

2025

AEI INSTITUTE

APRIL 1-4 • DENVER, CO

**SPONSORSHIP
PROSPECTUS**



REALTORS® are members of the National Association of REALTORS®.

#AEI2025

WHAT IS AE INSTITUTE?



AE Institute, or Association Executives Institute, is the premiere professional development event for local and state REALTOR® association and MLS staff. This can't-miss annual conference is carefully curated to equip AEs with the knowledge and networking opportunities needed to drive strategic growth for their associations. Attendees will gain valuable insights on topics ranging from budgeting and best practices to advocacy training, technology, leadership development and more.

MEET THE AUDIENCE.

Every year, AE Institute brings together over 1,000 highly engaged executives who represent associations of all sizes from across the country. AEs attend this event to collaborate with peers, stay ahead of industry trends and challenges, and bring information and insights back to their membership.

BECOME A SPONSOR.

NAR's AE Institute offers a prime opportunity to showcase your company as an industry leader and elevate your brand while making the most of networking opportunities. As a sponsor, you'll gain high-impact exposure that amplifies your message and puts your brand in front of influential professionals with purchasing power—ultimately connecting you to 1.5 million NAR members.

Choose from an array of exclusive branding and advertising sponsorship options to align with your marketing goals and gain maximum ROI, including keynote addresses, networking events, the mobile app, tote bags, hotel keycards and much more.





WELCOME RECEPTION

@ \$50,000 exclusive or \$25,000 co-sponsorship
Tuesday, April 1 • 6:30 – 9:30 p.m.

Join your friends, colleagues and customers for refreshments and a chance to renew old connections while creating new ones.

SPONSORSHIP INCLUDES

- Sponsor to make welcome remarks to attendees during the event
- Sponsor recognition on all marketing materials for event in advance and on-site, including signage
- Five complimentary sponsor registrations for co-sponsor or ten complimentary sponsor registrations for exclusive sponsor
- Ability to provide pre-approved gift items to attendees at event at sponsor's discretion
- Branded napkins at the event
- Complimentary drink tickets with sponsor logo
- Insert in conference tote bag (sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Recognition in event mobile app



COFFEE CONNECTIONS

@ \$18,000 exclusive or \$8,000 co-sponsorship

Wednesday, April 2 • 7:30 – 8:30 a.m.

Thursday, April 3 • 7:30 – 8:30 a.m.

Friday, April 4 • 7:30 – 8:30 a.m.

Join your colleagues and customers each morning for a boost of caffeine and a lot of networking! Sponsors have the opportunity to brand the space and greet members as they start their day.

SPONSORSHIP INCLUDES

- Opportunity to network with attendees at the event
- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Recognition in event mobile app
- Two complimentary sponsor registrations or four with exclusive sponsorship
- Insert in conference tote bag (only with exclusive sponsorship and sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Mobile app recognition
- Sponsor has the ability to provide their own branding, such as pop-up signage

GENERAL SESSIONS



@15,000 each

SPONSORSHIP INCLUDES

- Emcee recognition at the start of the event
- Logo or 30 second sponsor provided video at the start of the General Session
- Sponsor recognition on all marketing materials for event in advance and on-site, including signage
- Three complimentary sponsor registrations
- Insert in conference tote bag (sponsor responsible for production of insert item)
- Logo with URL link on AEI website recognizing sponsorship
- Recognition in event mobile app

OPENING SESSION

Nonprofit Leadership and Membership

Wednesday, April 2 • 8:45 – 9:30 a.m.

Discover the critical role of visionary leadership and active membership in nonprofit success. This session will explore how to inspire leaders, engage members, and create a mission-driven culture that fosters impact and sustainability. Join us to inspire new ideas and strategies for leading with purpose in the nonprofit world.

GENERAL SESSION

High-Energy Inspiration

Thursday, April 3 • 8:30 – 9:00 a.m.

Recharge your passion and purpose with this electrifying keynote designed to energize and motivate. Receive quick strategies, and lessons that will inspire you to push boundaries, embrace innovation, and take bold steps forward—no matter the challenges ahead.

CLOSING SESSION

Reputation vs. Brand

Friday, April 4 • 9:20 – 10:05 a.m.

Unpack the difference between what you project and how you're perceived. This insightful session examines the interplay of reputation and brand, revealing how to align the two to build trust, authenticity, and lasting influence in your organization and community.



LUNCH

**@ \$15,000 Exclusive Sponsorship or
\$10,000 co-sponsorship**
Wednesday, April 2 • 12:00 - 1:00 p.m.

SPONSORSHIP INCLUDES

- Opportunity to greet and network with attendees throughout event
- Opportunity to speak for 1-2 minutes (exclusive sponsorship only)
- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Recognition in event mobile app
- Two complimentary registrations (three with exclusive sponsorship)
- Logo with URL link on AEI website recognizing sponsorship





THE MEET UP @ AEI

Unlimited co-sponsorships @ \$5,000
Wednesday, April 2 • 5:00 – 7:30 p.m.

Formerly the AE YPN Meet Up, this off-site networking event connects you with the young and growing AE community. Now hosted by the AE Professional Growth Forum, this is a great opportunity to get to know aspiring, new and current AEs, and show them how your product or service can make a difference in their association.

SPONSORSHIP INCLUDES

- Opportunity to make welcome remarks
- Sponsor recognition on all marketing materials for event in advance and on-site, including signage
- Recognition in event mobile app
- One complimentary sponsor registration
- Ability to provide signage or gift items to attendees at sponsor's discretion



DEI IN EVERYTHING ROOM / \$6,000

3 available opportunities

**Wednesday, April 2 and
Thursday, April 3 • 4:30 – 6:00 p.m.**

The DEI in Everything Networking Room is a comfortable, open and safe space for attendees to meet up, share ideas, relax, and network with peers on topics related to all things Diversity, Equity and Inclusion. Snacks will be available each day beginning shortly before the programming begins.

SPONSORSHIP INCLUDES

- Display Table inside event room
- Ability to provide pop-up banner or pre-approved attendee gift items (at sponsor's discretion)
- Sponsor logo on on-site signage
- One complimentary sponsor registration
- Recognition on event website and event mobile app



REGISTRATION TOTE BAGS & INSERTS

Registration Tote Bags • \$15,000

Each conference attendee will receive a professional Conference Tote Bag with your company logo printed on the side. Attendees will carry this bag throughout the conference to gather information to bring back to their office. One tote bag insert is included as part of your sponsorship. Three complimentary sponsor registrations are included.

*Sponsorship includes the production and distribution of the bag

Registration Tote Bag Insert (pricing based on selection)

Promote your presence at the conference by getting your company's message out to all registered attendees with an insert in the Conference Tote Bag. Be creative! We are happy to work with you to create branded inserts that will grab the attention of attendees with items such as:

- **Journal w/ logo sponsorship / \$15,000**
Provide every attendee with a branded notebook to take to each session and bring home the highlights of the conference.
**Three complimentary sponsor registrations included.*
- **Hand sanitizer sponsorship / \$5,000**
1.8 oz hand sanitizer with carabiner and your brand prominently displayed. Keep attendees' hands clean by sponsoring this highly sought product.
**One complimentary sponsor registration included.*
- **Chocolate sponsorship / \$5,000**
2"x5" chocolate bar with custom branded wrapper.
**One complimentary sponsor registration included.*
- **Pen sponsorship / \$4,000**
Attendees will be grateful to have a branded pen for which to take notes in each session.
**One complimentary sponsor registration included.*
- **Sharpie sponsorship / \$4,500**
Provide attendees with a branded Sharpie highlighter for detailed notes in each session.
**One complimentary sponsor registration included.*

Want to create your own insert? Please let us know, we can work with you to place your insert into every attendee's tote bag. One complimentary sponsor registration included with each insert.

*Pricing includes production and placement of inserts where applicable



ADDITIONAL OPPORTUNITIES

Mobile App Sponsor / \$12,500

Become the exclusive sponsor of the official AEI mobile app that all attendees will need to navigate the event. Your brand will be in everyone's hands each day and each time they access the event mobile app to check times and locations of events.

Sponsorship includes:

- Branding in all event mobile app promotions
- Banner advertisement with link to sponsor's mobile app page
- Left hand navigation menu banner
- Splash page advertisement within the app
- Two complimentary sponsor registrations

Professional Standards Certification Training Day / \$5,000

- Recognition by emcee
- Logo or title slide on screen in room
- Sponsor table in rear of room with the opportunity to provide literature or gift item
- One complimentary sponsor registration
- Recognition on event mobile app

Hotel Keycards / \$10,000

Open the door to new customers by branding each attendees hotel keycard. Attendees will remember you every time they use their room key. This opportunity includes exclusive advertisement on all attendee's room keycards for the Hyatt Regency Seattle. Two complimentary sponsor registrations are included.

Lanyards / \$5,500

Each attendee will receive a badge necklace that features the sponsor's logo or company name printed on it. One complimentary sponsor registration is included.

Education Classroom Sponsorships / \$5,000

Show your support of the AEI attendees by sponsoring an education classroom and receive the following recognition:

- Recognition by emcee
- Logo or title slide on screen in room
- Sponsor table in rear of room with the opportunity to provide pre-approved literature or gift item
- Recognition in event mobile app
- One complimentary sponsor registration

THANK YOU!

FOR MORE INFORMATION

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 nar.realtor/events/ae-institute



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