

# Alliance Partners



The highest level of sponsorship, **Alliance Partnership** entitles your company to year-round brand exposure across all NAA Marketing Channels and exclusive access to all C-suite meetings and events.

Sponsorship Level	Strategic	Premier	Champion
<b>Total Investment</b>	<b>\$600,000</b>	<b>\$300,000</b>	<b>\$150,000</b>
<i>Sponsorship or Minimum Rights Fee = activates sponsorship</i>	\$275,000	\$125,000	\$50,000
<i>Customized Credit = can be used to purchase items outside of benefits outlined below</i>	\$325,000	\$175,000	\$100,000
<b>Exclusivity: Max # of Unique Partners</b>	Up to 4	6	8
<b>Brand Awareness &amp; Recognition</b>			
<b>Year-Round Recognition</b>	✓	✓	✓
<b>Co-Branding - NAA Logo and Name Usage</b>	✓	✓	✓
<b>Partner Recognition at NAA Events (Signage, Recognition during Main Session, etc.)</b>			
<i>Capitol Conference</i>	Top Tier	Second Tier	Third Tier
<i>Student Housing Conference &amp; Exposition</i>	Top Tier	Second Tier	Third Tier
<i>Education Conference &amp; Exposition</i>	Top Tier	Second Tier	Third Tier
<i>MAXIMIZE: Multifamily Asset Management Conference</i>	Top Tier	Second Tier	Third Tier
<i>Assembly of Delegates</i>	Top Tier	Second Tier	Third Tier
<b>Partner Video Aired at NAA Events (total of 5 events)</b>	✓		
<b>Recognition on Income &amp; Expense Survey Promotional Materials</b>			
<i>2-3 min. Video</i>	✓		
<i>Promotional Emails and Materials</i>	✓		
<i>Survey Report</i>	✓		
<b>Access to Industry Leaders</b>			
<b>Serve on NAA Council</b>			
<i>Winter Board of Directors Meeting</i>	Co-Chair (1)	One (1)	
<i>Fall Board of Directors Meeting</i>			
<b>Invitation to NAA Board of Directors Meetings</b>			
<i>Winter Board Meeting</i>	Three (3)	Two (2)	One (1)
<i>Fall Board Meeting</i>			
<b>Invitation to NAA Board of Directors Receptions</b>			
<i>Spring Governance and Capitol Conference</i>	Three (3)	Two (2)	One (1)
<i>Education Conference &amp; Exposition</i>			
<i>Assembly of Delegates</i>			
<b>Invitation to Executive Forum at Education Conference &amp; Exposition</b>	Two (2)	One (1)	
<b>National Suppliers Council (NSC) Membership</b>	✓	✓	✓
<b>Access to Rent NAA Member List (through a third party mailing house)</b>	2x/year	2x/year	2x/year
<b>Serve on Education Conference &amp; Exposition Committee</b>	✓	✓	✓
<b>Publications &amp; Collateral</b>			
<b>Premium Cover Placement ad in <i>units</i> Magazine</b>	12 Covers		
<b>Partner Content in <i>units</i> Magazine - Print</b>	2x/year	1x/year	
<b>Partner Recognition</b>			
<i>units Magazine Partner Advertisement - Monthly</i>	One (1) Full Page	One (1) Half Page	One (1) Third Page
<i>Onsite Conference Program Guides (Education and Student Housing)</i>	Top Tier	Second Tier	Third Tier
<i>NAA Today Partner Advertisement (Education Conference)</i>	Top Tier	Second Tier	Third Tier
<b>Partner Recognition in Certain Press Releases</b>	✓		

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Sponsorship Level	Strategic	Premier	Champion
<b>Digital &amp; Social Media</b>			
<b>Partner Recognition</b>			
NAAHQ.org, Conference and Meeting Websites with Link to Partner's Homepage	Top Tier	Second Tier	Third Tier
NAA Partner Banner Ad (weekly) - The Industry Insider	✓	✓	
NAA Pre-Conference Emails (Education, Student Housing and MAXIMIZE)	Top Tier	Second Tier	Third Tier
<b>Content</b>			
Exclusive E-Newsletter (Partner Perspective)	1x/year		
Partner Content in units Magazine - Digital	2x/year	1x/year	
Feature Content - The Industry Insider	2x/year	2x/year	1x/year
<b>Social Media</b>			
YouTube Video Posted on NAA Channel	2x/year	1x/year	1x/year
<b>Education Conference &amp; Exposition - Onsite Benefits</b>			
Priority Booth Selection (Booth Cost Funded by Customized Credit)	First Choice	Second Choice	Third Choice
Single Sponsor Item Selection (Sponsor Item Cost Funded by Customized Credit)	First Choice	Second Choice	Third Choice
Breakout Education Session Presenter (working within NAA Guidelines)	✓		
<b>Recognition</b>			
Executive Forum	Top Tier	Second Tier	
Onsite Signage	✓	✓	✓
One (1) Hanging Sign Placed In Aisle Next To Booth	✓		
Booth Floor Clings	✓	✓	✓
Exhibitor Full Conference Registration Badges and Ribbons	15	12	10
Advance Access to Hotel Room Block	✓	✓	✓
Access to Conference Attendee List	✓	✓	✓
Custom Name Badges	Six (6)	Four (4)	Two (2)
VIP Seating at Thursday General Session	15	15	15
Preferred Freight Handling	✓	✓	✓
Discounts on NexxtShow Bill	\$1,000	\$750	\$500
E3 Booth Evaluation by Competitive Edge	✓	✓	✓
Custom Digital Banners w/ Registration Discount Code to Distribute to Clients	\$75 off	\$75 off	\$75 off
<b>Servicing</b>			
Designated Project Manager to Integrate Relationship	✓	✓	✓
Regular Collaboration Meetings	✓	✓	✓
Annual Fulfillment Report Showcasing Benefits Delivered	✓	✓	✓
One on One Meetings at Exhibitor Summit	✓	✓	✓
<b>Student Housing Conference &amp; Exposition</b>			
Priority Booth Selection (Booth Cost Funded by Customized Credit)	✓	✓	✓
Access to Conference Attendee List	✓	✓	✓
<b>MAXIMIZE: Multifamily Asset Management Conference &amp; Exposition</b>			
Priority Booth Selection (Booth Cost Funded by Customized Credit)	✓	✓	✓
Access to Conference Attendee List	✓	✓	✓