

AUSTINboard
of**REALTORS**®

AFFILIATE

The background features a green-tinted aerial view of the Austin skyline, including the Congress Avenue Bridge and the Colorado River. The image is framed by diagonal geometric shapes in shades of teal and white in the corners.

2025 SPONSORSHIP OPPORTUNITIES

DEAR FUTURE PARTNER,

At ABoR, we believe that success in real estate is driven by building strong relationships, fostering community, and creating valuable connections. As Affiliate Coordinator, my goal is to develop a partnership program that helps ABoR members expand their networks and access the tools they need to thrive in their businesses.



As an ABoR Sponsor and Affiliate Member, you play a key role in the success of our agents, and our partnership program is designed to help you connect with them. This program offers a variety of opportunities and touchpoints for engaging with our 27,000 members throughout the Greater Austin Area.

For the upcoming year, we've carefully considered all sponsorship options, offering several opportunities for engagement and creating more ways for you to connect with our members and tailor a package that fits your company's goals and budget, whether large or small.

I invite you to partner with us as we navigate the dynamic Austin real estate landscape in 2025.

Sincerely,

A handwritten signature in black ink that reads "Tami Lee".

Tami Lee

Business and Professional Development, Affiliate Coordinator
Austin Board of REALTORS®

HAVE QUESTIONS?
Email us at affiliate@abor.com.



OUR MISSION

Make agents successful on their own terms.

OUR VISION

To foster the most engaged and professional REALTORS® in the nation.

WHAT WE STAND FOR

ABoR is the engine of our agents' success. We deliver the knowledge, connections, and intelligence you need to succeed on your own terms.

WHO WE ARE

The Austin Board of REALTORS® is a trade association serving more than 20,000 real estate professionals across 18 counties in Central Texas, one of the country's fastest-growing markets. For nearly a century, we've been championing homeowners' rights and giving local real estate professionals the tools, data, and network they need to thrive.

We have a history of not just welcoming change but embracing it boldly. From being the first local association to livestream our board meetings to cutting direct syndication to preserve data integrity, we're not afraid to make things happen. This new chapter of ABoR is a call for our members to speak up and engage like never before—and we're right there with them leading the charge.

TOTAL MEMBERS

20,000+

REALTORS®/APPRAISERS

16,000+

BROKERS

3,200+

AFFILIATES

900+

MLS ONLY

4,600+

CLASS ATTENDANCE

13,000+

CLASSES OFFERED

245

FACEBOOK FOLLOWERS

17,000+

INSTAGRAM FOLLOWERS

7,100+

LINKEDIN FOLLOWERS

4,300+

ABOR PLAYBOOK

16,000+

OFFICE LOCATIONS

3

LEVELS OF RECOGNITION

CATEGORY	SPEND
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$7,500
Supporter	\$3,000



All levels include 1 corporate membership, 5 individual memberships, logo on ABoR.com affiliate page, logo on ABoR event and class welcome slides, social media mention, and an exclusive New Member Orientation sponsorship.

It is our goal to provide a partnership program that recognizes our Affiliate Members who make significant investments in the real estate industry by sponsoring various ABoR events, programs, and content.

Each level enables you to put your company in front of key decision-makers, industry movers and shakers, and, most importantly, our community of more than 27,000 industry professionals.

Affiliate Partnerships are designed to give your company continuous promotional opportunities throughout the year.

Pick from the options to create a custom package that fits your budget or choose items a la carte.

Note: Sponsor opportunities are subject to change based on availability, association priorities, and education requirements.

SPONSORSHIP OPTIONS

ABOR ACADEMY | 6

- In-Person Class at ABoR
- In-Person Class at YOUR Location
- On-Air Class
- On-Demand Class

SPONSORED CONTENT, BRANDING, & VISIBILITY | 7

- Digital Spotlight at ABoR Headquarters
- Event Feature on ABoR.com
- REALTOR® Store
- ABoR Playbook (Email Newsletter)
- ABoR Member Portal Spotlight

NETWORKING, SOCIAL EVENTS, & LEADERSHIP | 8

- Advocacy Event
- Member Lounge
- ABoR Young Professionals Network (YPN)

MARKET FORUMS | 9

CENTRAL TEXAS HOUSING SUMMIT | 10

ANNUAL MEETING | 11

COMMITMENT FORM | 12



Signature EVENTS

- Market Forum
- Housing Summit
- Annual Meeting

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ABOR ACADEMY



**In-Person Class
at ABoR**
\$2,000
10 available

Exclusive quarterly selection of **ABoR Academy In-Person Classes at an ABoR office**. Sponsors have the opportunity to speak for 3-5 minutes and have a branded slide in the rotating class slide deck. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. ABoR to provide food and beverages. Includes an average of two classes per quarter. **Max of 3 company reps to speak.**



**In-Person Class
at Your Location**
\$1,000

Hosting an **ABoR Academy In-Person Class at YOUR location** is the perfect way to network and showcase your office. We'll handle class promotion, registration, booking the instructor, check-in, and CE credit. Includes the opportunity for you to speak to the class, pass out promotional items and give away prizes. Non-MLS course must be at least 3-4 hours. Sponsor responsible for providing food and/or beverages if applicable.
Based on Instructor & Staff Availability



\$1,000
20 Available

Priority selection of **ABoR Academy On-Air Classes**. Sponsors will be given the opportunity to speak to the class for 3-5 minutes and have your branded slide included in the rotating slide deck shown before class, during all breaks, and at lunch. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. Sponsors can sign up for multiple classes each quarter. **Max of 3 company reps to speak.**



**ABoR Academy
Class**
\$2,500
6 Available

The **ABoR Academy On-Demand Class** sponsorship puts your company in front of hundreds of students who stream these courses at their convenience. Sponsorship includes "brought to you by" introduction and branded slide as part of an On-Demand Course. Applicable for CE courses only.

SPONSORED CONTENT, BRANDING & VISIBILITY



Digital Spotlight

\$1,500

12 Available

The perfect way to feature your business to everyone who comes through ABoR's doors. We will include your custom-branded **slide on all TV screens at Headquarters** for a month.



Event Feature

\$1,000

Want to get your company in front of thousands of industry professionals? This sponsorship offers the **promotion of your event on ABoR.com**. Affiliate to provide logo, event description and registration link for the event you are hosting. We are not able to accommodate multi-day events.

Availability Based on ABoR Schedule of Events



REALTOR® Store

\$1,000

Unlimited

Bring your best swag or marketing collateral by our offices, and we will include it with all **REALTOR® Store** purchases at Headquarters for a month.



ABoR Playbook

\$1,500

12 Available

Reach 16,000+ inboxes at once! This sponsorship features your company banner in the **ABoR Playbook** monthly newsletter, a trusted resource for real estate professionals. Max one month.



ABoR Member Portal Spotlight

\$1,500

12 Available

Give your brand exclusive exposure on **the ABoR Member Portal** allowing you to meet our members where they are. Sponsor ad to be visible for one month max one per business/company).

NETWORKING, SOCIAL EVENTS, & LEADERSHIP



Advocacy Event
\$1,500
4 Available

ABoR is a tireless **advocate for REALTORS® and homeowners** that leverages our expertise, connections, and creativity to make change happen with regard to private property rights, strategic land use, and business issues and practices. Select the **Advocacy Kick-Off, ABoR City Hall Visits, or the Advocacy Appreciation Reception** and join the support of the advocacy team. Sponsor will receive recognition in event promotion and during event.



Member Lounge
\$1,000
12 Available

Our lounge/co-working space can double as your office for the day! Come by the office to visit with and get to know our members one-on-one in the **member-only lounge at HQ**. Sponsorship includes listing on event page, signage in lounge, branded coffee sleeves, and the opportunity to display materials, collateral, and snacks.



ABoR Young Professionals Network
TBD

Exclusive access to ABoR Young Professionals Network events, including **quarterly educational classes, networking mixers, and REALTOR® Safety Day**. Sponsor will receive recognition in event promotion and during event.



All sponsorships include two tickets to event.

MARKET FORUMS

Signature
EVENT

AVERAGE
ATTENDANCE
475*

*Combined in-person and
online attendance

As the market rebalances, our members need to be equipped with the latest information and strategies to assist buyers and sellers. Our Market Shift Conversations series brings local experts and heavy hitters to offer advice on career resiliency, resetting seller expectations, and getting burned out buyers off the fence and back in the game.



Refreshment Sponsor
\$2,500
4 Exclusive

Be the first to welcome attendees as they arrive to this half-day seminar! Sponsorship includes a vendor table, signage near the refreshments & coffee, and logo on the pre-event sponsor thank you slide.



Swag Sponsor
\$1,000
Unlimited

Promote brand recognition by providing company swag to in-person attendees.



All sponsorships include two tickets to event.

CENTRAL TEXAS HOUSING SUMMIT

Signature
EVENT

AVERAGE
ATTENDANCE
425*

*Combined in-person and
online attendance

No issue is more central and critical to the future growth of our region than housing. Each year we convene experts from all facets of real estate to discuss the latest trends and challenges in residential home buying and selling, housing development, leasing and property management, and housing equity and affordability.

Host Sponsor
\$3,500

Exclusive

This sponsorship includes the opportunity for a 3-5-minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

Refreshment Sponsor
\$2,500

Exclusive

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

Program Sponsor
\$2,500

Exclusive

Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

Swag Sponsor
\$1,000

Unlimited

Promote brand recognition by providing company swag to in-person attendees!



All sponsorships include two tickets to event.

ANNUAL MEETING

Signature
EVENT

AVERAGE
ATTENDANCE
250*

*Combined in-person and
online attendance

Each year we bring together our members not only to conduct association business, but also to energize them with an exciting and highly anticipated motivational speaker.

Host Sponsor

\$3,500

Exclusive

This sponsorship includes the opportunity for a 3-5 minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

Refreshment Sponsor

\$2,500

Exclusive

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

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Swag Sponsor

\$1,000

Unlimited

Promote brand recognition by providing company swag to in-person attendees!



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2025 ABOR SPONSOR COMMITMENT FORM



SPONSOR INFORMATION

Company Name (EXACTLY as you wish to appear) _____

Contact Name (Recipient of all sponsor communications) _____

Billing Address _____

Email Address _____ Phone Number _____

PLEASE CHECK ALL THAT APPLY

- ABoR Academy** In-Person @ ABoR - \$2,000 In-Person @ Your Office - \$1,000
 On-Air - \$1,000 ABoR Academy On-Demand - \$2,500

- Sponsored Content, Branding & Visibility** Digital Spotlight - \$1,500 Event Feature - \$1,000 REALTOR® Store - \$1,000
 ABoR Playbook (Email Newsletter) - \$1,500 Member Portal Spotlight - \$1,500

- Networking, Social Events, & Leadership** Advocacy Event - \$1,500 Member Lounge - \$1,000
 ABoR Young Professionals Network - Contact for Details

- Market Forums** Refreshment Sponsor- \$2,500 Swag Sponsor - \$1,000
Signature **EVENT**

- Central Texas Housing Summit** Host Sponsor - \$3,500 Refreshment Sponsor- \$2,500
 Program Sponsor - \$2,500 Swag Sponsor - \$1,000
Signature **EVENT**

- Annual Meeting** Host Sponsor - \$3,500 Refreshment Sponsor- \$2,500
 Program Sponsor - \$2,500 Swag Sponsor - \$1,000
Signature **EVENT**

TOTAL OF SELECTIONS FOR 2025 \$ _____

Acknowledgment Information: I commit to the total listed above.

Name _____ Signature _____ Date _____

To officially secure sponsorship, please return the completed form to Tami Lee at tlee@abor.com.
Invoices can be paid online through the Member Portal.

The image features a green-tinted aerial view of the Austin skyline, including the Colorado River and a bridge. The text is centered in a white box.

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