

2024

ADVERTISING & SPONSORSHIP KIT



ABOUT US

The Greater Nashville Apartment Association (GNAA) based in Nashville, Tennessee is Middle Tennessee's leading advocate for the Multifamily Housing Industry, since 1968. GNAA brings you the resources needed for professional growth in the apartment industry. Whether you are looking for educational offerings, opportunities to network within the industry, or job listings that can get you started. GNAA and our website will get you where you need to be!

Representing over 1,000 members, over 120,000 apartment homes, and 90 property management companies, GNAA has become the largest organization dedicated to multifamily housing in the state of Tennessee. GNAA is an affiliate of the Tennessee Apartment Association and the National Apartment Association.

For more information, call 615.365.3047 or visit GNAA.org.



An aerial photograph of a city skyline at dusk, featuring a prominent bridge over a river. The sky is a deep blue with some clouds, and the city lights are beginning to glow. The bridge has a distinctive arch design. The river reflects the city and the bridge. The overall scene is a mix of urban architecture and natural elements.

A D V E R T I S I N G

WEBSITE | NEWS & EVENTS MAGAZINE | DIRECTORY | MARKET SURVEY

WWW.GNAA.ORG

The GNAA website offers unlimited exposure to your company to every visitor! Members use our site daily to sign up for meetings and events, to access the GIS, view JobSource postings, and find members in the Directory.

**previous website advertisers have first right of refusal

Quick Stats

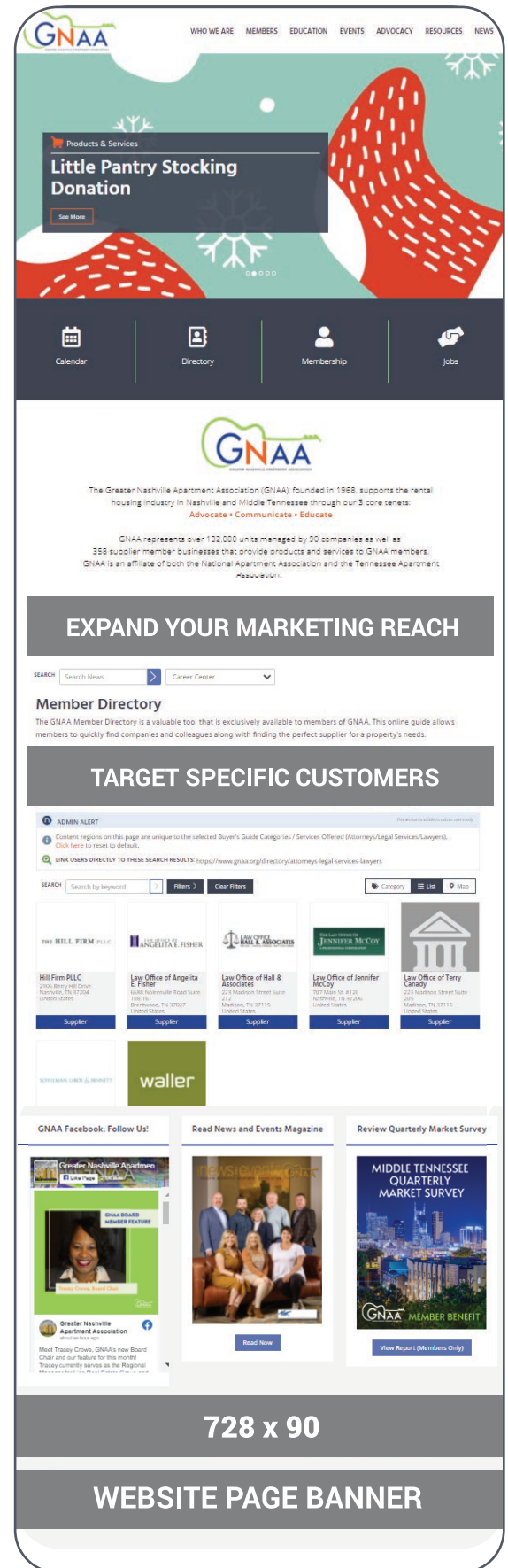
 **3,000+**
Average monthly visitors

 **16,000+**
Average monthly page views

 **2:53**
Average minutes on website

Advertising

| Ad Type | Ad Size | Price |
|---------------------|-------------|------------------|
| Homepage | 728 x 90 px | \$1000/12 months |
| Membership Page | 728 x 90 px | \$1000/12 months |
| Legislative Page | 728 x 90 px | \$500/12 months |
| Events Page | 728 x 90 px | \$1000/12 months |
| News & Events Page | 728 x 90 px | \$1000/12 months |
| Directory Page | 728 x 90 px | \$1500/12 months |
| Career Page | 728 x 90 px | \$1000/12 months |
| A-Z Directory Pages | 728 x 90 px | \$500/12 months |
| Premium Banner | 728 x 90 px | \$3000/12 months |



Please contact Communications at communications@gnaa.org for advertising availability.

OFFICE SERVICES

Email Blasts - \$450 per blast

The Greater Nashville Apartment Association offers member-only service that can help you grow your business! Reach over 2,200 GNAA members! We will send your JPEG, video, or PDF from our email system for \$450 per email.

Email Blasts from member are only sent out twice a month.

For inquiries, please contact communications at communications@gnaa.org or call (615) 365-3047.

Room Rentals

Utilize our education and training room! You may use our tables, chairs and AV equipment. Room holds up to 125 people! Email stats@gnaa.org to request a date or for more information. Available for full day, half day, and plus a cleaning fee. You can also add drinks and snacks for an additional fee.

Job Source Ads

Do you have a job opening at your community? Post it on our website!

- Member Job Posting - \$150
- Non-Member Job Posting - \$250
- Part-Time Job Posting - \$75

Each posting will be displayed for 30 days. You can choose to attach artwork or links to the original job posting on your website.

Email communications@gnaa.org to post your job opening.

[View this email in your browser](#)

SEND AN EMAIL BLAST FROM GNAA

Help people use your product or service.

Show how to get the most out of your products or explain how to get involved with your organization

First, replace the logo and change the full-width header to a different color or to a high-res image. Then, enter your content in the blocks below

Let's get started



[WHO WE ARE](#) [MEMBERS](#) [EDUCATION](#) [EVENTS](#) [ADVOCACY](#) [RESOURCES](#) [NEWS](#)

Career Opportunities

GNAA Career Center



Please Visit our Career Page to best connect with the Carter-Haston Team!
We would love to hear from you!

[CLICK HERE TO VIEW](#)



The GNAA Career Center lists current job openings in the rental housing industry across Nashville and Middle Tennessee. Whether you are new to the industry or a seasoned professional, the Career Center listings often have jobs available for people from every multi-family career level.

One job posting is \$150 per member or \$250 per non-member. Job postings for a part-time position are \$75.

To have a position listed on this page, please submit the position using our [online Career Center ad submission form](#).

SEARCH

MAINTENANCE

CAREER OPPORTUNITIES Maintenance Technician(s) | Weinstein Properties

Maintenance Technician(s) at Weinstein Properties -Metro Nashville Area Apply Here Are you someone that enjoys figuring out how things operate and good at repair work, or someone that has all the certifications and knowledge but has not found the right fit? Either way, we welcome you! if you. [Continue Reading](#)

01/5/2024

NEWS & EVENTS MAGAZINE

GNAA’s full color online monthly magazine is the official publication of the Greater Nashville Apartment Association. Advertising in News & Events is available to members only. We have have three particularly special magazines: the Education Conference in May, the Trade Show in July, and the Awards Gala in December.

Cover Sponsor - \$899

(6 spots available)

(includes social media & email shoutout, logo on cover, & a complimentary half page)

Advertising

| Ad Type | Ad Size | Price |
|----------------------|--------------------|--------------|
| FULL PAGE | 8.5" X 11" | \$449 |
| HALF PAGE | 6.5" X 4.5" | \$249 |
| QUARTER PAGE | 3" X 4.5" | \$149 |
| BUSINESS CARD | 3" X 1.5" | \$50 |

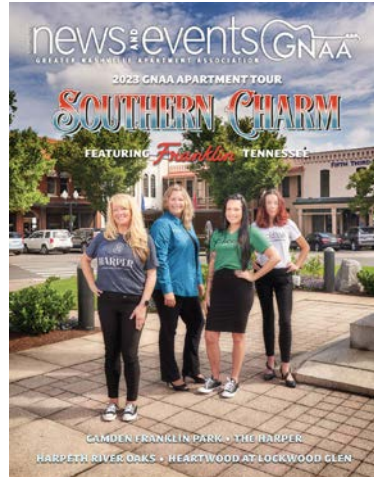
FULL PAGE
8.5" X 11"

HALF PAGE
6.5" X 4.5"

BUSINESS CARD AD
3" X 1.5"

QUARTER PAGE
3" X 4.5"

Writing an article for the News & Events magazine is free. Please reach out to communications@gnaa.org for inquiries.



GNAA PRINTED DIRECTORY

The Directory is an annual publication and is used by members as a primary resource when searching for products and services to meet their multifamily housing needs. It's a vital resource for all members. Advertising in the GNAA Directory puts you at the finger tips of every member. The directory is published around the beginning of May. Extra copies will be for sale.

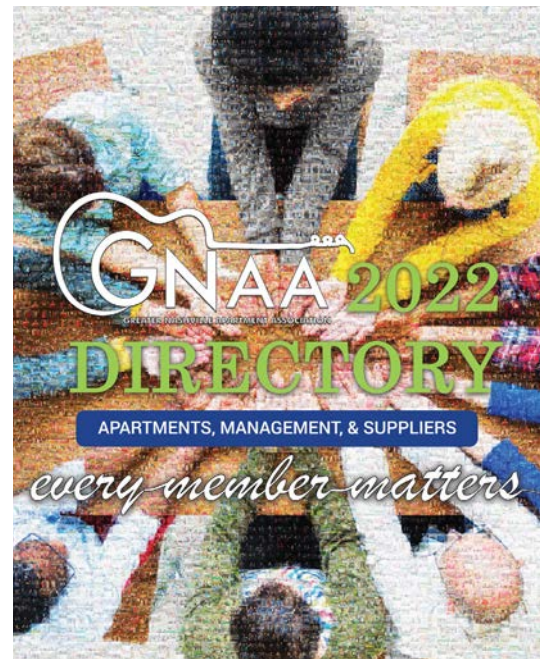
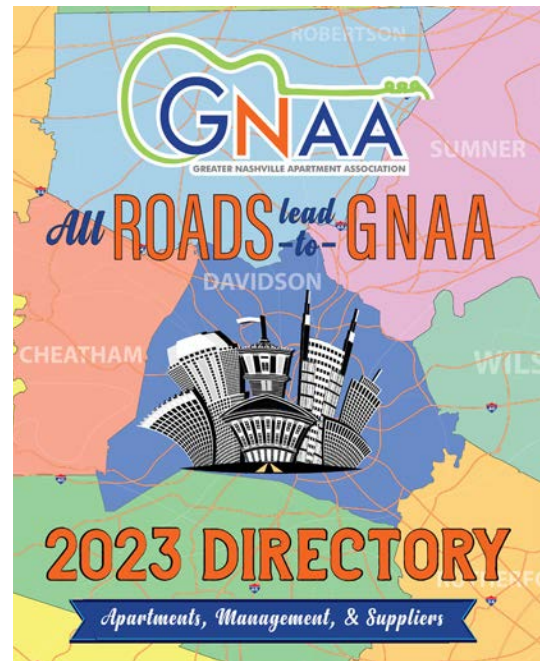
Format: JPEG or PDF of your artwork to the correct size. Please contact the office to insure your information in our system is correct.

Advertising

| Ad Type | Ad Size | Price |
|--------------------------------------|----------------|-------------|
| BACK COVER | 9" X 11" | \$1100 |
| INSIDE FRONT COVER | 9" X 11" | \$1070 |
| INSIDE BACK COVER | 9" X 11" | \$1070 |
| TAB PAGE | 7.25" X 9.25" | \$800 |
| FULL PAGE | 7.25" X 9" | \$599 |
| HALF PAGE - COLOR | 7.25" X 4.375" | \$450 |
| HALF PAGE - B&W | 7.25" X 4.375" | \$275 |
| QUARTER PAGE - B&W | 3.5" X 4.375" | \$175 |
| BOLD THE TEXT OF YOUR LISTING | | \$50 |

***PREVIOUS DIRECTORY ADVERTISERS HAVE FIRST RIGHT OF REFUSAL

Email Autumn Stilles at membership@gnaa.org for availability.



STATISTIC MARKET SURVEY

The GNAA Market Survey is a quarterly publication with the latest trends and data concerning the greater Nashville area multifamily housing market.

GNAA actively collects and tracks figures regarding current rental housing trends in the Greater Nashville market, and the findings are published as a quarterly market survey for the utilization of the GNAA membership.

PREMIUM SPONSORSHIPS/ADS

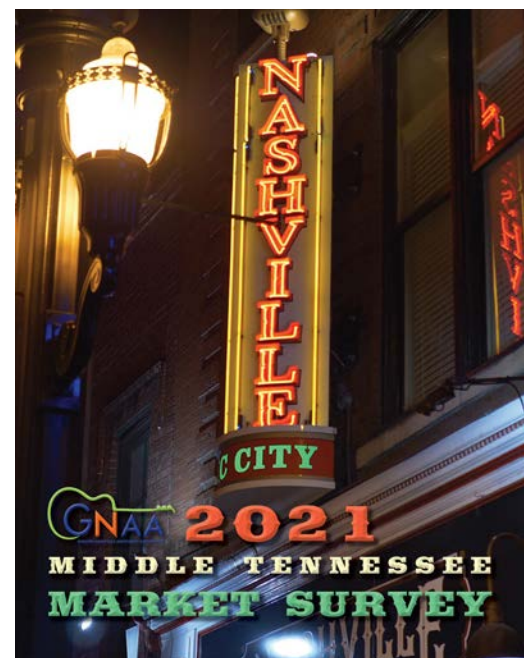
| Ad Type | Ad Size | Price |
|-----------------------------------|------------|-------|
| FRONT COVER/AFFORDABLE SUMMARY | Logo | \$799 |
| INSIDE FRONT COVER | 8.5" X 11" | \$799 |
| ABSORPTION CHART BANNER (Q4 ONLY) | 2" X 7" | \$175 |

QUARTERLY SUMMARY ADS - 2" X 7" Size

| Ad Type | Price |
|-------------------------------------|-------|
| CONVENTIONAL SUMMARY PAGE | \$425 |
| CONVENTIONAL OCCUPANCY & RENT CHART | \$425 |
| CONVENTIONAL OCCUPANCY & RENT GRAPH | \$425 |
| CONSTRUCTION UNDERWAY | \$425 |
| CONSTRUCTION COMPLETED GRAPH CHART | \$425 |
| SPECULATIVE CONSTRUCTION CHART | \$425 |
| APARTMENT SALES | \$425 |

***PREVIOUS STATISTICS ADVERTISERS HAVE FIRST RIGHT OF REFUSAL

Email Alexis Westergan at stats@гнаа.org for availability.



An aerial photograph of a city skyline at dusk, featuring a prominent arch bridge over a river. The city buildings are silhouetted against a dark sky with some clouds. The bridge's arch is reflected in the water below. The overall scene is bathed in a blue and purple twilight glow.

SPONSORSHIPS

EDUCATION | LUNCHEONS | EVENTS

GNAA EVENTS

LUNCHEONS



General Membership Meeting & Luncheon: \$500

The GNAA General Membership meetings & Luncheons are some of the largest gatherings of members in the year and a great way to get in front of future clients.

| General Membership Meetings | Spaces Available |
|-------------------------------|------------------|
| January 18th | 6 |
| April 25th | 6 |
| August 22nd | 6 |
| October 17th - Election Night | 6 |

Managers/Maintenance Luncheon: \$375

| Managers Luncheons | Spaces Available | Maintenance Luncheons | Spaces Available |
|--------------------|------------------|-----------------------|------------------|
| February 7th | 6 | February 14th | 6 |
| March 6th | 6 | March 13th | 6 |
| April 12th | No Luncheon | April | No Luncheon |
| May 8th | 6 | May | No Luncheon |
| June 5th | 6 | June 12th | 6 |
| July | No Luncheon | July | No Luncheon |
| August 9th | No Luncheon | August 14th | 6 |
| September 11th | 6 | September | No Luncheon |
| October 9th | 6 | October 16th | 6 |
| November | No Luncheon | November | No Luncheon |
| December 11th | 6 | December 18th | 6 |

Please contact Anne Angel at education@gnaa.org for availability for this event.

GNAA EVENTS

TRADE SHOW

The GNAA Trade Show is one of our most popular events! At the 2023 event, there were 150 exhibitor booths where supplier members had the opportunity to speak with over 900 industry insiders about their products and services.

The 2024 Trade Show is scheduled for Thursday, July 25th, 2024 at the Farm Bureau Expo.

Booth Pricing for 2024:

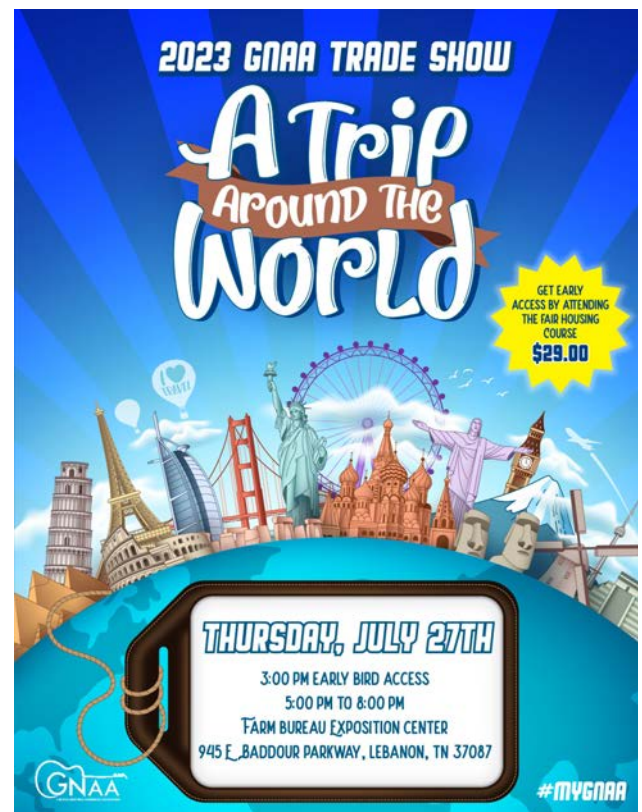
| Booth | Size | Price |
|----------------------|---------|--------|
| Regular Booth | 10 x 10 | \$795 |
| Premium Booth | 10 x 10 | \$995 |
| Double Booth | 10 x 20 | \$1600 |
| Double Premium Booth | 10 x 20 | \$1800 |

**Booths include booth sign, draped table, and two chairs. Booth locations are not guaranteed. Must be paid in advance. No cancellations or refunds.

| Sponsorship | Price |
|-------------|--------|
| Gold | \$2700 |
| Lanyard | \$2000 |
| T-Shirt | \$3400 |
| Ice Cream | \$1800 |
| Food | \$2500 |
| Name Badge | \$3200 |
| Bag | \$3900 |
| Water | \$1800 |

***PREVIOUS TRADE SHOW SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this event.



GNAA EVENTS

EDUCATION SERIES

Education Series Sponsorship: \$2500

Become a sponsor of the 2024 Educational Schedule for exposure all year round! Help GNAA continue to set the gold standard in education for the Nashville multifamily industry.

Sponsorship includes

Company representative will be featured on the cover of the News & Events magazine & will have featured write-up

Promotional items may distributed to attendees at each of the 17+ education sessions

Company representative will have the opportunity to introduce their company at each education sessions + any pop-classes

Companies will be advertised during each session on signage & Power Point presentations

Sponsor LOGOS WITH LIVE LINKS will be featured on the GNAA web site & in each education marketing piece that appears throughout 2023

Each Company will get a code to allow for 10 complimentary attendees for classes throughout the year (excludes credential and certification classes)

***PREVIOUS GALA SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this sponsorship.



2024 GREATER NASHVILLE APARTMENT ASSOCIATION EDUCATION SCHEDULE

| | |
|---|--|
| JANUARY 31ST Collecting with Class & Sass! \$139 3 CECs | AUGUST 6TH - AUGUST 9TH CAMT (Certified Apartment Maintenance Tech) \$950 |
| FEBRUARY 5TH Testing Day at GNAA | JULY 9TH Plumbing & Hot Water Heater Basics \$225 6 CECs |
| FEBRUARY 15TH - 16TH CPO (Certified Pool Operator) \$599 | AUGUST 14TH HVAC Certification \$399 |
| MARCH 12TH Hands On Low Voltage Training \$399 6 CECs | SEPTEMBER 12TH Legal Conference \$299 5 CECs |
| MARCH 15TH HVAC Certification \$399 | SEPTEMBER 25TH LIHTC (Low Income Housing Tax Credit) \$350 6 CECs |
| MARCH 19TH - 22ND CAPS (Certified Apartment Portfolio Supervisor) \$1800 | SEPTEMBER 26TH LIHTC (Low Income Housing Tax Credit) Test Prep \$229 4 CECs |
| MARCH 27TH Workplace Safety \$139 | OCTOBER 8TH HVAC for Beginners & Advanced \$225 3 CECs each |
| APRIL 10TH - 12TH CAPL (Certified Apartment Leasing Professional) \$799 | OCTOBER 24TH Women's Conference \$199 6 CECs |
| APRIL 18TH HVAC A to Z \$225 6 CECs | NOVEMBER 14TH HVAC Industry Changes \$225 6 CECs |
| APRIL 23RD Testing Day at GNAA | DECEMBER 2ND - 6TH CAM (Certified Apartment Manager) \$985 |
| MAY 7TH Mental Health Class \$225 6 CECs | DECEMBER 2ND - 4TH CAS (Certified Apartment Supplier) \$799 |
| MAY 22ND Leasing Like the Stars! \$225 6 CECs | DECEMBER 9TH Testing Day at GNAA |
| JUNE 13TH Budget Round Up Course \$139 3 CECs | |

THANK YOU 2023 GNAA EDUCATION SPONSORS:
ARTISAN FLOORS - BOARD FLOORING - ADDRESIO PROPERTIES - CHADWELL SUPPLY
CORP - ELMINGTON PROPERTY MANAGEMENT - FREEMAN WIEB COMPANY - THE LAW OFFICE OF HALL & ASSOCIATES
THE LAW OFFICE OF JENNIFER MCCOY - MAA - LIGHTHOUSE PROPERTY MANAGEMENT - 93 CONTRACTORS, LLC
RASH FLOORS - THE LIBERTY GROUP - TOLLESON, INC - VALLEY LIVING



GNAA EVENTS

AWARDS GALA

Annually GNAA hosts its formal Awards Gala for members to enjoy a fun-filled, memorable night where awards are presented to selected winners to honor their hard work and accomplishments throughout the past year.

The Gala also presents the installation of the next year's Chairman and Board of Directors. As a sponsor, your company will surely want to be apart of GNAA's biggest event of the year at this elegant event.

| Sponsorship | Price |
|---------------------------------------|---------------|
| Diamond | \$6000 |
| Platinum | \$5000 |
| Gold | \$3800 |
| Favor | \$4000 |
| Photo Booth | \$2500 |
| Spotlight 360 | \$2500 |
| Hot Chocolate & Coffee Bar | \$2000 |
| Diamond Award | \$500 |
| Tables/Tickets | Price |
| Reserved Table (10 Seats) | \$1750 |
| Individual Tickets | \$150 |

***PREVIOUS GALA SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this event.



GNAA EVENTS

GOLF TOURNAMENT

The annual golf tournament is a spectacular day of networking and golfing on the green. During the tournament there is fun to be had as GNAA supplier members are stationed throughout the course at various holes or on golf carts to meet with teams with goodies and snacks.

| Sponsorship | Price |
|--------------------|--------|
| Title Sponsor | \$3500 |
| Swag | \$1200 |
| Beverage Cart | \$850 |
| Hospitality Cart | \$850 |
| Registration/Range | \$600 |
| Cooling Cart | \$600 |
| Food | \$600 |
| Cigar Cart | \$550 |
| Putting Contest | \$350 |
| Longest Drive | \$750 |
| Closest to the Pin | \$750 |
| Air Cannon | \$750 |
| Hole-in-One | \$750 |
| Longest Putt | \$750 |
| Cornhole | \$750 |
| Fairway Holes | \$550 |
| Flag Sponsor | \$800 |
| Welcome Banner | \$175 |

***PREVIOUS GOLF SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this event.



GNAA

SUPERHERO Scramble

8 AM SHOTGUN START ON WEDNESDAY MAY 24th

SIGN UP YOUR TEAM TODAY!

\$199 PER PLAYER/FOUR PERSON TEAM.
INCLUDES PLAYER FEES, CART, 2 PUTT RULE, 1 TOSS, & LUNCH
THE RANGE PRACTICE FACILITY WILL BE OPEN 1 HOUR PRIOR.
ALL PLAYERS MUST COMPLETE THE COURSE.
MULLIGANS ARE \$10.00 EACH. ONLY 8 PER TEAM.

PINE CREEK GOLF COURSE
1835 LOGUE RD, MT. JUILET, TN 37122
REGISTER AT WWW.GNAA.ORG/EVENTS

#mygnaa

THANK YOU TO OUR TITLE SPONSOR **SIGNAL 88 SECURITY**



GNAA EVENTS

APARTMENT TOUR

The annual GNAA Apartment Tour is an exclusive, guided tour opportunity for the rental housing industry's upper and regional management to experience the newest amenities in action at communities in Middle Tennessee. After reviewing several properties, the Apartment Tour Committee selects 4 communities to exhibit in the tour and they choose a theme for that year's Apartment Tour. Limited sponsorship opportunities for suppliers are available for this event and only suppliers who are sponsors can attend the tour.

As a sponsor, you will have the opportunity to spend a full day networking with industry leaders on an exciting bus tour while discovering the latest in property amenities at several multifamily communities throughout the Nashville area.

| Sponsorship | Price |
|-----------------------|--------------|
| Breakfast | \$600 |
| Lunch | \$600 |
| Transportation | \$550 |
| Gift Basket | \$650 |
| Tour Bag | \$650 |

***PREVIOUS APARTMENT TOUR SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this event.



GNAA EVENTS

BEER, BUTTS, & BBQ

Beer, Butts and BBQ is an annual BBQ fundraiser organized by the Community Service Committee to raise money for the GNAA Emergency Relief Fund, which is then used to purchase retail gift cards for victims of disasters. Beer, Butts, and BBQ is a fun outdoor event full of good food, good times, and great people.

At this GNAA cookoff, registered BBQ teams are pitted against each other and tasked to make the tastiest, most delicious BBQ ribs that are then judged to determine whose ribs are the best. The winning team is awarded a \$500 prize and carries the title of "Best BBQ Ribs" at GNAA. GNAA members who purchase tickets to the event enjoy sampling a variety of BBQ meats and side dishes prepared and cooked by participating GNAA members.

| Sponsorship | Price |
|-------------|-------|
|-------------|-------|

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|-----------|-------|
| Cook Team | \$350 |
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| Game | \$200 |
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| Photo Booth | \$300 |
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| Entertainment | \$200 |
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| Koozie | \$200 |
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| Soda | \$200 |
|------|-------|

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|-----------|-------|
| Drink Cup | \$200 |
|-----------|-------|

***PREVIOUS SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability



Beer, Butts, & BARBECUE

THURSDAY, SEPTEMBER 28TH

AMERICAN LEGION POST 88 | 5:30 PM-8:00 PM | \$40 TO ATTEND
BBQ COOKOFF - \$300 ENTRY FEE - WIN \$500
9TH ANNUAL DEBORAH BAUMSTARK BAKE SALE
NEXTGEN DUNK TANK
2717 McCampbell Avenue, Nashville, TN 37214

GNAA REGISTER AT WWW.GNAA.ORG/EVENTS #MYGNAA



GNAA EVENTS

RETREAT/MEC BREAKFAST

Multifamily Executive Council Breakfast

MEC luncheons are held quarterly and are an exclusive opportunity for the sponsor.

Attendees are special invites from within senior management of multifamily companies. This is a unique opportunity for sponsors to network with upper management. Each sponsor will have the opportunity to speak for a few minutes at the luncheon. Sponsors are also welcome to set up a table or bring promotional items to giveaway. Sponsors also bring a prize giveaway for a drawing at the end of the luncheon. Sponsoring suppliers are only supplier allowed to attend with exception of board members and leadership lyceum candidates.

| Sponsorship | Price |
|--------------------------------|--------|
| MEC Breakfast - Q1 (Feb. 9th) | \$1000 |
| MEC Breakfast - Q2 (May 10th) | \$1000 |
| MEC Breakfast - Q3 (Sep. 20th) | \$1000 |
| MEC Breakfast - Q4 (Dec. 13th) | \$1000 |

Board of Directors Retreat Sponsorship

Enjoy attending a fun-filled team building event for the 2024 Board of Directors with your sponsorship. It is a great way to showcase your company in front of GNAA leadership!

| Sponsorship | Price |
|------------------------|-------|
| BOD Retreat- June 13th | \$700 |

Please contact Ginny Johnson at ginnyjohnson@gnaa.org for availability



GNAA EVENTS

MAINTENANCE APPRECIATION

Show your support for our multifamily maintenance professionals by sponsoring the maintenance appreciation event! With your help, we can show our maintenance professionals an afternoon of fun and relaxation because we know how much hard work they put into their communities!

Casino Night

| Sponsorship | Price |
|-------------|-------|
| Game Table | \$500 |
| Food | \$500 |
| Water | \$300 |
| DJ | \$500 |
| Beer | \$200 |
| Soda | \$500 |

Cornhole Tournament & NASHCAR

| Sponsorship | Price |
|-------------|--------|
| Beer | \$500 |
| TShirt | \$1000 |
| DJ | \$500 |
| Koozie | \$500 |
| Cornhole | \$450 |
| Food | \$400 |
| Soda | \$300 |

***PREVIOUS SPONSORS HAVE FIRST RIGHT OF REFUSAL

Please contact Anne Angel at education@gnaa.org for availability for this event.





2 INTERNATIONAL PLAZA, SUITE 201 NASHVILLE, TN 37217 | WWW.GNAA.ORG | 615.365.3047