

Indiana Apartment Association

2027 Sponsorship Opportunities



Create Opportunity | **Build Your Network** | **Grow Your Business**



Utilize the Indiana Apartment Association's premier events to connect with multifamily professionals

iaaonline.net

YOU ARE PART OF SOMETHING BIG

Established over **95 years ago**, IAA is Indiana's leading trade association for professionally managed multifamily housing.

We represent over **300,000 homes** in legislative, legal, and regulatory matters statewide.

Our members represent all facets of the multifamily housing industry: apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, maintenance personnel, suppliers, and related business professionals throughout the state of Indiana.

IAA is governed by a volunteer board of directors that is reflective of its membership and meets bimonthly to address industry challenges.

Becoming an IAA member provides you with extended national support and resources through the National Apartment Association.

2,600+
ORGANIZATIONS

↓

9,000+
INDIVIDUAL MEMBERS

↓

300,000+
HOMES IMPACTED

INDIANA APARTMENT ASSOCIATION MISSION

At IAA, we exist to promote, advocate and protect the general interests of the ownership and management of multifamily housing in the Indiana area by uniting those engaged in the business. We are committed to uphold the dignity of the property management profession and to acquire and disseminate useful business information among its members, to foster a spirit of cooperation among its members; to cultivate higher standards of practice and business ethics.

2027 Signature Events Calendar

JANUARY

- LEVEL UP LUNCH (JAN. 26)

FEBRUARY

- BOWLING FOR REBUILDING LIVES (FEB. 9)
- MAINTENANCE GAMES (FEB. 25)

MARCH

- REVERSE TRADE SHOW (MARCH 11)

APRIL

- EXECUTIVE PAC FUNDRAISER (APRIL 13)
- LEVEL UP LUNCH (APRIL 15)

MAY

- PROPERTY BUS TOUR (MAY 19)

JUNE

- PAC GOLF OUTING (JUNE 8)
- INDIANA NIGHT @ NAA'S APARTMENTALIZE (JUNE 16)

JULY

AUGUST

- CASINO FUN EVENT (AUG. 12)
- LEVEL UP LUNCH (AUG. 24)
- MANAGEMENT PANEL (AUG. 27)

SEPTEMBER

OCTOBER

- MIDWEST MULTIFAMILY CONFERENCE (OCT. 7-8)

NOVEMBER

- MULTIFAMILY INDUSTRY SUMMIT (NOV. 9)

DECEMBER

Dates, pricing and sponsorship opportunities are subject to change.

Indiana Apartment Association

Quarter 1 Events

Level Up LUNCH

Tuesday, Jan. 26 | 11:30 a.m. - 1:30 p.m. | IAA Education Center

WHAT IS THIS EVENT?

Level Up Lunch is a dynamic lunch-and-learn event designed specifically for multifamily industry professionals. This event combines targeted education with meaningful networking, offering attendees the chance to sharpen their skills, stay ahead of industry trends, and connect with peers—all over a shared meal.

HISTORICAL ATTENDANCE

A consistently sold-out event, Level Up Lunch attracted 70 direct members at each session in 2026, primarily property managers, maintenance supervisors, and corporate property management professionals. ***Suppliers must sponsor to attend.***



SPONSORSHIP LEVELS

One Available!

PRESENTING SPONSOR *$1,500*

- Includes a one-minute speaking opportunity to spotlight your company and introduce our speaker

Three Available!

EVENT SPONSOR *$650*

Each level includes:

- Two (2) complimentary event tickets
- Company listing or logo on all promotional materials, event signage, and pre- and post-presentation slides
- Clickable company link on website and eNewsletters

Bowling for Rebuilding Lives

Tuesday, Feb. 9 | 1:30 - 4:00 p.m. | Woodland Bowl

WHAT IS THIS EVENT?

Bowling for Rebuilding Lives is a signature event that brings together hundreds of IAA members for an exciting afternoon of friendly competition. Proceeds from the event benefit Rebuilding Lives, IAA's philanthropic initiative that supports residents displaced by natural disasters and extreme weather. In 2026 alone, **Rebuilding Lives distributed more than $50,000 in assistance to impacted residents.** Choose your preferred sponsorship level and make meaningful connections at IAA Bowling!

HISTORICAL ATTENDANCE

Each year, we host more than 600 attendees at this event. Over 25 management companies bring their entire teams: managers, maintenance, leasing, and sales! ***Suppliers must sponsor to attend.***









SPONSORSHIP LEVELS

Each level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

NEW! PRESENTING SPONSOR *$7,500*

One Available!

- Ten (10) complimentary tickets to the event
- Exclusive logo ad displayed on every bowling lane scoring screen
- 30-second promotional message featured in the attendee Know Before You Go email
- 100% tax-deductible

NEW! REBUILDING LIVES CHAMPION SPONSOR *$7,500*

Two Available!

- Ten (10) complimentary tickets to the event
- Exclusive banner ad displayed on the "IAA Gives Back" webpage for 12 months
- Recognition in quarterly Rebuilding Lives email and board meeting updates
- 100% tax-deductible

Bowling for Rebuilding Lives

REBUILDING LIVES

Tuesday, Feb. 9 | 1:30 - 4:00 p.m. | Woodland Bowl

SPONSORSHIP LEVELS

Each level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

CHEER SPONSORSHIP *$400*

- Two (2) complimentary tickets to the event
- 100% tax-deductible

SHOE SPONSORSHIP *$700*

Two Available!

- Four (4) complimentary tickets to the event
- Company logo on “follow me” floor decals and signage at shoe station
- Partially tax-deductible

BEVERAGE SPONSORSHIP *$700*

Four Available!

- Four (4) complimentary tickets to the event
- Company logo on all drink tickets for the event (2 per attendee)
- Partially tax-deductible







Maintenance Games

Thursday, Feb. 25 | 11:00 - 4:30 p.m. | Ind. State Fairgrounds

SPONSORSHIP LEVELS

Each sponsorship level includes two (2) complimentary event tickets, your company logo or listing on all promotional materials and event signage, a clickable company link on the website and eNewsletters, and the opportunity to showcase your company by providing a door prize valued at $50 or more for an attendee giveaway.

NEW! OVERALL SPONSOR *$1,500*

- Additional four (4) complimentary event tickets, plus the opportunity to purchase additional tickets
- Opportunity to engage with participants during practice time
- Exclusive networking access in the participant holding area during competition

Two Available!

NEW! KNOW BEFORE YOU GO & RULE BOOK SPONSOR *$650*

- Company logo featured in all Know Before You Go emails
- Logo included in the participant rule book

Three Available!



WHAT IS THIS EVENT?

After an incredible return in 2026, Maintenance Games is back and better than ever! This fan-favorite event brings together maintenance professionals for a day of friendly competition, testing their skills and knowledge through seven industry-specific challenges. Teams also bring enthusiastic coworkers to cheer them on, creating an electric atmosphere. The day wraps up with a social hour where participants recognize the competition's top performers.

HISTORICAL ATTENDANCE

In 2026, the Maintenance Games event drew nearly 200 attendees. We anticipate a large turnout, as this event has been highly requested every year. ***All supplier members must sponsor in order to attend this event.***



Maintenance Games

Thursday, Feb. 25 | 11:00 - 4:30 p.m. | Ind. State Fairgrounds

SPONSORSHIP LEVELS

Each sponsorship level includes two (2) complimentary event tickets, your company logo or listing on all promotional materials and event signage, a clickable company link on the website and eNewsletters, and the opportunity to showcase your company by providing a door prize valued at $50 or more for an attendee giveaway.

TROPHY SPONSOR *$850*

One Available!

- Present the awards for 1st, 2nd & 3rd place at the conclusion of the event
- Company recognition on awards listed above

TIMED EVENT SPONSOR *$850*

21 Available!

- Run a timed event from 12:15–3:30 p.m. (two (2) company attendees required)
- Company logo at assigned game

LUNCH SPONSOR *$650*

- Sponsor recognition signage at lunch stations
- Opportunity to provide branded napkins at lunch stations (250+ qty.)

HAPPY HOUR SPONSOR *$650*

- Sponsor recognition signage at bars
- Opportunity to provide branded napkins at bars (250+ qty.)

BEVERAGE SPONSOR *$650*

- Sponsor recognition signage at beverage stations
- Opportunity to provide branded napkins at beverage stations (250+ qty.)





Reverse Trade Show

NATIONAL APARTMENT ASSOCIATION
NAAPAC

Thursday, March 11 | 2:00 - 5:00 p.m. | 502 East Event Centre

OVERALL SPONSORSHIP
$2,500

Two Available!

Sponsorship includes:

- Two (2) complimentary registrations ($1,000 value)
- Full-page ad (8.5" × 5.5") in the event booklet distributed to management company attendees
- Exclusive early access to enter 10 minutes before doors open and meet one management company of your choice
- Company logo or listing on event signage and promotional materials
- Clickable company link on the event website and in eNewsletters

WHAT IS THIS EVENT?

This high-impact networking event is your chance to connect directly with owners and key decision-makers from dozens of property management companies, all in one evening.

Using a Reverse Trade Show format, this event flips the script: instead of walking booth to booth, you'll have the opportunity to have face-to-face conversations with professionals who manage rental housing across Indiana.

HISTORICAL ATTENDANCE

In 2026, this event hosted **28 management companies** representing over **110,000 units**. Supplier attendance is limited to three (3) attendees per company. ***Supplier companies must be IAA members to participate.***





Registration opens in January 2027!

Early Bird Rate: $505

Indiana Apartment Association

Quarter 2 Events

Executive PAC Fundraiser

Tuesday, April 13 | Location: TBD

WHAT IS THIS EVENT?

This exclusive, executive-level gathering hosted by the IAA is an invitation-only event supporting the Indiana Multifamily Housing Political Action Committee (IMFHPAC). IMFHPAC works to elect pro-business, pro-multifamily legislators who advocate for the industry's interests. This event offers a unique opportunity to engage directly with key decision-makers in a private, intimate atmosphere.

HISTORICAL ATTENDANCE

In 2026, this invitation-only event brought together executives from 20 property management companies.
Suppliers must sponsor to attend.



SPONSORSHIP LEVELS

ASSOCIATE SUPPLIER - *$2,000*

ENHANCED SUPPLIER - *$1,500*

Sponsorship includes:

- Company listing or logo on all promotional materials and event signage
- Clickable company link on website and eNewsletters
- Two (2) complimentary event tickets
- Event sponsor listing in *INsites* magazine

Level Up LUNCH

April 15 | 11:30 a.m. - 1:30 p.m. | IAA Education Center

WHAT IS THIS EVENT?

Level Up Lunch is a dynamic lunch-and-learn event designed specifically for multifamily industry professionals. This event combines targeted education with meaningful networking, offering attendees the chance to sharpen their skills, stay ahead of industry trends, and connect with peers—all over a shared meal.

HISTORICAL ATTENDANCE

A consistently sold-out event, Level Up Lunch attracted 70 direct members at each session in 2026, primarily property managers, maintenance supervisors, and corporate property management professionals. ***Suppliers must sponsor to attend.***



SPONSORSHIP LEVELS

One Available!

PRESENTING SPONSOR *$1,500*

- Includes a one-minute speaking opportunity to spotlight your company and introduce our speaker

Three Available!

EVENT SPONSOR *$650*

Each level includes:

- Two (2) complimentary event tickets
- Company listing or logo on all promotional materials, event signage, and pre- and post-presentation slides
- Clickable company link on website and eNewsletters

Property Bus Tour

Wednesday, May 19 | 8:00 a.m. - 4:00 p.m.

SPONSORSHIP LEVELS

Each level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

OVERALL SPONSOR - *$750*

- One (1) complimentary registration per bus to attend the full event
- Two-minute spotlight between tour stops to introduce your company
- Opportunity to distribute branded giveaways to all attendees

BREAKFAST SPONSOR - *$500*

- Two (2) complimentary tickets to attend the continental breakfast prior to event (8:00 - 9:00 a.m.)
- Onsite signage recognizing you as the breakfast sponsor

WHAT IS THIS EVENT?

Don't just market to decision-makers—spend the day with them! Join us as a sponsor for a day touring top Indianapolis properties with regional managers, property managers, and marketing directors. This immersive experience goes beyond networking—build relationships, share your brand between tour stops, and gain insight into industry trends.

HISTORICAL ATTENDANCE

IAA rents two charter buses accommodating over 100 people for this event, and it sells out every year! ***Suppliers must sponsor to attend.***









PAC Golf Classic

Tuesday, June 8 | 9:00 a.m. - 6:00 p.m. | Eagle Creek Golf Course

WHAT IS THIS EVENT?

Tee up for success at IAA's 25th Annual PAC Golf Classic! This signature event brings together multifamily professionals and golf enthusiasts for a day of friendly competition, networking, and advocacy—all in support of the Indiana Multifamily Housing Political Action Committee (PAC). With a variety of sponsorship opportunities, companies can gain high-impact brand exposure and direct engagement with industry leaders. It's a chance to connect with decision-makers and show your support for the future of Indiana's rental housing industry.

HISTORICAL ATTENDANCE

IAA's outing brings in nearly 300 multifamily leaders each year. This event is popular and sells out quickly! ***Suppliers have the option to sponsor and/or participate as a team.***

Day of Event Schedule

9:00 a.m.
Registration Opens

9:30-10:30 a.m.
Putting Contest Qualifications

10:20 a.m.
Helicopter Ball Drop

10:30 a.m.
Final Putt for Putting Contest

11:00 a.m.
Shot Gun Start

5:00 p.m.
Awards Presentation
& Dinner

PAC Golf Classic

Tuesday, June 8
9:00 a.m. - 6:00 p.m.
Eagle Creek Golf Course

Each sponsorship level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

OVERALL SPONSORSHIP
$3,200
Three Available!

- One (1) golf hole sponsorship
- Recognition as an overall sponsor on all email promotions, brochure, and event signage

PUTTING CONTEST SPONSOR
$2,500
One Available!

- Company attendees to staff putting contest and network with participants
- Opportunity to provide giveaways to participatants

CART DECAL SPONSOR
$2,500
One Available!

- Sponsor logo on windshield clings on all 136 player carts





PAC Golf Classic

Tuesday, June 8
9:00 a.m. - 6:00 p.m.
Eagle Creek Golf Course

Each sponsorship level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

BEVERAGE CART SPONSOR
$1,000

Two Available per course!

- Two (2) company representatives to drive the cart and network with golfers (for event duration)
- Decorate your cart for a chance to win *Best Decorated Cart Award*

CONCIERGE CART SPONSOR
$1,000

Four Available per course!

- Two (2) company representatives to drive the cart and network with golfers (for event duration)
- Decorate your cart for a chance to win Best Decorated Cart Award





HELICOPTER BALL DROP SPONSOR
$1,000

One Available!

- Attend the ball drop before the outing
- Speak for 30-seconds about your company before the ball drop
- Announce winners

Helicopter Ball Drop subject to sponsor participation/funding.





PAC Golf Classic

Tuesday, June 8
9:00 a.m. - 6:00 p.m.
Eagle Creek Golf Course

Each sponsorship level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

HOLE SPONSOR
$700

18 Available per course!

- Company rep at your hole to network all day
- Decorate your hole, hand out giveaways, and interact with golfers for a chance to win People's Choice Award

PIN FLAG HOLE SPONSOR
$300

- Have additional recognition at your hole with a custom pin flag!

Add-on Opportunity!

SCORECARD SPONSOR
$750

One Available!

- Sponsor logo on scorecard app used by over 80% of players
- Logo shown after each score is entered
- May attend during registration to network (9:00-11:00 a.m.)





PAC Golf Classic

Tuesday, June 8
9:00 a.m. - 6:00 p.m.
Eagle Creek Golf Course

Each sponsorship level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

GOLF TOWEL SPONSOR
$600

One Available!

- Provide a custom golf towel on all 136 player carts (272 total towels)
- May attend during registration to network (9:00-11:00 a.m.)

LUNCH SPONSOR
$550

Four Available!

- Sticker decal with company logo placed on all box lunches provided to golfers
- May attend during registration to network (9:00-11:00 a.m.)

MULLIGAN SPONSOR
$350

Two Available!

- Sponsor logo on mulligan tickets – all golfers may purchase

YARDSTICK SPONSOR
$350

Two Available!

- Sponsor logo on yardsticks (36 provided by sponsor) – each team may purchase one

WATER SPONSOR
$300

Two Available!

- Sponsor to provide branded bottled water for attendees
- IAA will provide a table for sponsor near registration





Indiana Night @ Apartmentalize

Wednesday, June 16 | 5:00 - 6:30 p.m. | Denver, CO

OVERALL SPONSORSHIP
$600

Sponsorship includes:

- Two (2) complimentary registrations to attend the event
- Print recognition as an event sponsor
- Your company logo or listing will be on all promotional flyers and emails
- Emails include link to your website
- Your sponsorship will be listed on IAA's website calendar with a link to your website

WHAT IS THIS EVENT?

Hoosiers are representing at the Apartmentalize conference, powered by NAA. Each year, IAA organizes a special evening exclusively for members attending the conference. As a sponsor of Indiana Night, your company will be front and center at this fun and high-energy networking event. This year's conference is a "Get Jazzed" theme and takes place in New Orleans, Louisiana.

HISTORICAL ATTENDANCE

In 2026, this event hosted over 130 attendees from nearly 50 management companies. ***Suppliers must sponsor to attend.***





Indiana Apartment Association

Quarter 3 Events

Casino FUN Event

August 2027 | The Heirloom at N.K. Hurst

WHAT IS THIS EVENT?

Join us for IAA's Casino FUN Event, an exciting evening open to all IAA direct members and suppliers! Enjoy the thrill of at least **15 casino-style game tables**, delicious appetizers, and a wide selection of beverages. It's the perfect chance to connect, unwind, and network with industry peers in a lively, themed atmosphere.

HISTORICAL ATTENDANCE

In 2026, the Casino FUN event drew over 160 attendees from more than 80 companies. Attendees were from corporate and property management, leasing, maintenance, and sales! ***Suppliers may sponsor and/or purchase tickets to attend.***









SPONSORSHIP LEVELS

Each level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

CASINO TABLE SPONSOR *$750*

15 Available!

- Two (2) complimentary tickets to the event
- Company name and logo on one (1) casino game table

BAR SPONSOR *$700*

- Two (2) complimentary tickets to the event
- Signage at bars recognizing you as the sponsor
- Opportunity to provide branded napkins for the bars (Quantity 250+)

PRIZE SPONSOR *$700*

- Two (2) complimentary tickets to the event
- Provide a prize *(valued at $100+)* to be given away at the event

Level Up LUNCH

Tuesday, Aug. 24 | 11:30 a.m. - 1:30 p.m. | IAA Education Center

WHAT IS THIS EVENT?

Level Up Lunch is a dynamic lunch-and-learn event designed specifically for multifamily industry professionals. This event combines targeted education with meaningful networking, offering attendees the chance to sharpen their skills, stay ahead of industry trends, and connect with peers—all over a shared meal.

HISTORICAL ATTENDANCE

A consistently sold-out event, Level Up Lunch attracted 70 direct members at each session in 2026, primarily property managers, maintenance supervisors, and corporate property management professionals. ***Suppliers must sponsor to attend.***



SPONSORSHIP LEVELS

One Available!

PRESENTING SPONSOR *$1,500*

- Includes a one-minute speaking opportunity to spotlight your company and introduce our speaker

Three Available!

EVENT SPONSOR *$650*

Each level includes:

- Two (2) complimentary event tickets
- Company listing or logo on all promotional materials, event signage, and pre- and post-presentation slides
- Clickable company link on website and eNewsletters

Management Panel

Friday, Aug. 27 | 8:30 - 10:00 a.m. | IAA Education Center

WHAT IS THIS EVENT?

As an e**xclusive benefit for IAA supplier members**, this interactive panel discussion provides behind-the-scenes insights from management company leaders on vendor-management relationships. Gain a better understanding of purchasing and partnership decisions, current industry challenges, and practical strategies for building lasting relationships.

WHY ATTEND?

Each year, we curate a well-rounded panel to provide valuable insights from multiple perspectives within the multifamily industry. Spots are limited, and this event sells out year after year.



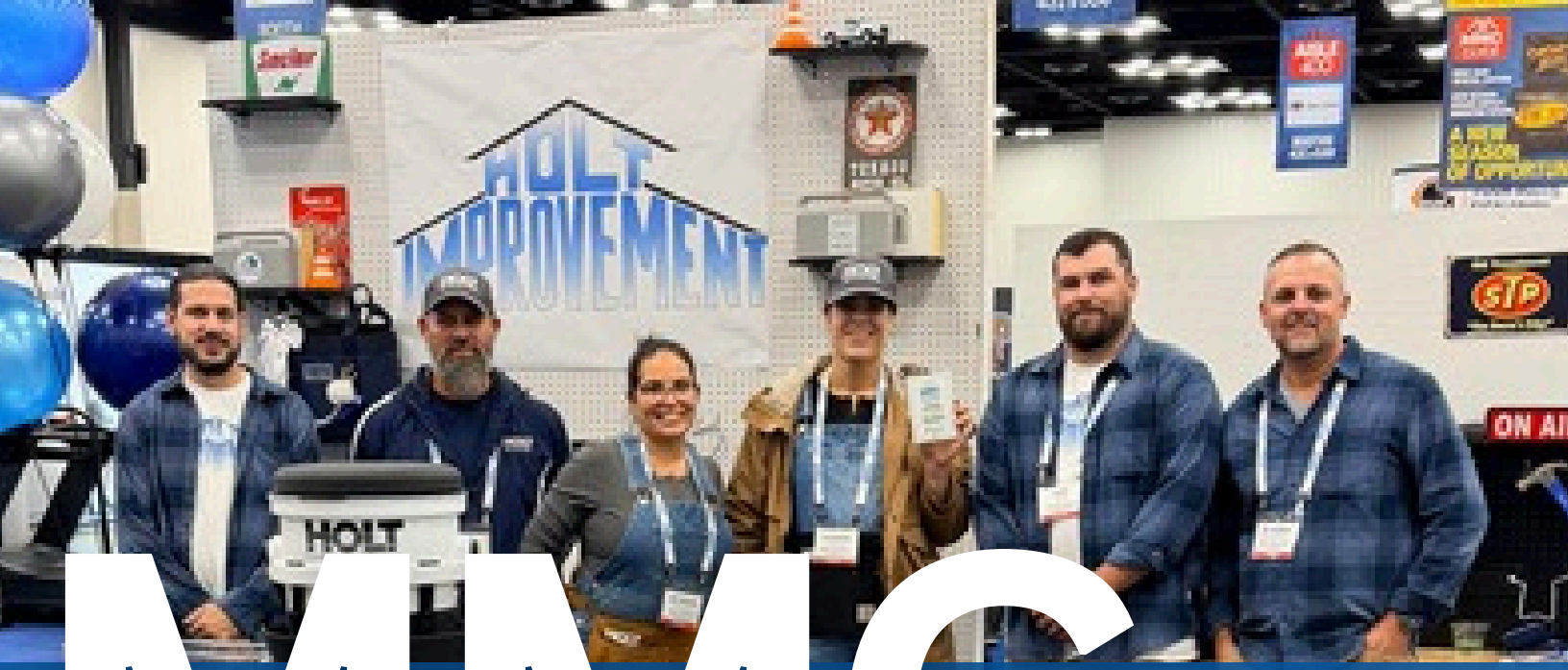


Registration opens in January 2027!

Supplier Member: $45

Indiana Apartment Association

Quarter 4 Events



MMC

Midwest Multifamily Conference

October 7-8, 2027 | Indiana Convention Center

WHAT IS THIS EVENT?

The Midwest Multifamily Conference (MMC) is a 2-day conference, hosting over 3,000 multifamily professionals. Participants attend educational sessions to help their grow in their careers, but they also look forward to our much-anticipated trade show. The trade show is a prime opportunity to showcase your products, build relationships, and grow your business in one of the region's most dynamic markets. Don't miss your chance to be part of the conversation shaping the future of multifamily living.

HISTORICAL ATTENDANCE

Management companies bring their entire teams to MMC-maintenance, sales, leasing, and management. In previous years, attendance has ranged from 3,000-3,500 attendees. ***Suppliers must exhibit a trade show booth to attend.***

Trade Show Schedule

1:45 - 5:00 p.m.
October 7 | Day 1

12:45-3:30 p.m.
October 8 | Day 2

For More Information:



Multifamily Industry Summit

November 2027 | 3:00 - 6:00 p.m. | Location: TBD

WHAT IS THIS EVENT?

Sponsoring the **Multifamily Industry Summit** gives your company exclusive access to high-level investors, owners, and executives from across the state. State and national experts share information about topics our members care about most, and we wrap up the event with an always anticipated reception and industry outlook from the CBRE team.

HISTORICAL ATTENDANCE

In 2026, this event hosted over 300 attendees from nearly 150 companies. No other IAA event has more owners, executives, and developers in attendance. ***Supplier members may sponsor and/or purchase tickets to attend.***

SPONSORSHIP LEVELS

Each level includes: company logo or listing on all promotional materials and event signage + clickable company link on website and eNewsletters.

OVERALL SPONSOR — *$2,000*

Six Available!

- Two (2) complimentary event registrations
- A 6' table to display your company's information throughout the event
- Contact information of attending members after event
- Signage on tables and throughout event

BEVERAGE SPONSOR — *$2,000*

One Available!

- Two (2) complimentary event registrations
- Contact information of attending members after event
- Signage on beverage stations during event

NOTEPAD SPONSOR — *$1,500*

One Available!

- Two (2) complimentary event registrations
- Provide branded notepads for education session placed at each seat *(Qty. 250+)*

PEN SPONSOR — *$1,500*

One Available!

- Two (2) complimentary event registrations
- Provide branded pens for education session placed at each seat *(Qty. 250+)*

COCKTAIL RECEPTION SPONSOR — *$1,600*

- Two (2) complimentary event registrations for cocktail reception and Industry Outlook portion of the event (4:00-6:00pm)
- Signage by reception bars and registration