

2027

Budget & Planning Guidebook

Sponsorship & Attendee Pricing
for USAA's Signature Events





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Welcome to the 2027 Guidebook

You're invited to check out this year's lineup of events and sponsorship opportunities available exclusively to USAA members. As you plan and budget for your annual investment with USAA, this guide provides everything you need to shape your involvement for the year ahead.

How to Use This Guide

- Each event page includes a sponsorship grid outlining pricing, quantities, and benefits by level.
- Each page shows projected attendees, guest, and ticket pricing.
- Use this guide to lock in your sponsorship selections and plan your marketing budget for the year.
- Dates and venues marked “TBD” will be confirmed and updated as details are finalized.

Our Mission

Enhancing the multifamily industry by serving members through advocacy, education, and partnerships.

Our Vision

Your trusted leader in multifamily resources.

Disclaimers

- Dates, venues, and pricing are subject to change.
- USAA reserves the right to substitute any sponsorship opportunity of equal or greater value based on availability or unforeseen circumstances.
- If the event is canceled by USAA, the member is entitled to a full refund.
- If the event or program is postponed within the same year, or if the location of the event or program is changed, the member remains committed to this commitment with the date and or location change.
- Cancellation requests will be honored according to the policy.



Excellence Awards
Saturday, January 23, 2027



Business Exchange
Tuesday, February 23, 2027



Maintenance Mayhem
Tuesday, March 23, 2027



GIVES Auction
Tuesday, April 27, 2027



Monthly Meeting
Tuesday, May 25, 2027



Mix & Mingle
Tuesday, June 22, 2027



Supplier Appreciation
Tuesday, July 27, 2027



Trade Show
Tuesday, August 24, 2027



***NEW* Fall Festival**
Friday, September 24, 2027



Golf Tournament
Friday, October 22, 2027



Annual Meeting
Tuesday, November 15, 2027



Mix & Mingle
Thursday, December 16, 2027

ANNUAL DUES

49 units or less	\$181 + \$99 Management Fee
50+ Units or More	\$2.75/unit + \$299 Management Fee
Independent Rental Owner Membership	\$280
Supplier Partner Membership	\$485



Diamond & Platinum Partnerships

Unlock year-round visibility and premium access with our 2027 Diamond & Platinum Partnerships! These top-tier packages are designed to deliver a full calendar of high-value opportunities spanning advertising, marketing, member savings, & direct networking. With powerful new benefits like complimentary access to monthly meetings and a 10% discount on our premier Signature Events, your partnership guarantees a higher return on investment than ever before.

As a Diamond or Platinum partner, you:

- secure priority involvement
- have an elevated brand presence
- receive exclusive savings
- have unmatched reach across all association activities

Diamond Partnership: \$5000 annually

Platinum Partnership: \$3000 annually



<u>Benefit</u>	<u>Diamond</u>	<u>Platinum</u>
	\$5,000	\$3,000
First Right to Sponsorship	First Pick	48 hours after Diamonds
10% Discount on Signature Events	ALL EVENTS	ONE EVENT
Education Center rentals	3	2
Gift Ed Center rentals to other members	2	1
20% Discount on USAA digital ads	x	x
Prime location on USAA's business card wall	x	x
Pop Up Banner Signage at all monthly meetings	x	x
Company ad in USAA Education Center	x	x
Logo featured on USAA home page & events page	x	x
Logo on marketing emails	x	
2 Monthly Meeting Tickets (4 mtgs/year)	x	
Logo on background of all USAA virtual events/classes	x	
Large banner ad in USAA Offices	x	

Thank you to our 2026 Diamond Partners:



EXCELLENCE AWARDS

Date: January 23, 2027 | Venue: City Club Greenville

	<u>Diamond Sold Out</u>	<u>Ruby Sold Out</u>	<u>Sapphire</u>	<u>Emerald</u>	<u>Crystal</u>	<u>Topaz</u>
Price	\$6,500	\$4,000	\$3,000	\$2,500	\$2,000	\$1,500
Available Sponsorships	1	1	2	2	3	5
Reserved Seats	Premiere Table	Premiere Table	Reserved Table	Reserved Table	Reserved Seats	Reserved Seats
10 Event Tickets	10	10	8	6	4	2
Award sponsorship & presentation	4	3	2	2	1	1
Excellence Nominations	5	4	3	2	1	1
Complimentary Drink Tickets	20	20	10	8	6	4
Recognition during award program	x	x	x	x	x	x
Early hotel block access	x	x	x	x	x	
Additional Sponsorship included	Emcee sponsor	DJ sponsor	Bar sponsor	Cocktail Hour sponsor	Photobooth sponsor	Balloon Display sponsor
Logo displayed on event programs	Prominent	Premiere	Standard	Listing		
Recognition on USAA website & social media	x	x				
Recognized as title Diamond sponsor throughout event	x					
Logo recognition during the event	Gobo projection step & repeat					



USAA’s Excellence Awards is our fanciest night of the year where we celebrate & award the amazing people who work so hard for our industry. With 22 categories there is room to highlight and celebrate your entire team!



<u>Attendee Costs</u>	
Nominations	\$15
Attendees	\$100
Guest Ticket	\$100
Day of Tickets	\$175
Reserved Table (includes 8 tickets)	\$1,250
Premiere Table (includes 10 tickets)	\$1,550

Ticket includes: cocktail hour networking, reserved seat for the awards ceremony, dinner, professional photos to capture the memories, exclusive access to our event hotel block with The Hyatt.

Thank you to our 2026 Title Sponsor:



MAINTENANCE MAYHEM



DATE MARCH 23, 2027 | VENUE TBD

Our annual maintenance competition where USAA maintenance professionals compete in 5 timed challenges plus build and race derby cars. This high energy event is exciting for competitors and attendees alike!

	<u>Derby Car</u>	<u>Station</u>	<u>Food & Bev</u>	<u>Swag</u>
Price	\$500	\$350	\$300	\$300
Qty	1	5	4	2
Event Tickets	2	2	2	
Score & time at designated station	x	x	x	
Manage & ensure competition rules for all competitors	x	x		
Logo recognition in all marketing materials	x	x		
Opportunity to announce Station winner	x	x		
Station Sponsor	Derby Car	One of five competitors *		
Custom signage at People's Choice voting table	x			
Logo featured on Maintenance Mayhem swag (t shirt or hat) given to all attendees				x

*Competiton selection will be based on commitment date

Attendees

COMPETITOR	FREE
MAINTENANCE PROFESSIONALS	FREE
SPECTATOR	\$35
SPECTATOR 4 PACK	\$100
GUEST TICKET	\$40



HD SUPPLY

the **REBUILD CO.**
RESTORATION • CONSTRUCTION

THE MAINTENANCE
ACADEMY

Thank you to our 2026 Sponsors:

ATI DISASTER
RECOVERY
SERVICES

GRUBB
PROPERTIES

ULTIMATE
Carpet Care

USAA GIVES ANNUAL AUCTION



Date: April 27, 2027 | Location TBD

	<u>Title</u>	<u>Bar</u>
Price	\$1,500	\$500
Available Sponsorships	1	2
Drink Tickets	10	20
Raffle Tickets	100	50
Attendees	4	2
Exclusive Signage	x	x
Speaking Time at Event	x	x
Full List of Attendees	x	x
Logo on Raffle Tickets	x	
Logo on Bar Cups		x



USAA’s annual auction is more than just an event; it is the financial heartbeat of the USAA Crisis Fund. This vital fund allows us to uplift our members through all walks of life. Celebrating joyous milestones like marriages, while offering a compassionate safety net during devastating hardships like medical emergencies or the loss of a loved one. The ability to care for our membership year-round is sustained entirely by the generous hearts of our members, whose donations to our charity raffle and auction make this essential support possible.

<u>Event Costs</u>	
Raffle Donations	\$50-\$300
Attendees	\$25
Guests	\$30
Day of Tickets	\$35
Raffle Tickets	\$20-\$100

Thank you to our 2026 Title Sponsor:



ANNUAL SUPPLIER TRADE SHOW

AUGUST 24, 2027 | GREENVILLE CONVENTION CENTER



	<u>Premium Booth</u>	<u>Preferred Booth</u>	<u>Prime Booth</u>	<u>Standard Booth</u>
Price	\$3,000	\$2,200	\$900	\$750
Available Booths	6	20	24	50
Booth Attendees	6	4	2	2
Booth Size	30x10	20x10	10x10	10x10
Booth Location	Prime Location	Preferred Location	Corner Standard	Interior Standard
Opportunity for Add-on Sponsorships	x	x	x	x
Additional Booth Attendees \$75				



TRADE SHOW SPONSORSHIP: \$500

USAA's Annual Supplier Trade Show is the highest-attended event of the year, offering three dynamic hours of exclusive networking with hundreds of USAA professionals. Don't miss your best opportunity to grow your network and showcase your brand!

- Exclusive signage
- Logo at each Bar
- Signage at Food & Bev Stations
- Featured on USAA Event page
- Featured on USAA social media pages
- Logo on attendee name badge
- Logo on digital totems
- 10 Drink Tickets

*Trade Show Sponsors must be Exhibitors

<u>Attendees</u>		
	Early Bird	Day Of
GENERAL ADMISSION	\$60	\$75
4-PACK GENERAL ADMISSION	\$200	250

Thank you to our 2026 Premium Booths:



ANNUAL GOLF TOURNAMENT



October 22, 2027 | Carolina Springs

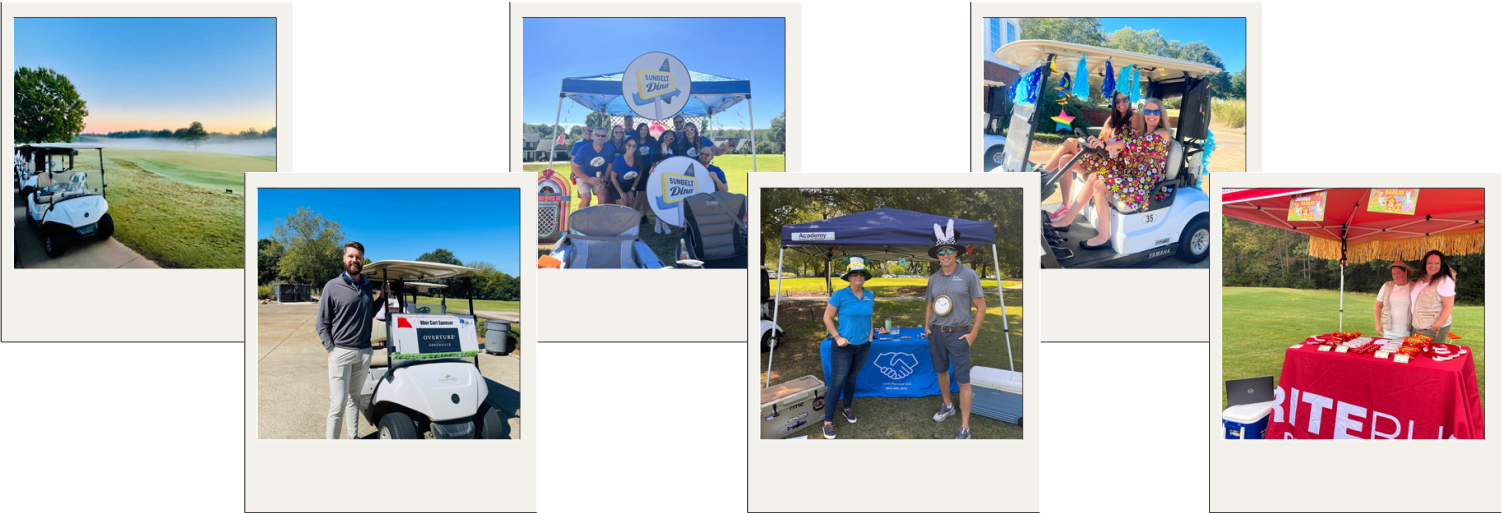
	<u>Title Sponsor</u>	<u>Bev Cart Sponsor</u>	<u>Uber Cart Sponsor</u>	<u>Standard Hole Sponsor</u>	<u>Speciality Hole Sponsor</u>	<u>Green Sponsor</u>	<u>Putting Green Sponsor</u>	<u>Mulligan Sponsor</u>
Price	\$4,000	\$449	\$449	\$399	\$499	\$399	\$299	\$249
Available Sponsorships	1	2	4	12	6	4	1	1
Event Attendees	4	2	1	2	2	2	1	1
Cook Out Tickets	4	2	1	2	2	2	1	1
Logo recognition on event signage & program	Title Sponsor Level Logo	Bev Cart Sponsor	Uber Cart Sponsor	Hole Sponsor	Course Signage	Green Sponsor	Listing	Featured on Mulligans
Logo recognition in all marketing materials	Title Sponsor Level Logo	Bev Cart Sponsor	Uber Cart Sponsor	Hole Sponsor	Course Signage	Green Sponsor	Listing	Listing
Course Experience	1 foursome + 1 Teebox setup	Drive Bev Cart & distribute drinks	Drive Uber Cart to deliver people to/from holes	Tee Box Setup	Tee Box Setup	Green Setup	Putting Green- (Quick games encouraged)	Sell Mulligans to at check-in
Exclusive golf cart signage	x	x	x					
Logo featured on player gift swag item	x							
Golf Foursomes	1							
Mulligans	8							
Recognized as Title Sponsor throughout	x							

USAA’s Golf Tournament is one of the highest attended events of the year. Join use for an exceptional day for networking, team building, and enjoying the beautiful South Carolina weather.

We provide a wide range of participation options to suit every preference, from playing in a foursome and attending the cookout to exploring numerous sponsorship packages designed to maximize your brand's visibility. This event is unique in that it offers a bevy of sponsorship opportunities and ways to be involved.

<u>Attendees</u>	
Golf Foursome	\$599
Individual Golfer	\$299
Cook Out Attendee	\$35

<u>Additional Sponsorships</u>	
Cookout Sponsor	\$249
Breakfast Sponsor	\$149
Driving Range Sponsor	\$199
Water Sponsor	\$149



Thank you to our 2026 Title Sponsor:



Education Offerings

Seminars, certifications, credentials, and more are offered throughout the year. View our upcoming education at upperstate.org/events

Designations:

Certified Apartment Manager-\$995 | \$1495-non-member

Certified Apartment Maintenance Tech-\$995 | \$1495-non-member

Certified Apartment Leasing Professional-\$629 | \$999-non-member

Certified Apartment Portfolio Supervisor-\$1500 | \$2250-non-member

Certifications:

EPA Certification-\$250 | \$300 non-member

CPO Certification-\$425 | \$475 non-member

Licensing

Property Management Pre-Licensing-\$415 | \$465-non-member

Property Manager in Charge-\$139 | \$189-non-member

Education:

Hands on Maintenance Classes-\$49 | \$79 non-member

Misc. Education Seminar Series-\$29 | \$59 non-member

Fair Housing Classes-\$59 | \$89 non-member

Education Sponsorship:

NO SHOW FEE - \$25

Breakfast & Lunch & Learns: \$150

Credential Sponsorships: \$250

*Food and beverage for class provided on your behalf



Monthly Meetings

USAA holds 4 monthly meetings per year.

2027 meeting dates:

February 23rd

May 25th

July 27th

November 15th

USAA offers properties ONE FREE attendee per monthly meeting. To take advantage of this discount use the following promo codes for their corresponding monthly meetings at registration. Note, these promos are available to onsite teams only.

Promo Codes:

FREEFEB27

FREEMAY27

FREEJULY27

FREENOV27

NO SHOW FEE (with or without use of promo code)- \$25

Sponsorship:

Monthly meetings have 4 sponsorship opportunities available. \$250/sponsorship includes 2 attendees, speaking time at event, signage at each table, promotion on event page, promotion on USAA social media, full roster of attendees





Questions about sponsorships, attendee pricing, or education?

Contact the USAA office at

864.242.0200

email **info@upperstate.org**

or visit **upperstate.org**