

# 2026

# Diamond & Platinum Partnership Overview

## What to Expect as a Diamond or Platinum Partner:

- **INCREASED RECOGNITION**
- **MORE MEMBER ENGAGEMENT**
- **FINDING YOUR TARGET AUDIENCE**
- **INCREASED VISIBILITY**
- **FIRST CHOICE REGISTRATIONS & SPONSORSHIPS**

Unlock year-round visibility & premium access with our Diamond & Platinum Partnerships! These top-tier packages deliver a full calendar of sponsorship, advertising, marketing, and networking opportunities—including monthly meetings, education, signature events, & digital exposure.

In 2025, USAA hosted 100+ education sessions, giving D&P partners first choice to be part of high-impact experiences that reach every corner of our membership. Diamond & Platinum partners enjoy priority involvement, elevated brand presence, & unmatched reach across all association activities.

*Flexible billing options are available annually or bi-annually.*

**Diamond Partnership: \$4000 annually**

**Platinum Partnership: \$2000 annually**

Benefits	Diamond Partners	Platinum Partners
Logos featured on Upperstate.org homepage & most viewed pages	✓	✓
Company ad in USAA Ed Center & throughout USAA offices*	✓	✓
Education Center Rentals **	3 (\$450 value)	2 (\$300 value)
Education sponsorships to any designation/credential or certification course ***	2	1
Honored at USAA's Excellence Awards, recognition at monthly meetings via banner & slideshow	✓	✓
Membership 101 bags given to new members with your business cards, swag, & promotional materials	✓	✓
Prime location on USAA's Business Card Wall (in ed center)	✓	✓
First right to all sponsorship opportunities (signature events, monthly meetings, & education)****	✓	
Logo on the bottom of all USAA emails. Logo on background of all USAA Zoom calls-committees, webinars, & board meetings	✓	

# Diamond & Platinum Partners

## *What's Included?*

**\*Diamonds:** shared pop up banner at office entrance, personalized large pop up banner ad displayed in education center + electronic signage slideshow in education center

**\*Platinums:** shared pop up banner at office entrance, + electronic signage slideshow in education center

**\*\*Diamonds:** 2 of your complimentary rentals may be gifted to other USAA members

**\*\*Platinums:** 1 of your complimentary rentals may be gifted to other USAA members

**\*\*\*USAA 2026 Education calendar**

designations/credentials/certifications: CALP, CAM, CAMT, EPA (2x), CPO (4x), Property Management Pre-licensing (4x)

**\*\*\*Diamonds:** first choice of which course dates they want to sponsor

**\*\*\*Platinums:** choice of remaining course dates after Diamonds select

**\*\*\*\*Platinums:** receive first right to sponsorship 48 hours after Diamond Partners, & 72 hours before general membership

