

# REALTOR<sup>®</sup> BROKER SUMMIT

APRIL 8-9, 2025  
LOUISVILLE, KY  
LOUISVILLE MARRIOTT DOWNTOWN

## SPONSORSHIP PROSPECTUS



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2025 REALTOR<sup>®</sup>  
BROKER SUMMIT

REALTORS<sup>®</sup> are members of the National Association of REALTORS<sup>®</sup>.

# WHAT IS REALTOR® BROKER SUMMIT?

This premiere annual event is all business. It's a can't-miss opportunity for brokers to learn the latest on best practices, hot topics, real estate trends, current industry challenges, the housing market and business generation strategies. A carefully curated agenda includes educational programming led by industry experts, actionable insights and tools, and ample opportunities for networking—all designed to help attendees grow their brokerages.

## MEET THE AUDIENCE.

Summit attendees are highly engaged professionals representing an elite, forward-thinking group of business leaders, tech entrepreneurs and top-producing brokers. Hundreds of brokers attend—connecting you to brokerages across the U.S. and giving you a direct line to thousands of REALTORS®.

## BECOME A SPONSOR.

NAR's REALTOR® Broker Summit represents an ideal opportunity to position your company as a leader in the industry and elevate your brand while making the most of networking opportunities. Sponsors enjoy high-impact brand visibility that amplifies your message and helps capture the attention of key decision-makers with purchasing power.

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



# SPONSORSHIP OPPORTUNITIES



# KEYNOTE SPONSORSHIP

@ \$15,000

**Tuesday, April 8**

*Exclusive sponsorship of the keynote session will provide your company extraordinary visibility during this highly attended presentation.*

## SPONSORSHIP INCLUDES:

- Opportunity for sponsor to address attendees (2-minutes)
- Access to full attendee list, post event (mailing data only)
- Logo or 30 second sponsor provided, non-audio, video loop at the start of the Keynote Session
- Sponsor recognition on all marketing materials for event in advance and on-site, including signage
- Insert in Conference Tote Bag  
*(production of insert item is the responsibility of the sponsor)*
- Logo with URL link on Broker Summit website recognizing sponsorship
- Recognition with link to sponsor website in the Digital Program
- Display Table available throughout the duration of the conference
- Sponsor can provide literature or a gift item, at sponsor's discretion

*\*Three complimentary sponsor registrations are included.*

# NETWORKING RECEPTION

@ \$15,000 EXCLUSIVE /  
\$8,000 CO-SPONSORSHIP

**Tuesday, April 8**

*Stop by for refreshments and get reacquainted with friends from around the country.*

- Opportunity for sponsor to make welcome remarks to attendees during the reception
- Sponsor recognition on all reception marketing materials in advance and on-site, including signage
- Opportunity to provide your own signage and gift item for attendees, at sponsor's discretion
- Branded napkins
- Recognition with link to sponsor website in the Digital Program
- Display Table available throughout the duration of the conference

*\*Three complimentary registrations are included for the exclusive sponsorship.*

*\*Two complimentary registrations are included for the co-sponsorship.*



# BREAKFAST SPONSORSHIP

@ \$7,000

**Wednesday, April 9**

*Join your colleagues and customers for a boost of caffeine and a light breakfast!*

- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Company Logo on screen in event room
- Insert in Conference Tote Bag  
*(production of insert item is the responsibility of the sponsor)*
- Logo with URL link on Broker Summit website recognizing sponsorship
- Recognition with link to sponsor website in the Digital Program
- Display Table available throughout the duration of the conference
- Sponsor can provide literature or a gift item, at sponsor's discretion
- Branded napkins

*\*Two complimentary sponsor registrations are included.*

# LEARNING LAB SPONSORSHIP

2 AVAILABLE OPPORTUNITIES

@ \$6,500 EACH

**Tuesday, April 8 | Wednesday, April 9**

*Sponsor one of these popular sessions in which attendees will gather to learn about best practices and relevant industry topics.*

- Verbal recognition by host at the start of the session
- Logo or title slide on screen in session room at the start of the program
- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Logo with URL link on Broker Summit website recognizing sponsorship
- Recognition with link to sponsor website in the Digital Program
- Display Table available throughout the duration of the conference

*\*One complimentary sponsor registration is included.*



# REGISTRATION TOTE BAGS

@ \$10,000

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 take back to their offices. One tote bag insert is included as part of your sponsorship. Production of the tote bag insert is the responsibility of the sponsor.

*\*Two complimentary sponsor registrations are included.*

*\*\*Display Table available throughout the duration of the conference is included.*



# REGISTRATION TOTE BAGS INSERT

(PRICING BASED ON SELECTION)

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

## JOURNAL W/ LOGO @ \$9,000

- Provide every attendee with a branded notebook to take to each session and bring home the highlights of the conference

*\*Two complimentary sponsor registrations included.*

## CHOCOLATE SPONSORSHIP @ \$3,750

- 2"x5" chocolate bar with custom branded wrapper

## PEN SPONSORSHIP @ \$2,000

- Attendees will be grateful to have a branded pen with which to take notes in each session

## HIGHLIGHTER SPONSORSHIP @ \$2,750

- Provide attendees with a branded Sharpie highlighter for detailed notes in each session

## PHONE STAND SPONSORSHIP @ \$4,000

- Provide attendees with a sleek phone stand that holds most phones and tablets

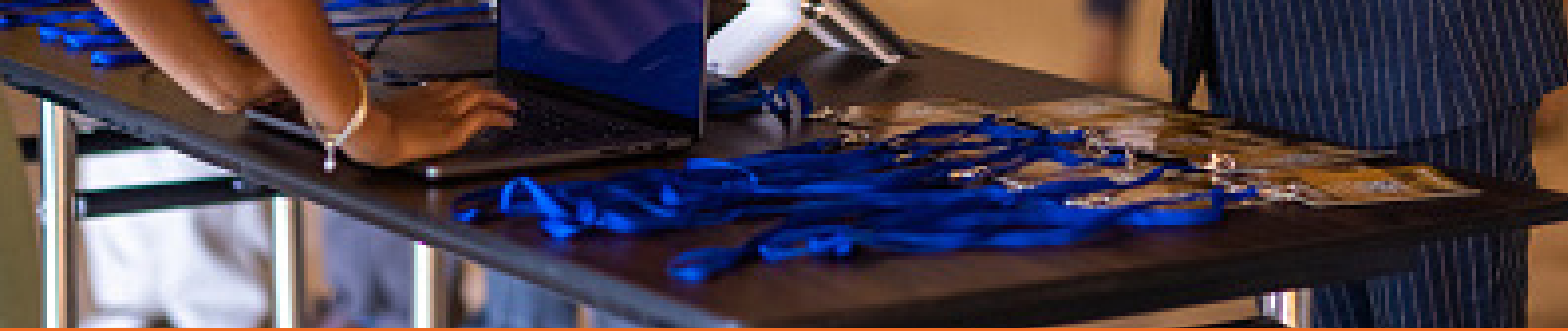
## ALUMINUM WATER BOTTLE SPONSORSHIP @ \$6,000

- Keep attendees hydrated by providing a branded water bottle that can be refilled with their beverage of choice

*\*One complimentary sponsor registration included with each insert, except where indicated.*

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.





## SNACK SERVICE SPONSORSHIP

@ \$2,000 (PER SNACK SERVICE)

The most important part of the day! Provide attendees with their morning or afternoon pick-me-up and brand the snack station with your company logo, handouts and other information you would like to share.

- Opportunity to network with attendees at the event
- Sponsor recognition in all marketing materials for event in advance and on-site, including signage
- Sponsor recognition on event website

*\*One Complimentary sponsor registration is included.*

## LANYARDS

@ \$4,500

Each attendee will receive a badge lanyard that features the sponsor's logo or company name printed on it.

*\*One complimentary sponsor registration is included.*







## DISPLAY TABLE SPONSOR

@ \$4,500

Connect with Brokers Summit attendees by hosting a Display Table in a high-traffic area.

- Display Table available throughout the duration of the conference
- Logo and URL on Broker Summit website
- Logo or title slide on screen in room at the start and end of the program *(on a rotating basis with the other Display Table Sponsors)*
- Recognition with link to sponsor website in the Digital Program

*\*One complimentary sponsor registration is included.*

## HOTEL KEYCARDS

@ \$6,500

Open the door to new customers by branding each attendee's hotel keycard. Attendees will remember you every time they use their room key. This opportunity includes exclusive advertisement on all attendees' room keycards.

*\*One complimentary sponsor registration is included.*



# ADVERTISING SPONSORSHIPS

Connect with Broker Summit attendees with an exclusive advertising sponsorship.

## WEBSITE AD @ \$2,500

Showcase your brand on the Broker Summit website, where your advertisement will run for 6 months.

- 300x250 px and URL on [www.nar.realtor/events/realtor-broker-summit](http://www.nar.realtor/events/realtor-broker-summit)

*Advertisement runs for 6 months*

## DIGITAL PROGRAM AD

FULL PAGE @ \$1,250

HALF PAGE @ \$750

Advertise your brand in our Digital Program, which will be available to all Broker Summit attendees.

# FOR MORE INFORMATION

**Contact:** Yasmin Affey

[yaffey@nar.realtor](mailto:yaffey@nar.realtor)

312-329-1915

Visit the URL

[nar.realtor/events/realtor-broker-summit](http://nar.realtor/events/realtor-broker-summit)



**THANK  
YOU!**

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