



2020 ADVERTISING & SPONSORSHIP PROSPECTUS



RELEASED NOV 4, 2019

SUMMARY OF CONTENTS

Business Partners *page 4*

-  Strategic Partner | \$9000
-  Premier Partner | \$7000
-  Champion Partner | \$5000

Advertising - Online *page 6*

-  Featured Directory Profile | \$349
-  ENews Sponsor | \$320

Advertising - Print *page 7*

-  the Apartment Magazine | \$425 - \$675
-  Membership Directory | \$400 - \$1600
-  Quarterly Magnet Sponsor | \$300

Board of Director Sponsorships *page 9*

-  BoD Meeting | \$350
-  BoD Bonding Event | \$1500
-  BoD Retreat | \$1000
-  BoD Year-End Reception | \$2000

The information contained in this prospectus is accurate to the best of our knowledge. Pricing, dates, and availability are subject to change without notice.

SUMMARY OF CONTENTS (CONT.)

Education Classes

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-  **Class Meal | Meal Cost**
-  **Class Snack Break | Snack Cost**
-  **Name Tag Sponsor | \$100**
-  **Workbook Sponsor - 1 Page Ad | \$275 - \$425**

Education Scholarship Fund Partner

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-  **Gold Partner | \$450**
-  **Silver Partner | \$350**
-  **Bronze Partner | \$250**



Events

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-  **After Work Networking Sponsor | TBA**
-  **Bus Tour Sponsor | TBA**
-  **Dinner Meeting Sponsor | Business Partner Exclusive**
-  **Golf Outing Sponsorships | \$ Varies**
-  **Tech Conference Sponsorships | TBA**
-  **Trade Show Sponsor | \$ Varies**
-  **TOPS Awards Sponsor | \$ Varies**
-  **Tour of Cities Breakfast Sponsor | Cost of Breakfast**

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2020 BUSINESS PARTNERS SUMMARY

STAND OUT

Our Business Partner packages allow Supplier members to gain access to heightened exposure and sponsorship opportunities throughout the year. When you become a Business Partner, you are bundling various opportunities for a year-long package of sponsorships.

Inclusions

STRATEGIC PREMIER CHAMPION

\$9,000

\$7,000

\$5,000

ADVERTISING & MARKETING

DUES (\$595 VALUE)



PRINTED DIRECTORY ENHANCED LISTING (\$149 VALUE)



ONLINE FEATURED DIRECTORY PROFILE (\$349 VALUE)



LOGO FEATURED IN TAA OFFICE LOBBY (\$600 VALUE)



MEMBER SPOTLIGHT IN *THE APARTMENTOR* (\$500 VALUE) **New!**



EDUCATION

CAM CREDENTIAL SPONSOR (\$500 VALUE)



CAPS CREDENTIAL SPONSOR (\$300 VALUE) **New!**



EXCLUSIVE DINNER MEETING SPONSORS (\$1500 VALUE)



DRIVE SHACK GOLF BAY SPONSOR (\$850 VALUE) **New!**



TOPS PRESENTING SPONSOR (\$3000 VALUE)



EVENTS

TOPS NOMINEE RECEPTION SPONSOR (\$2000 VALUE)



TOPS AFTER PARTY CELEBRATION SPONSOR (\$1500 VALUE)



TRADE SHOW BOOTH INCLUDED (\$850 VALUE) **New!**



TRADE SHOW PRESENTING SPONSOR (\$1000 VALUE)



TRADE SHOW BOOTH VISITATION SPONSOR (\$2500 VALUE)



Commitment deadline for Business Partners is 1/8/20.

Installment payments are available upon request.

2020 BUSINESS PARTNERS DETAILS

STRATEGIC, PREMIER, & CHAMPION PARTNERS RECEIVE:

- 2020 Membership Dues (\$595 value)
- Exclusive logos featured in TAA office lobby via digital media (\$600 value)
- Printed Directory Enhanced Listing (\$149 value)
- Featured Profile Upgrade in Online Directory (\$349 value)
- Exclusive Sponsors for Membership Dinner Meeting and Board Installation (\$1500 value)
 - Strategic includes 2 Tickets (\$170 value)
 - Premier & Champion include 1 Ticket (\$85 value)
- Exclusive Sponsors for the Certified Apartment Manager (CAM) Course (\$500 value)
 - Opportunity to present at a breakfast, lunch, or break at one of the course modules. Module selection and course date will be assigned by TAA. The meal/snack is provided to the class as part of the sponsorship.
- **New this year!** Trade Show Single Booth is included. (\$850 value) Your booth will still be awarded in the order received. You may upgrade your booth and we will deduct \$850 from the invoice.

STRATEGIC PARTNERS ALSO RECEIVE:

- Trade Show Sponsor (\$3500 value)
 - Exclusive "Presenting Sponsors"
 - Assist with grand prize drawing and announcement at the show's conclusion
 - Company logo displayed on stage
 - Includes "Booth Visitation Card" sponsorship - Company name and booth number on card distributed to all Owner/Operator attendees to encourage booth visitation
 - Logo on shared page of *the ApartMentor* magazine in the issue prior to Trade Show advertising your booth number
- Exclusive "Presenting Sponsors" of the TOPS Awards (\$3000 value)
 - Presentation of awards stage-time
- Drive Shack "Bay Sponsor" (\$850 value)
 - There will be a limited number of bays available at this event, this sponsorship guarantees your spot
- Sponsors for the Certified Apartment Portfolio Supervisor (CAPS) Course (\$300 value)
 - Opportunity to present at a breakfast, lunch, or break at one of the course modules. Module selection and course date will be assigned by TAA. The meal/snack is provided to the class as part of the sponsorship.
- Member Spotlight in one issue of *the ApartMentor* magazine (\$500 value)

PREMIER PARTNERS ALSO RECEIVE:

- Trade Show Sponsor (\$2500 value)
 - Includes "Booth Visitation Card" sponsorship - Company Name and Booth on Card distributed to all Owner/Operator attendees to encourage booth visitation at Trade Show
 - Logo on shared page of *the ApartMentor* magazine in the issue prior to Trade Show advertising your booth number
- Exclusive "Nominee Reception" sponsors of the TOPS Awards (\$2000 value)
- Sponsors for the Certified Apartment Portfolio Supervisor (CAPS) Course (\$300 value)
 - Opportunity to present at a breakfast, lunch, or break at one of the course modules. Module selection and course date will be assigned by TAA. The meal/snack is provided to the class as part of the sponsorship.

CHAMPION PARTNERS ALSO RECEIVE:

- Exclusive "After Party Celebration" sponsors of the TOPS Awards (\$1500 value)

ONLINE FEATURED DIRECTORY PROFILE

One of the benefits of being a TAA Member is having a basic company profile in our Supplier Directory. Instead of having a basic listing on our member directory, you have the option of upgrading your company to a “featured” profile in the directory.



UPGRADE ANYTIME ONLINE:

WWW.TRIANGLEAPTASSN.ORG/PRODUCTS/FEATURED-DIRECTORY-PROFILE

On average, an upgraded profile gets **11x** **MORE PAGEVIEWS THAN A BASIC PROFILE**

\$349 FOR 365 DAYS

Featured Members are listed first in the directory and can include:

- Logo
- Company Description
- Website Link
- Facebook Feed
- Twitter Feed
- Employee List & Headshots

ENEWS SPONSORSHIP

Have your logo seen! Advertise in our weekly ENews. Each month consists of 4 issues of ENews with two total sponsorships per month.

\$320 PER MONTH

(Bundle with the ApartMentor advertising and save \$120!)

Benefits:

- Reach over 4,200 Potential Viewers Weekly
- Get Your Name Seen on TAA’s Weekly ENews
- Company Logo or Ad with Link to Company Website



Contact TAA for current availability.

TAA Updates | 1st Tuesday
TAA Educates | 2nd Tuesday
TAA Advocates | 3rd Tuesday
TAA Networks | 4th Tuesday

THE APARTMENTOR MAGAZINE

the ApartMentor is the flagship magazine of the Triangle Apartment Association, providing our members and subscribers valuable information such as upcoming educational opportunities, special events, legal affairs issues, new members, membership news, etc.

Be seen by our entire membership; advertise today! *the ApartMentor* offers premium color advertising to members. Our magazine is mailed to every member company and available to be read online.



more than
1,100 COPIES OF EACH ISSUE ARE MAILED & **4,200** DIGITAL COPIES OF EACH ISSUE ARE EMAILED
more than

PREMIUM PLACEMENT ADS

- Outside Back Cover | \$675
- Inside Front Cover | \$650
- Inside Back Cover | \$650
- Page 5 | \$650
 - (Adjacent to President's Pen)

INTERIOR ADS

- Full Page | \$525
- Half Page | \$425
- Quarter Page | \$375

Multi-Issue Packages

Advertise in 2 issues

- Free Upgraded Directory Profile for 2020 (\$349 Value)

Advertise in 3 issues

- Free Upgraded Directory Profile for 2020 (\$349 Value)
- 10% discount on Ad Rates

Advertise in 5 issues

- Free Upgraded Directory Profile for 2020 (\$349 Value)
- 20% discount on Ad Rates

Contact TAA for current availability.

MEMBERSHIP DIRECTORY

The Triangle Apartment Association's Annual Membership Directory is the official publication of TAA. This professionally designed publication is a critical component of our communications program. When our members are ready to contract products and services for their communities, **make sure they think of you first.**

AD RATES

- Premium Position* | \$1600
- Full page | \$875
- 1/2 page | \$650
- 1/4 page | \$400
- Enhanced Listing | \$149

**Premium positions include outside back cover, inside front cover and inside back cover*



DIGITAL MEDIA ADD-ONS

- Standard View Skyscraper | \$400
- Standard View Landing Page | \$400

TO ADVERTISE, PLEASE CONTACT:

Innovative Publishing
 844.423.7272
 advertise@innovativepublishing.com
 www.innovativepublishing.com

QUARTERLY MAGNET SPONSORSHIP

Magnets with upcoming TAA classes and events will be mailed to member apartment communities quarterly. Magnets are 5" x 6". Each magnet has the opportunity for 3 sponsors logos. Get a kick start to your 2020 marketing and reach over 620 Apartment Communities!

\$300 EACH

Contact TAA for current availability.



The more you know, the more you grow!
www.TriangleAptAssn.org

July After Work Networking & Backpack to School Drive Certified Apartment Portfolio Supervisor (CAPS) Credential Program Certified Pool/Spa Operator (CPO) Course
	August
	TAA 101 Property Financials for Assistant Managers Seminar
September Tour of Cities TAAEF's "Take 5" Breakfast Business Exchange Certified Pool/Spa Operator (CPO) Course Legal Issues Seminar NAA Lease Review & Training Seminar NLOL's 5k Fun Run Business Writing Course Golf Tournament

*Dates are subject to change, check the website for more info!



BOARD OF DIRECTORS SPONSORSHIPS

Sponsor a TAA Board of Directors meeting and gain unprecedented promotional exposure for your company. Meet and impact key individuals in the rental housing industry.

MEETING SPONSOR **\$350 INVESTMENT**

Exclusive (1 sponsor per meeting)

Benefits:

- Company Logo in Board Meeting Packet
- Company Logo on Board Meeting Agenda
- Signage in Board room during meeting
- 10 minutes presentation time at beginning of Board Meeting
- Distribute promotional materials in the Board packets or do stand-alone handouts.
- Electronic list of Board Members for follow-up opportunities
- Breakfast is provided to Board members as part of the sponsorship

RETREAT SPONSOR **\$1000 INVESTMENT EACH**

Two (2) non-compete sponsors

Benefits:

- 2 company representatives can attend the dinner with TAA's Board of Directors and Executive Leadership
- Dinner is provided to attendees as part of the sponsorship
- Gain maximum exposure by networking in an informal, relaxed setting with TAA's leadership at a local high-end restaurant



2019 TAA Board of Directors

BONDING EVENT SPONSOR **\$1500 INVESTMENT**

Exclusive (1 sponsor)

Benefits:

- 2 company representatives can attend the bonding event with TAA's Board of Directors and Executive Leadership
- Hors-d'oeuvres and drinks are provided to attendees as part of the sponsorship
- Gain maximum exposure by networking in an informal, relaxed setting with TAA's leadership

YEAR-END RECEPTION SPONSOR **\$2000 INVESTMENT**

Exclusive (1 sponsor)

Benefits:

- 2 company representatives can attend the TAA's Board of Directors year-end reception
- Hors-d'oeuvres and drinks are provided to attendees as part of the sponsorship
- Network for 2 hours with members of the 2020 and 2021 Board of Directors as they celebrate the end of a productive year at TAA!

Contact TAA for current availability.

EDUCATION SPONSORSHIPS

The Triangle Apartment Association offers education sponsorship opportunities that allow TAA Members to showcase their company to the current and future decision makers of the rental housing industry.



CLASS MEAL MEAL/SNACK COST



Exclusive (1 breakfast sponsor, 1 lunch sponsor, and 1 snack sponsor per class)

Benefits:

- You can purchase and manage the catering yourself or we'll manage the process for you for \$75 plus the cost of food. Contact us for details!
- Company promotional signage during the seminar/course
- The opportunity to speak with attendees about your business (5-7 minutes)
- The opportunity to distribute company promotional material(s)
- Network with the class during meal/break

NAME TAG (TENT CARD) SPONSOR \$100

Exclusive (1 sponsor per class)

Benefits:

- Get your logo seen by every attendee!
- Your logo or business card will be printed on the student-facing side of every Name Tag Tent Card for the class you sponsor

WORKBOOK SPONSOR 1 PAGE AD | \$275-425



Exclusive (1 workbook sponsor per class)*

Benefits:

- Full page ad on the inside cover
- The opportunity to speak with attendees about your business (5-7 minutes)
- The opportunity to distribute company promotional material(s)

**Not all classes offer a workbook, contact us for details.*

OWN THE DAY AND SPONSOR THE WHOLE CLASS!

Contact TAA for current details & availability.

EDUCATION SCHOLARSHIP FUND PARTNERS



The TAA Education Scholarship Fund was established in 2001 to provide qualifying candidates the opportunity to further their career development. Funds from the Education Scholarship Fund underwrite scholarships for TAA members to enroll in the NAAEI (National Apartment Association Education Institute)

credential programs such as Certified Apartment Portfolio Supervisor (CAPS), Certified Apartment Manager (CAM), Certified Apartment Supplier (CAS), National Apartment Leasing Professionals (NALP) and the Certificate for Apartment Maintenance Technicians (CAMT).

GOLD PARTNER ***\$450 DONATION***

Benefits:

- Display board recognition in the TAA/Response Team 1 Education Center
- Company logo on the website with link to your company's website
- Recognition in the ApartMentor magazine as an Education Scholarship Fund Partner

BRONZE PARTNER ***\$250 DONATION***

Benefits:

- Display board recognition in the TAA/Response Team 1 Education Center

Education Scholarship Fund Partners receive signage in the TAA/Response Team 1 Education Center from February 2020 – December 2020.

SILVER PARTNER ***\$350 DONATION***

Benefits:

- Display board recognition in the TAA/Response Team 1 Education Center
- Listed on the TAA website as an Education Scholarship Fund Partner

Commitment deadline for TAAEF's Education Scholarship Fund Partners is 1/31/2020. All contributions to TAAEF are tax deductible as it is a 501c3 organization.

EVENT SPONSORSHIPS

The Triangle Apartment Association offers event sponsorship opportunities that allow TAA Members to gain additional exposure and network with Owner/Operator members. Some events are exclusively included with our Business Partner packages and some are purchasable individually.

AFTER WORK NETWORKING *DETAILS TBA*

One of our most popular events, this event is open to all TAA Members and is free to attend. Typical attendance is 150+.

Anticipated dates: March, June, Sept, & Dec

Benefits:

- Logo on signage at event
- Logo on slideshow displayed at event
- Ability to bring giveaways to event
- Ability to distribute raffle tickets to attendees (Raffle Prize of 1 Gift Card provided to each Sponsor)
- Recognition on the TAA Website and in *the ApartMentor* magazine



2018 December After Work Networking

BUS TOUR *DETAILS TBA*

Tour some of the Triangle's newest communities and hear about the latest trends, submarket performance, market trends, new product trends, demographic and employment statistics and factors driving new development. Typical attendance is 90+.

Anticipated date: June 5, 2020

Benefits:

- Company logo on marketing materials
- The opportunity to present a trivia question and prize to Owner/Operator attendees
- The opportunity to distribute company promotional material(s)/giveaway item
- 2 company attendees included



2018 Bus Tour

DINNER MEETING & BOARD INSTALLATION *BUSINESS PARTNER EXCLUSIVE*

Our annual Dinner Meeting hosts the installation of our incoming President and Board of Directors. We also feature a keynote speaker. Typical attendance is 300+.

Event date: January 16, 2020

Exclusive sponsorship for Business Partners

Benefits:

- Logo on signage & slideshow at event
- Recognition during presentation of 2020 Business Partners
 - One company representative will be called to the stage



2019 Dinner Meeting

EVENT SPONSORSHIPS

GOLF OUTING AT DRIVE SHACK *DETAILS TBA*

This year, we're trying something new! Hosting our Golf Outing at Drive Shack will allow for more attendees and sponsorship opportunities. Anticipated attendance is 300+.

Anticipated event date: July 2020

Benefits vary based on sponsorship package.

Limited space available; Bay Sponsorship included for Strategic Business Partners



2019 Board Retreat at Drive Shack

TECH CONFERENCE *DETAILS TBA*

New in 2020, details coming soon!

Anticipated event date: August 2020

Limited space available

Benefits vary based on sponsorship package.



TRADE SHOW *STRATEGIC & PREMIER BUSINESS PARTNER INCLUDED**

Our largest event and most popular event hosts 1300+ Owner/Operator Attendees and 160+ Exhibiting Companies. Owner/Operators stamp their "Booth Visitation Card" at participating Exhibiting Companies and exchange their completed card for an entry into our grand prize drawing.

Event date: April 29, 2020

Benefits vary based on sponsorship package.

- Presenting Sponsors - *Exclusive to Strategic Business Partners*
 - Assist with grand prize drawing and announcement at the show's conclusion
 - Company logo displayed on stage
- Booth Visitation Card Sponsors - *Exclusive to Strategic & Premier Business Partners*
 - Company name and booth number on card distributed to all Owner/Operator attendees to encourage booth visitation
 - Logo on shared page of *the ApartMentor* magazine in the issue prior to Trade Show advertising your booth number



2019 Trade Show

**Additional sponsorships may be available at a later date.*

EVENT SPONSORSHIPS

TOPS AWARDS *BUSINESS PARTNER INCLUDED**

TAA's TOPS (Triangle Outstanding Performance Stars) Awards recognize the industry's top performers. This formal event allows us to honor both the nominees and recipients of these most prestigious awards. Candidates are nominated by their peers and judged anonymously. Typical attendance is 400+.



2016 TOPS Awards

Anticipated event date: October 2020

Benefits vary based on sponsorship package.

- Presenting Sponsors - *Exclusive to Strategic Business Partners*
- Nominee Reception Sponsorship - *Exclusive to Premier Business Partners*
- After Party Celebration Sponsorship - *Exclusive to Champion Business Partners*

**Additional sponsorships may be available at a later date.*

TOUR OF CITIES *COST OF BREAKFAST*

TAA's Membership Committee hosts "TAA's Tour of Cities" as an Engagement Drive for our members. They'll be hosting an event each quarter at an apartment community with a networking breakfast, a few presentations on hot topics, and ending with a tour of the community. Each event has the opportunity for 1 breakfast sponsor. This event is limited to Owner/Operators and Sponsoring Suppliers. The only cost to you is the cost of breakfast. We anticipate 50 to 80 attendees at each event.



2019 March Tour of Cities

Anticipated event dates: March, June, Sept, Nov

MORE INFORMATION

As previously mentioned, the information contained in this prospectus is accurate to the best of our knowledge. Pricing, dates, and availability are subject to change without notice.

For more information, please visit our website or contact us.



Triangle Apartment Association
7920 ACC Blvd, Suite 220
Raleigh, NC 27617

www.TriangleAptAssn.org
919-782-1165
taa@triangleaptassn.org