



COMMUNICATION DIRECTORS INSTITUTE 2021

JULY 14–16, 2021 · MINNEAPOLIS, MN

BECOME A SPONSOR TODAY!

The Communications Directors Institute is an annual conference for communication staff at state and local REALTOR® associations from across the United States. While attendees work in the real estate industry, they are not real estate agents, but rather communications professionals who oversee their real estate organization's internal and external communications programs and budgets. Their primary responsibility is to share news and information through a variety of vehicles to their REALTOR® members, community and industry stakeholders, and home buyers and sellers. Each sponsor for the Communications Directors Institute will receive 2 complimentary registrations.

Reserve one of our exciting promotional opportunities for your company.

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

To learn more or secure your company's opportunity at the 2021 Communication Directors Institute contact:

Serena Fadel
National Association
of REALTORS®
312-329-8212
sfadel@nar.realtor

SPONSORSHIP OPPORTUNITIES

Welcome Reception

Wednesday, July 14, 6:00–7:00 pm

INVESTMENT: \$5,000

This wonderful event allows Communication Directors to renew old friendships and business relationships and to cultivate new ones. Attendees will appreciate and remember your company's hospitality at this very special social event. Help us kick-off a great CDI on the first night in Minneapolis, MN!

SPONSORSHIP INCLUDES:

- Sponsor recognition and logo on event website
- Final program logo placement
- Display table on-site (includes 6' skirted table and 2 chairs) in high traffic location
- On-site signage
- Short welcome speech (2 minutes)
- 2 complimentary registrations
- Opportunity to greet attendees as they enter the reception
- Logo/brand on all advance, on-site and post-event marketing collateral
- Full contact list (mailing data only) of all registered attendees after the event
- Opportunity to submit a 30-second promotional video to be shown during education program breaks. A trivia game, using information from sponsor videos, will be played at the end of the program
- Additional branding opportunities will be available once event location and details are finalized

Second Evening Reception

Thursday, July 15, 6:00-7:30 pm

INVESTMENT: \$5,000

The second night of CDI will feature an off-site reception for attendees to enjoy additional networking. Attendees will remember your company's accommodation and fun spirit on the last evening of the 2021 CD Institute.

SPONSORSHIP INCLUDES:

- Sponsor recognition and logo on event website
- Final program logo placement
- Display table on-site (includes 6' skirted table and 2 chairs) in high traffic location
- On-site signage
- Short welcome speech (2 minutes)
- 2 complimentary registrations
- Opportunity to introduce a speaker (your logo and/or 30-second video to be show on screen at start of session)
- Logo/brand on all advance, on-site and post-event marketing collateral
- Full contact list (mailing data only) of all registered attendees after the event
- Opportunity to submit a 30-second promotional video to be shown during education program breaks. A trivia game, using information from sponsor videos, will be played at the end of the program
- Additional branding opportunities will be available once event location and details are finalized

Lunch Sponsorship

Thursday, July 15 (plated lunch)

INVESTMENT: \$3,500

A 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 INCLUDES:

- Sponsor recognition on event website
- Final program recognition
- Your logo on screen in room
- Plated lunch: Short welcome speech (2 minutes)
- Opportunity to place a gift item on each chair
- 2 complimentary registrations
- 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. A trivia game, using information from sponsor videos, will be played at the end of the program

2021 CDI Sponsor

INVESTMENT: \$2,500

SPONSORSHIP INCLUDES:

- Sponsor recognition and logo on event website
- Final program logo placement
- Display table on-site (includes 6' skirted table and 2 chairs) in high traffic location
- 2 complimentary registrations
- Logo/brand on all advance, on-site and post-event marketing collateral
- Full contact list (mailing data only) of all registered attendees after the event
- Opportunity to submit a 30-second promotional video to be shown during education program breaks. A trivia game, using information from sponsor videos, will be played at the end of the program

Advertising Sponsorships

Badge Lanyard: \$750

Each attendee will receive a badge necklace that features the sponsor's logo or company name printed on it. Sponsor is responsible for producing and shipping the lanyard.

Coffee Service Sponsorship July 15 coffee station: \$1,000 July 16 coffee station: \$1,000

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

To learn more or secure your company's opportunity at the 2021 Communication Directors Institute contact:
Serena Fadel • National Association of REALTORS®
312-329-8212 • sfadel@nar.realtor