

2026

# SPONSORSHIP GUIDE

# 2026

## WHO YOU'LL REACH

The Alabama REALTORS® Annual Conference brings together a highly engaged, statewide audience of real estate professionals and industry leaders for education, networking, and celebration.

Attendees represent:

- REALTORS® and brokers from across Alabama
- Brokerage owners, managers, and team leaders
- Association leadership and key decision-makers
- Industry partners actively engaged with the REALTOR® community

With a one conference registration, sponsors benefit from shared meals, RealTalk sessions, and networking experiences that provide consistent visibility and valuable engagement with attendees throughout the conference.

## AAR AUDIENCE & DIGITAL REACH

Alabama REALTORS® offers sponsors year-round exposure beyond the conference through established communication channels:

### Membership & Email Reach:

Access to communications reaching **18,000+** REALTORS® statewide and **6,000+** consumers.

### Website Visibility:

**360,000+** annual visitors to alabamarealtors.com.

### Social Media Presence:

**20,000+** combined followers across AAR social media platforms.

These channels provide added visibility before, during, and after the Annual Conference, extending sponsor value beyond the event itself.

# SPONSORSHIP OPPORTUNITIES

## PRESENTING PARTNER

**\$22,500** (Exclusive)

The highest level of visibility and engagement at the 2026 Annual Conference.

### Includes:

- Conference naming rights: *2026 Annual Conference presented by [Company]*
- Verbal recognition during featured conference programming
- Prominent logo placement on:
  - Conference website
  - Registration confirmation emails
  - Name badges
- Dedicated pre-conference sponsor email to attendees
- Eight (8) conference registrations

## EXPERIENCE PARTNER (SOLD)

Welcome Reception Partner

**\$12,000** (One Available)

### Includes:

- Naming rights to the Welcome Reception
- Signage at reception entrance and throughout the event
- Logo on conference website and printed materials
- Recognition in conference communications
- Four (4) conference registrations



# SPONSORSHIP OPPORTUNITIES

## PREMIUM VISIBILITY PARTNERS

**\$7,500** (Three Available)

Premium Visibility Partners receive conference-wide brand exposure through unavoidable attendee touchpoints. Each opportunity is limited to **one sponsor**, ensuring maximum visibility and brand recall.

Sponsors may select **one** of the following exclusive placements:

### Key Card Partner

- Branded hotel key cards provided to all conference hotel guests
- Logo on conference website and printed materials
- Two (2) conference registrations

**(SOLD)**  
Lanyard Partner

- Company logo featured on lanyards worn by all conference attendees
- Logo on conference website and printed materials
- Two (2) conference registrations

**(SOLD)**  
WiFi Partner

- Branded WiFi login signage used by all conference attendees
- Logo on conference website and printed materials
- Two (2) conference registrations

## REAL WALK SPONSOR

**\$5,000** (One Available)

- Booth at REAL Walk & RealTalk Sessions
- Logo on conference website and printed materials
- Two (2) conference registrations

## COFFEE BREAK

**\$4,500** (One Available)

- Includes logo on conference website and printed materials
- Four (4) conference registrations

## TABLE SPONSOR

**\$4,000** (Multiple Available)

- Includes logo on conference website and printed materials
- Eight (8) conference registrations

## SUPPORTING PARTNER

**\$2,500** (Unlimited Spots)

Designed for companies seeking meaningful visibility.

### Includes:

- Logo on conference website
- Logo on printed materials
- Name listed in post-conference thank-you email

## OPTIONAL ADD-ONS

(Available with Core Sponsorships)

### Includes:

- Dedicated sponsor email: **\$1,500**
- Additional signage placement: **\$500**

## ALABAMA REALTORS® 2026 FOUNDATION CORNHOLE TOURNAMENT SPONSORSHIPS

### FOUNDATIONS CHAMPION SPONSOR

**\$5,500** (Exclusive)

This sponsorship directly supports the Alabama REALTORS® Foundation's mission and creates a visible moment of giving during the Annual Conference.

### Includes:

- Event naming rights: *Foundation Cornhole Tournament presented by [Company]*
- Verbal recognition during conference programming
- Opportunity to announce "Best Dressed" winner
- Logo inclusion on Foundation communications related to the tournament
- Two (2) Cornhole teams included

### BOARD SPONSOR

**\$350** (Multiple Available)

### Includes:

- Signage at one tournament board
- One (1) Cornhole team included
- Name listed on conference website

## Secure Your Sponsorship

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

