLATINUM SPONSOR

2 AVAILABLE - \$1,500



- » Speaking Opportunity at each Fair Housing or Redbook seminar – up to 5 min. (Can also provide a video)
- » Name and logo placement on all printed seminar collateral (when available)
- » Name and logo placement on opening and closing seminar slides (when available)
- » Recognition with logo on Education page of www.austinaptassoc.com
- » Opportunity to provide branded promotional materials at seminar (notebook/pens recommended)
- » Recognition with logo in AAA e-newsletter “Professional Edge” (once a month)
- » Recognition in *Window* magazine
- » Featured post on AAA Facebook page on bi-monthly basis
- » Attendance List provided following each class

Emails not included in attendance lists per AAA policy.

Education Tracks Sponsor

Leasing, Assistant Manager, Manager, Portfolio Supervisor, Supplier, Maintenance, Independent Rental Owner, + New Track Coming in 2024 (Sponsor chooses track, first-come first-serve basis)

GOLD SPONSOR

8 AVAILABLE • \$1,000 EACH

- » Speaking Opportunity at each seminar in selected track - up to 4 min. (Can also provide a video)
- » Name and logo placement on all printed seminar collateral (when available)
- » Name and logo placement on opening and closing slides (when available)
- » Recognition with logo on Education page of www.austinaptassoc.com
- » Opportunity to provide branded promotional materials (notebook/pens recommended)
- » Recognition with logo in AAA e-newsletter “Professional Edge” (during promotion period of courses)
- » Recognition in *Window* magazine
- » Featured post on AAA Facebook page on quarterly basis
- » Attendance List provided following each class

Emails not included in attendance lists per AAA policy.





James E.Solt Memorial Scholarship

AUSTIN APARTMENT ASSOCIATION **SOLT SCHOLARSHIP**

When you are a Silver Sponsor for CAMT, CAM, CALP or CAPS, you are supporting the annual Solt Scholarship fund which goes directly to our 501 c3 entity, helping individuals seeking those credentials to earn either a full or partial scholarship towards completing their NAAEI credential.

Solt (Silver) Sponsor



CERTIFICATE FOR APARTMENT
MAINTENANCE TECHNICIANS 

2 Available \$750 Each



CERTIFIED APARTMENT
MANAGER®

2 Available \$750 Each



CERTIFIED APARTMENT
LEASING PROFESSIONAL®

1 Available \$750 Each



CERTIFIED APARTMENT
PORTFOLIO SUPERVISOR®

1 Available \$750 Each

These are first-come first-serve basis. Proceeds from this level of sponsorship go to Solt Scholarship fund.

- » Speaking Opportunity at first day of credential course – up to 4 min (can also provide a video)
- » Name and logo placement on opening and closing course slides (when available)
- » Recognition with logo on Education page of www.austinaptassoc.com
- » Recognition with logo in AAA e-newsletter "Professional Edge" (during promotion period of courses)
- » Recognition in *Window* magazine

Individual Course Sponsor

BRONZE SPONSOR

2 AVAILABLE PER SEMINAR • \$350 EACH

- » Name and logo placement on opening and closing course slides (when available)
- » Recognition with logo on Education page of www.austinaptassoc.com
- » One Complimentary Registration to course selected, excluding Redbook Seminars and Credential Courses
- » Recognition in *Window* magazine

Emails not included in attendance lists per AAA policy.



*NEW LUNCH SPONSOR

1 AVAILABLE PER SEMINAR • \$50-\$100 EACH

Up to 25 Seminar Opportunities

- » Name and Logo Placement on opening & closing course slides (when available) or option to have a sign that says "Lunch Sponsored by.."
- » Recognition with logo on Education page of www.austinaptassoc.com
- » Recognition in *Window* magazine

Price depending on session size

COMING SOON



Be on the lookout for more information in June 2024 on how you can sponsor this incredible event!

HOW TO BECOME A SPONSOR

Sponsorship selection opens online at 9 am, Monday, November 6, 2023. Visit austinaptassoc.com/sponsorship-guide to make sponsorship selections. Event registration is not included with sponsorship unless indicated. Event dates and details are subject to change. AAA reserves the right to make reasonable adjustments to sponsorships.

austinaptassoc.com/sponsorship-guide

Questions?

EVENTS: Dana Bolz, dana@austinaptassoc.com or 512-323-0990

EDUCATION: Tatiana Marchizano, tatiana@austinaptassoc.com or 512-323-0990

LOGO REQUIREMENTS

Sponsor logos must be sent to the Austin Apartment Association at least 1 month prior to the event or education session in which it is a sponsor. Logos must be a minimum of 300 pixels per inch (PPI), png or design file format, with a transparent background.

TERMS & CONDITIONS

Payment in full is due prior to the event. No refunds or cancellations will be permitted within 10 days of an event for attendee registrations and within 90 days for a sponsorship. Sponsorship cancellation requests must be submitted in writing 90 days prior to event or class. Email cancellation requests to dana@austinaptassoc.com. Cancellation requests must be approved by the AAA Board of Directors. Members must be in good standing to reserve sponsorship