

AUSTIN APARTMENT ASSOCIATION

2025 SPONSORSHIP PLAYBOOK



2025 EVENTS CALENDAR



JANUARY

ELEVATE

FEBRUARY

BUSINESS EXCHANGE



MARCH

FOR THE LOVE OF AAA
SPRING MAINTENANCE HUDDLE



APRIL

FIELD DAY



MAY

SUMMER TOP GOLF



JULY

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 18, 2024**. Visit austinaptassoc.com/sponsorship-guide or contact sabrina@austinaptassoc.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.

2025 EVENTS SPONSORSHIP OPPORTUNITIES



INSTALLATION EVENT

ELEVATE JANUARY 2025



PLATINUM SPONSOR

4 AVAILABLE • \$1,950 EACH

- » Includes ONE event registration
- » Group photo to be featured in *Window*
- » 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*
- » Company logo listed on event signage
- » Company logo on event page of AAA website
- » Recognized on social media promotions

GOLD SPONSOR

6 AVAILABLE • \$1,250 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*
- » Company name listed on event signage
- » Company name on event page of AAA website
- » Recognized on social media promotions

BUSINESS EXCHANGE

FEBRUARY 2025

PLATINUM SPONSOR

5 AVAILABLE • \$1,950 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
- » Recognized on social media promotions
- » Group photo and company logo in *Window*



2025 EVENTS CONTINUED...

FOR THE LOVE OF AAA

MARCH 2025



PLATINUM SPONSOR

9 AVAILABLE • \$1,350 EACH

- » Includes TWO event registrations
- » Company logo on event t-shirt given to attendees
- » Group photo and company logo in *Window*
- » 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*
- » 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*
 - » Company name listed on event signage

SPRING MAINTENANCE HUDDLE

MARCH 2025

PLATINUM SPONSOR

10 AVAILABLE • \$650 EACH

- » Includes TWO event registrations
- » 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*
- » Recognized on social media promotions
- » Company name on event koozie given to attendees



FIELD DAY

APRIL 2025



PLATINUM SPONSOR

8 AVAILABLE • \$700 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*
- » Company logo listed on event signage
- » Company introduction at event

GOLD SPONSOR

4 AVAILABLE • \$525 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*
- » Company logo listed on event signage
- » One company representative to award select trophies
- » Company introduction at event

2025 EVENTS CONTINUED...

VEGAS NIGHT

JULY 2025



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*

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*

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

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

GRAND PRIZE CASH SPONSOR

1 AVAILABLE • \$500

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

TOP GOLF

MAY 2025



PLATINUM SPONSOR

6 AVAILABLE • \$2,000 EACH

- » One lounge bay for up to 6 people (worth \$750)
- » Company logo on welcome item at each bay
- » Group photo and company logo in *Window*
- » 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 after 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*
- » 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 after 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*

STATE OF THE INDUSTRY

SEPTEMBER 2025



PLATINUM SPONSOR

5 AVAILABLE • \$1,200 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*
- » Group photo in *Window*
- » Company logo on event page of AAA website
- » Recognized on social media promotions



2024 EVENTS CONTINUED...

ATX FEST

SEPTEMBER 2025



PLATINUM SPONSOR

9 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 Recognized on social media promotions
- » Group photo and company logo in *Window*

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*

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

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

TRADE SHOW

OCTOBER 2025



PLATINUM SPONSOR

12 AVAILABLE • \$1,725 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 beverage napkins
- » 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
- » Group photo and company logo in *Window*

SILVER SPONSOR

UNLIMITED AVAILABLE • \$375 EACH

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

GOLD SPONSOR

18 AVAILABLE • \$1,275 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
- » 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 2025



PLATINUM SPONSOR

10 AVAILABLE • \$1,450 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 after party
- » Company rep to co-present designated award at after party
- » Group photo and company logo in *Window*
- » 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

GOLD SPONSOR

6 AVAILABLE • \$950 EACH

- » 2 complimentary registrations to man beverage station (extra charge for additional reps)
- » Recognition at after party
- » Company rep to co-present designated award at after party
- » Company name in *Window*
- » 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

WINTER MAINTENANCE HUDDLE

NOVEMBER 2025

PLATINUM SPONSOR

10 AVAILABLE • \$650 EACH

- » Includes TWO event registrations
- » 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*
- » Recognized on social media promotions
- » Company name on event koozie given to attendees



APEX AWARDS

DECEMBER 2025

Featuring Community of the Year and Professional of the Year!



TITANIUM SPONSOR

2 AVAILABLE • \$2,750 EACH

- » Includes TWO event registrations
- » One company representative to present the Community and Professional of Year awards on stage
- » Photo opportunity with incoming AAA president to be featured in the *Window*
- » 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*

PLATINUM SPONSOR

15 AVAILABLE • \$1,875 EACH

- » Includes ONE event registration
- » 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

2025 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 website
- » Recognition in *Window*
- » 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 or Fair Housing Seminar Sponsor

PLATNIUM 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 website
- » Opportunity to provide branded promotional materials at seminar (notebook/pens recommended)
- » Recognition in *Window*
- » 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 Track Sponsor

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

GOLD SPONSOR

7 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 website
- » Opportunity to provide branded promotional materials (notebook/pens recommended)
- » Recognition in *Window*
- » 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.

Silver Sponsor - Your Sponsorship supports the James E. Solt Memorial Scholarship Fund



CERTIFICATE FOR APARTMENT
MAINTENANCE TECHNICIANS



4 Available \$750 Each



CERTIFIED APARTMENT
MANAGER®

4 Available \$750 Each



CERTIFIED APARTMENT
LEASING PROFESSIONAL®

4 Available \$750 Each



CERTIFIED APARTMENT
PORTFOLIO SUPERVISOR®

4 Available \$750 Each

These are first-come first-serve basis.

- » 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 in *Window*

Individual Course Sponsor

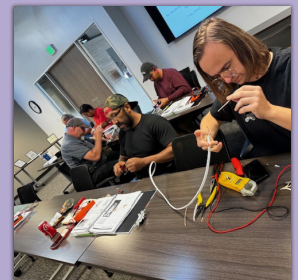
BRONZE SPONSOR

1 AVAILABLE PER SEMINAR • \$350 EACH

Up to 25 Seminar Opportunities

- » 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 (can distribute business cards/or 1 pager)
- » Recognition in *Window*

Emails not included in attendance lists per AAA policy.



Lunch Sponsor

1 AVAILABLE PER SEMINAR • \$50-\$100 EACH (Up to 25 Seminar Opportunities throughout the year)

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

Price depending on session size



Trade Show Exhibitors have the opportunity to sponsor the 2025 EdgeCon, the Association's 3rd Annual Education Conference at the Palmer Events Center, right before the Trade Show!

EdgeCon offers a dynamic lineup of renowned speakers, industry experts, and thought leaders who will share their insights and strategies for success.

Sponsorship includes the following items:

- » Two Company representatives from each sponsor to host 3 education sessions each at EdgeCon
- » Company representatives to introduce each session speaker
- » Company to provide promo items to session attendees
- » Company logo on dedicated email blasts to all AAA members
- » Company logo on event webpage and signage
- » Group photo and company logo in *Window*

EdgeCon Sponsorship Auction Details:

- » 3 spots available - You are bidding on 1 of 3 sponsorships
- » \$500 minimum bid - Bids under this amount will not be considered
- » The top 3 bidders will secure a sponsorship
- » The amount to be paid by each sponsor will be the lowest bid of the 3 highest (winning) bids
- » Company must have a booth at the 2025
- » Bidding opens at 12pm on July 28, 2025 & closes at 4pm on August 1, 2025



HOW TO BECOME A SPONSOR

Sponsorship selection opens online at 9 am, Monday, November 18, 2024 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?

Please reach out to our Senior Director of Marketing & Development , Sabrina Talerico Miller
sabrina@austinaptassoc.com or (737) 300-1151

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 sabrina@austinaptassoc.com. Cancellation requests must be approved by the AAA Board of Directors. Members must be in good standing to reserve sponsorship