



EAST TENNESSEE
REALTORS®

2024 Corporate Ally Program

Benefits listed below each category are available for the 2024 calendar year and begin as soon as you make your investment/commitment.

East Tennessee REALTORS® Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® and corporate entities designed to protect, promote, and strengthen the real estate industry. The program is open to brokerages, affiliate companies, or any corporate entity who may be impacted by Realtor issues.

Corporate entities that invest at the golden, crystal, silver or higher level through the Corporate Ally Program (CAP) receive the benefits listed below throughout the **2024 calendar year**. While sponsorship opportunities for individual events will still be available, CAP is a great way to maximize exposure.

Golden Corporate Ally – \$5,000 or more

- Recognition at **all** Government Affairs Department/Realtor® Party events in the 2024 calendar year, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more.
- Receive access to the Top Golf benefit, with access a maximum of 3 times in the 2024 investment year. Reservation of the Top Golf benefit must be made by the contact on the corporate ally paperwork or one of their three admins as noted on the paperwork.
- Recognition at select association membership events
- 2 tickets to all East Tennessee REALTORS® events (excluding Summer Solstice)
- 1-hour Market Update Presentation (with East Tennessee REALTORS® Hancen Sale)
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Recognition as Corporate Ally in East Tennessee Newsletter monthly throughout the 2024 calendar year.
- Highlighted on ETNR social platforms once in the 2024 calendar year
- Receive branded social media posts to share on company social platforms
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages



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Crystal Corporate Ally - \$2,500

- Recognition at **all** Government Affairs Department/Realtor® Party events in 2024, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more
- Recognition as Corporate Ally in East Tennessee Newsletter monthly throughout the 2024 calendar year.
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Receive branded social media posts to share on company social platforms
- Highlighted on ETNR social platforms once in the 2024 calendar year
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages

Sterling Corporate Ally - \$1,500

- Recognition at **select** Government Affairs Department/Realtor® Party events in 2023, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more
- Recognition as Corporate Ally in East Tennessee Newsletter 1 time in the 2024 calendar year.
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Highlighted on ETNR social platforms once in the 2024 calendar year
- Receive branded social media posts to share on company social platforms
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages

How To Get Started

Step 1: Complete the Voluntary Investment Invoice ([download here](#)) document and return it to Catrin Latham at catrin@etnrealtors.com.

Step 2: There are two ways to make a contribution – whatever is easiest for you!

By Check/Mail

(1) Follow the instructions on the Voluntary Investment Invoice and mail both your completed invoice and your check directly to NAR using the address provided.

Electronic Payment

- (1) Complete the Voluntary Investment Invoice and return it to East Tennessee REALTORS®
- (2) Transmit the funds directly to NAR via WIRE or ACH (instructions attached)