
2025/2026

Sponsorship Guide



Why Sponsor?

Join us in shaping the future of real estate in Alabama through strategic collaboration and sponsorship.

By partnering with the Alabama Association of REALTORS®, sponsors gain access to a diverse audience of professionals, from seasoned agents to up-and-coming talent, all dedicated to advancing the field of real estate in our state.

Whether it's through exclusive event sponsorships, targeted marketing opportunities, or enhanced brand visibility, investing in the Alabama Association of REALTORS® not only showcases your commitment to supporting the growth and success of our industry, but also provides invaluable connections and resources to propel your business forward.

Secure Your Sponsorship

Please contact Melissa Williams at
melissa@alabamarealtors.com or (334) 386-5344



Overview of Events

REALTOR® Day at the Capitol

REALTOR® Day is the premiere gathering for Alabama REALTORS® and state leaders. Attendees and sponsors will gain valuable insights from leading voices in Alabama politics and discuss issues important to the real estate industry. The day concludes with our annual Legislative Reception where guests will have the opportunity to network with state elected officials. Support for this event is a crucial part of our advocacy efforts for the legislative session every year.

January 20-21, 2026 • Montgomery, AL

Annual Conference

Alabama REALTORS® Annual Conference is a must-attend opportunity to network with top industry leaders, master skills that lead to success, and learn about current trends that are shaping business. This conference offers the perfect mix of business and pleasure, providing informative sessions, professional development, and a chance to network with real estate professionals, all while being at the beautiful Grand Hotel in Point Clear.

October 14-16, 2025 • Point Clear, AL



Sponsorship Opportunities REALTOR® Day 2026

4

January 20-21, 2026 • Montgomery, AL

Opportunities:	GOLD SPONSOR	SILVER SPONSOR	TABLE SPONSOR
All Access Tickets <i>*Admission to full day of Tuesday events, including Legislative Reception</i>	4	3	8
Logo on all Attendee Lanyards	✓	—	—
Logo Recognition with link on the REALTOR® Day Webpage	✓	✓	Name Recognition
Handout Included with Attendee Materials	✓	—	—
Logo Recognition in Presentation	✓	✓	Name Recognition
Sponsor Designation on Nametags	✓	✓	—
Number of Spots Available	1	Unlimited	Limited Spots
	\$5,000	\$2,500	\$1,500

Looking to create a customized sponsorship level?

Please contact Melissa Williams at
melissa@alabamarealtors.com or (334) 386-5344



Sponsorship Opportunities Annual Conference 2025

5

October 14-16, 2025 • Point Clear, AL

Title Sponsor

\$25,000 (Limited to one sponsor)

Welcome Reception Sponsor

(Limited to one sponsor)

- Four tickets to Awards Dinner and General Session Programming
- Signage with logo at Reception
- Company logo listed on event webpage and in printed materials
- Promotional item included in attendee bag
- Two-man team in Foundation Cornhole Tournament
- One dedicated email sponsorship to AAR's 18,000+ members

Sold Out!

Evening Social Reception Sponsor

\$10,000 (Limited to one sponsor)

- Four tickets to Awards Dinner and General Session Programming
- Signage with logo at Reception
- Company logo listed on event webpage and in printed materials
- Promotional item included in attendee bag
- Two-man team in Foundation Cornhole Tournament
- One dedicated email sponsorship to AAR's 18,000+ members

Key Card Sponsor

(Limited to one sponsor)

- Two Tickets to Awards Dinner and General Session Programming
- Branded key cards that all attendees who are in the room will receive at check in
- Promotional item included in attendee bag
- Company logo listed on event webpage and in printed materials
- Two-man team in Foundation Cornhole Tournament
- One dedicated email sponsorship to AAR's 18,000+ members

Sold Out!

Lanyard Sponsor

\$8,000 (Limited to one sponsor)

- Two tickets to Awards Dinner and General Session Programming
- Company logo on the lanyard attached to every attendee's name tag
- Promotional item included in attendee bag
- Company logo listed on event webpage and in printed materials
- Two-man team in Foundation Cornhole Tournament

Wifi Sponsor

(Limited to one sponsor)

- Two Tickets to Awards Dinner and General Session Programming
- Branded wifi pass that all conference attendees will receive at check in
- Promotional item included in attendee bag
- Company logo listed on event webpage and in printed materials
- Two-man team in Foundation Cornhole Tournament
- Corporate recognition cards that provide log-in information to all attendees
- One dedicated email sponsorship to Annual Conference attendees

Sold Out!

Sponsorship Opportunities Annual Conference 2025

6

October 14-16, 2025 • Point Clear, AL

Broker Briefing Sponsor

\$6,000 (Limited to one sponsor)

- Two tickets to Annual Awards Dinner and General Session programming
- Two-man team in Foundation Cornhole Tournament
- Signage with logo at event and on all print materials for class
- Company logo listed on event webpage and in printed materials
- Promotional item in attendee bags

Table Sponsor

\$3,000 (Limited spots available)

- Priority seating at the Annual Awards Celebration and Installation
- Reserved table of eight with selected guests
- Company logo listed on event webpage
- Recognition during the awards presentation and on printed materials, including the table sign and program
- Optional Add-On: Cornhole Board Sponsorship for \$300

Association Partner Sponsor

\$2,500 (Limited spots available)

- Company logo included on printed materials and signage
- Company logo listed on event webpage

Cornhole Board Sponsor

\$300 (Limited spots available)

- Signage at sponsored board
- Two-man team in Foundation Cornhole Tournament
- Board sponsor name listed on event webpage

Secure Your Sponsorship

Please contact Melissa Williams at
melissa@alabamarealtors.com or (334) 386-5344

Cornhole Tournament Title Sponsor

\$5,000 (Limited to one sponsor)

- Two tickets to Awards Dinner and General Session Programming
- Signage on all tournament branding
- Company logo listed on event webpage and in printed materials
- Recognition during Awards Dinner programming
- (2) Two-man teams in Foundation Cornhole Tournament

Coffee Break Sponsor

(Limited spots available)

- Company logo
- Company signage at coffee station
- Recognition during awards presentation



NEW: Brokerage Sponsor

\$2,000 (Limited spots available)

- Two tickets to Awards Dinner and General Session Programming
- Two-man team in Foundation Cornhole Tournament
- One ticket to the Broker Briefing for the company's Qualifying Broker
- Company logo listed on event webpage and in printed materials





Secure Your Sponsorship

Please contact Melissa Williams at

melissa@alabamarealtors.com or (334) 386-5344