



COMMUNICATION DIRECTORS INSTITUTE

2025

SPONSORSHIP PROSPECTUS



NATIONAL ASSOCIATION OF REALTORS®

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

#NARCommDirs

BECOME A SPONSOR TODAY!



The Communication Directors Institute provides REALTOR® organization communication staff with information, skills building, and resources to enhance member, consumer, and media communications. The networking and learning opportunities also aim to strengthen relationships between the national, state, and local association communicators. CDI 2025 will take place from July 16 - 18, 2025, at the Hilton Nashville Downtown in Nashville, Tennessee. This event is open only to state and local communication directors or a state and local REALTOR® association employee whose responsibilities include communications.

RESERVE ONE OF OUR EXCITING PROMOTIONAL OPPORTUNITIES FOR YOUR COMPANY.

Have a new sponsorship idea?
We would love to hear about it.

nar.realtor/events/communication-directors-institute





SPONSORSHIP OPPORTUNITIES



WELCOME RECEPTION

INVESTMENT: \$6,500

EXCLUSIVE SPONSOR INVESTMENT: \$10,000

This exciting event allows communication directors to renew old friendships and business relationships and cultivate new ones. Attendees will appreciate and remember your company's hospitality at this very special social event. Help us kick-off a great first night of CDI!

SPONSORSHIP INCLUDE:

- Sponsor recognition on event website
- Final program recognition
- Display table on-site (*includes 6' skirted table and 2 chairs*)
- Short welcome speech (*2 minutes*) at the event
- 2 complimentary registrations
- Opportunity to greet attendees as they enter the reception and provide gift item (*at sponsor's discretion*)
- Logo/brand on all advance, on-site and post-event marketing collateral
- Opportunity to submit a 30-second promotional video to be shown during education program breaks
- Opportunity to submit a question for trivia game that will be played at end of conference.

NETWORKING RECEPTION

CO-SPONSOR INVESTMENT: **\$6,500**
EXCLUSIVE SPONSOR INVESTMENT: **\$10,000**

The second night will feature a networking reception for attendees to enjoy additional networking with old friends and new. Your sponsorship support will help attendees create lasting memories on the final evening of CDI.

SPONSORSHIP INCLUDE:

- Sponsor recognition on event website
- Final program recognition
- Display table on-site (*includes 6' skirted table and 2 chairs*)
- Short welcome speech (*2 minutes*) at the event
- 2 complimentary registrations
- Opportunity to greet attendees as they enter the reception and provide gift item (*at sponsor's discretion*)
- Logo/brand on all advance, on-site and post-event marketing collateral
- Opportunity to submit a 30-second promotional video to be shown during education program breaks
- Opportunity to submit a question for trivia game that will be played at end of conference.

BREAKFAST OR LUNCH SPONSORSHIP

INVESTMENT: **\$5,000**

Lunch sponsorship provides the ideal networking and social atmosphere for your company to connect with CDI attendees. Attendees can enjoy lunch and learn more about your company!

SPONSORSHIP INCLUDE:

- Sponsor recognition on event website
- Final program recognition
- Logo on screen in room
- Short welcome speech (*2 minutes*) at the event
- Display table on-site (*includes 6' skirted table and 2 chairs*)
- Opportunity to place a gift item on each chair at sponsor's discretion
- 2 complimentary registrations
- Logo/brand on all advance, on-site and post-event marketing collateral
- Opportunity to submit a question for trivia game that will be played at end of conference.



KEYNOTE SPEAKER SPONSORSHIP

INVESTMENT: **\$5,500**

SPONSORSHIP INCLUDE:

- Sponsor recognition on event website
- Final program recognition
- Display table on-site (*includes 6' skirted table and 2 chairs*)
- Short welcome speech (*2 minutes*) at the event
- 2 complimentary registrations
- Opportunity to place a gift item on each chair at sponsor's discretion
- Logo/brand on all advance, on-site and post-event marketing collateral
- Opportunity to submit a 30-second promotional video to be shown during education program breaks (*.mp4 format*)
- Opportunity to submit a question for trivia game that will be played at end of conference.

DISPLAY TABLE SPONSOR

INVESTMENT: **\$3,500**

SPONSORSHIP INCLUDE:

- Sponsor recognition on event website
- Final program recognition
- Display table on-site (*includes 6' skirted table and 2 chairs*)
- 1 complimentary registration
- Logo/brand on all advance, on-site and post-event marketing collateral



BEVERAGE SERVICE SPONSORSHIP

INVESTMENT: \$2,000 PER BEVERAGE SERVICE

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

SPONSORSHIP INCLUDE:

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



BADGE LANYARD

INVESTMENT: \$3,000

Each attendee will receive a badge necklace that features the sponsor's logo or company name printed on it. Design, production, and shipping are included.

HOTEL KEYCARDS

INVESTMENT: \$5,000

Open the door to new customers by branding each attendee's 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 hotel. Production and distribution included.

WI-FI BUYOUT

INVESTMENT: \$2,000

This exclusive opportunity will be seen by all attendees when they log onto the Wi-Fi during the event.

SPONSORSHIP INCLUDE:

- Branding on all advanced and on-site signage and collateral
- Custom SSID or redirect page

JOURNAL WITH LOGO

INVESTMENT: \$4,000

Provide every attendee with a branded notebook to take to each session and bring home the highlights of the conference. Production and shipping are included.

PEN SPONSORSHIP

INVESTMENT: \$2,000

Attendees will be grateful to have a branded pen to take notes in each session. Production and shipping are included.

HIGHLIGHTER SPONSORSHIP

INVESTMENT: \$2,000

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



WATER BOTTLE SPONSORSHIP


INVESTMENT: \$2,500

Keep attendees hydrated by providing a branded, refillable water bottle. Production and shipping are included.

TO LEARN MORE OR TO SECURE YOUR COMPANY'S OPPORTUNITY CONTACT:

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 yaffey@nar.realtor

 312-329-1915

visit:

 nar.realtor/events/communication-directors-institute





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**THANK
YOU!**



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