



2024 AAFW-NEI Sponsorship Benefits - Pg. 1 of 8 *PUBLICATIONS*

Weekly Update* **NEW FOR 2024*

The Weekly Update is an email sent each Wednesday to all AAFW-NEI Members with upcoming events, education and important news of the Association.

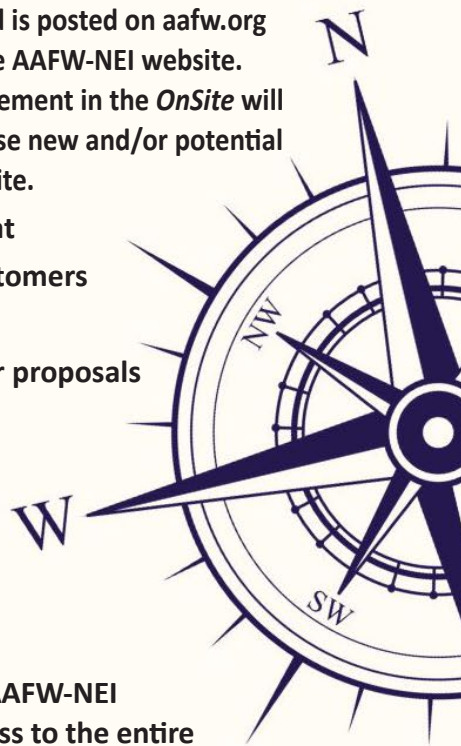
- Predominately featured in the *Weekly Update* AAFW-NEI email to all members
- Featured Link to your website either through a hyperlink on your logo or a click-able link you provide
- Special offers to members for advertising can be featured
- First come, first serve availability - sponsorships for 2024 being accepted now for 2024

Investment: \$99/week

OnSite Advertising

The *OnSite* is published bi-monthly (January, March, May, July, September, November) and is posted on aafw.org on the first business day of the month. The *OnSite* will be displayed and maintained on the AAFW-NEI website. The *OnSite* is the area's leading source for multi-family housing information! Your advertisement in the *OnSite* will be a regular reminder for not only your current customers, but also an introduction to those new and/or potential customers within the Association and to the thousands of visitors to the Association website.

- Full-Color advertisements for ALL advertisers in an easily read flipbook format
- Direct link to your website. This will make it extremely easy for potential customers to visit your website
- Email hyperlinks from your ad allowing easy communication and requests for proposals
- Additional exposure to AAFW-NEI members with your *OnSite* advertising
- Facebook posts alerting followers that a new issue of *OnSite* is available
- Your ad to be featured on the AAFW-NEI Facebook Page at least twice/year
- Advertising spaces for 2024 are now able to be reserved - see rate card



Membership Directory

The *Membership Directory* is updated bi-monthly and includes a complete list of AAFW-NEI members' contact name, company, phone, fax, e-mail, etc. All members have access to the entire catalog of member contact information with the *Membership Directory*. All of the Association members – Apartment Communities, Associates, Independent Owners and Management Companies – their contact names, addresses, and phone numbers are available with one-click on the AAFW-NEI website, www.aafw.org. The *Membership Directory* has been developed to be a great tool for AAFW-NEI Members! Your company already receives a FREE listing but additional advertising opportunities are available.

- Full-Color advertisements for ALL advertisers in an easily read flipbook format
- Direct link to your website. This will make it extremely easy for potential customers to visit your website
- Email hyperlinks from your ad allowing easy communication and requests for proposals
- Your ad to be featured on the AAFW-NEI Facebook Page at least twice/year
- Listed in the *OnSite* as a *Membership Directory* advertiser
- Advertising spaces for 2025-2026 are now able to be reserved - see rate card





2024 AAFW-NEI Sponsorship Benefits - Pg. 2 of 8

EDUCATION

EPA/CFC Certification

This course is for maintenance technicians to review and test for Section 608 certification that will allow them to work on air conditioners, refrigerators, etc. on property. Two courses will be held in 2024 in March and October with an expected minimum of 10 attendees.

- Your company logo will be featured on the registration form for the EPA/CFC Training Course as a Sponsor
- Featured in all communication regarding course including booklet delivery either in person or via US Mail
- Up-to 3 minutes to speak to attendees about their company the day of the course
- Marketing materials can be available for members to pick up at registration
- Your sponsorship also covers the lunch for course attendees, to be determined upon lunch choice

Investment: \$150 + Lunch for Students / two available

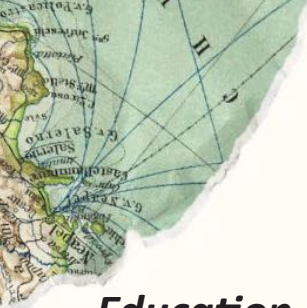
Certified Apartment Manager (CAM) Sponsor

The Certified Apartment Manager (CAM) Course is a National Apartment Association designation. Earning your CAM credential allows you to demonstrate your skills, knowledge, and ability to manage an apartment community and achieve owners' investment goals. The CAM course will be held Fall 2024 for 5 days.

- Your company logo will be featured on the registration form for the Certified Apartment Manager (CAM) as a Sponsor
- Featured in all communication regarding course including pre-course emails regarding registration
- Up-to 3 minutes to speak to attendees about their company the day of the course
- A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- Marketing materials can be available for members to pick up at registration
- Your sponsorship also covers refreshments for course attendees – could include lunch, snacks or coffee runs on those long days of classes.

Investment: \$50 / three available





2024 AAFW-NEI Sponsorship Benefits - Pg. 3 of 8 EVENTS

Education Seminar

Education Courses will be planned for March 2024 - May 2024, and then again from September 2024 - November 2024. Courses will be available for maintenance supervisors and technicians, apartment community managers and leasing professionals. Course attendance can range in number of students, minimum of 10.

- Your company logo will be featured on the registration form for the Education 2024 Subscription Program
- Featured in all communication regarding course including pre-course emails regarding registration
- Up-to 3 minutes to speak to attendees about their company the day of the course
- A maximum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- Marketing materials can be available for members to pick up at registration
- Your sponsorship will cover refreshments for course attendees

Investment: \$150 / twelve courses available

Associates Showcase Exhibitor

- Exclusive Attendance at the Associate Showcase/June Breakfast Connection Only Exhibiting Sponsors to Attend the Event
- Predominately featured in all communication regarding the Associate Showcase
- A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- Featured at the Membership Breakfast in June as an exhibitor
- 1 – 6' Skirted Table at the Event
- Trade Show Game to encourage all members to visit your booth
- Featured in the *OnSite* (May 2024 & July 2024) as an exhibitor
- Receive a list of attendees of the Associates Showcase after the event
- Provide a door prize – minimum value of \$25 to be given away at your booth
- Associate Showcase will be held on Tuesday, June 19, 2024

Investment: \$225





2024 AAFW-NEI Sponsorship Benefits - Pg. 4 of 8 EVENTS

Breakfast/Lunch Networking Meeting Sponsor

- Featured at the Membership Breakfast or Luncheon (*in the month in which they sign up*)
- Predominately featured in all communication regarding the Membership Meeting/Luncheon
- Up-to 3 minutes to speak to attendees about their company
- Marketing materials can be placed at each table or available for members to pick up at registration
- Can serve as a greeter for the meeting – speaking to members as they come in the meeting.
- Available Networking Meetings - February 21, 2024 (lunch); April 17, 2024 (breakfast); June 19, 2024 (breakfast); October 16, 2024 (lunch) and December 18, 2024 (breakfast)

Investment: \$250 / five available

Golf Outing - Hole Sponsor

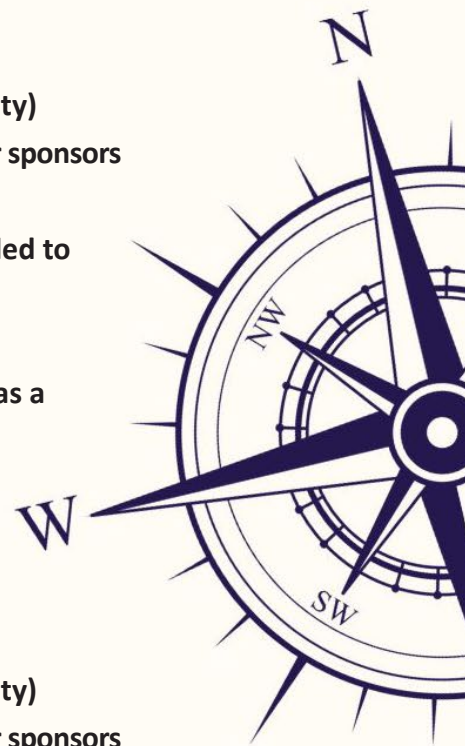
- Your company will be featured at the hole of your choice (based on availability)
- A company representative can be present at your hole to greet golfers and other sponsors on August 8, 2024 at Canterbury Green Golf Course
- Your company will be featured as a Hole Sponsor in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
- Your company will be featured in the *OnSite* as a Hole Sponsor
- A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- One company representative receives a complimentary lunch

Investment: \$125 / eleven available

Golf Outing - Hole Sponsor with Special Contest

- Your company will be featured at the hole of your choice (based on availability)
- A company representative can be present at your hole to greet golfers and other sponsors August 8, 2024 at Canterbury Green Golf Course
- Your company will provide a \$25 cash prize to the winner of the special contest
- Your company will be featured as a Hole Sponsor in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
- Your company will be featured in the *OnSite* as a Hole Sponsor
- A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- One company representative receives a complimentary lunch

Investment: \$225 / seven available





2024 AAFW-NEI Sponsorship Benefits - Pg. 5 of 8

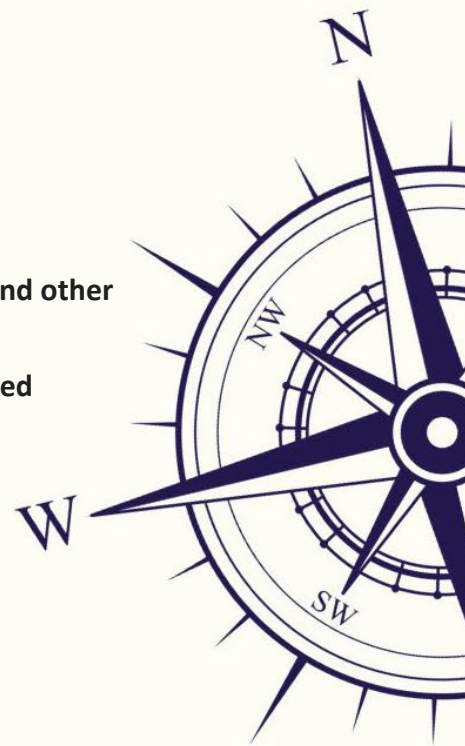
EVENTS

Golf Outing - Beverage Cart Sponsor

- A company representative can drive/ride the beverage cart - either non-alcoholic (2) or alcohol (1) options available. If the alcohol cart is chosen, a representative of the golf course will drive and serve as bartender. You have access to all golfers on August 8, 2024 at Canterbury Green Golf Course to network
 - Your company will be featured as a Beverage Cart sponsors in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
 - Your company will be featured in the *OnSite* as a beverage cart sponsor
 - A minimum of four posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
 - One company representative receives a complimentary lunch
- Investment: \$225 / three available**

Golf Outing - Food Sponsors

- Your company will be featured at the food truck as a Food Sponsor
 - A company representative can be present at the food truck to greet golfers and other sponsors on August 8, 2024 at Canterbury Green Golf Course
 - Your company will be featured as a food sponsor in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
 - Your company will be featured in the *OnSite* as a food sponsor
 - A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
 - One company representative receives a complimentary lunch
- Investment: \$500 / three available**



Golf Outing - Registration Table

- Your company will be featured at the registration table at the Golf Outing – you can assist with greeting and registering golfers and sponsors on August 8, 2024 at Canterbury Green Golf Course
 - Your company will be featured as a registration table sponsor in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
 - Your company will be featured in the *OnSite* as a registration table sponsor
 - A minimum of two posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
 - One company representative receives a complimentary lunch
- Investment: \$275 / one available**





2024 AAFW-NEI Sponsorship Benefits - Pg. 6 of 8 *EVENTS*

Golf Outing - Goody Bag

- Your company will be featured on the Goody Bag as a sponsor
- One representative can assist with handing goody bags to each sponsor, volunteer and golfer in attendance during registration on August 8, 2024 at Canterbury Green Golf Course
- Goody Bags are given to each sponsors, volunteer and golfer in attendance
- Your company will be featured as a goody bag sponsor in the Golf Brochure provided to each golfer and sponsors in attendance at the Golf Outing
- Your company will be featured in the *OnSite* as a goody bag sponsor
- A minimum of one post on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged
- One company representative receives a complimentary lunch

Investment: \$125 / two available





2024 AAFW-NEI Sponsorship Benefits - Pg. 7 of 8 EVENTS

The Summit Celebration Gala will be held on Saturday, March 9, 2024 at Certuti's Summit Park II. We will honor the best of the best in the multi-family housing industry. All AAFW-NEI members can nominate in eleven different categories.

Summit Celebration - Platinum

- Announcement as a sponsor when commitment is received on AAFW-NEI Facebook, LinkedIn & Instagram
 - A minimum of six posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged before the event
 - Company logo will appear at the top of the sponsor insert in the invitation mailed to all AAFW-NEI Members (deadline: February 14, 2024)
 - Company information mentioned a minimum of three times during the event
 - Company logo will appear at the top of all event sponsors in the program
 - Company logo will be listed in the year-end video recap during appetizers at the event
 - Company logo will be on individual and at the top of all sponsor signage at the event on March 9, 2024
 - Company logo will appear at the top of all sponsors in the *OnSite* as Sponsor in March 2024 (deadline: February 14, 2024)
 - Four complimentary tickets to the Summit Celebration on March 9, 2024
- Investment: \$1,500**

Summit Celebration - Gold

- Announcement as a sponsor when commitment is received on AAFW-NEI Facebook and LinkedIn
 - A minimum of three posts on AAFW-NEI Facebook page listing your company as a sponsor with your company tagged before the event
 - Company Name will appear below the Platinum sponsors on the sponsor insert in the invitation mailed to all AAFW-NEI Members (deadline: February 14, 2024)
 - Company information mentioned during the event
 - Company Name will appear in the event program
 - Company Name will be on one sign at the event on March 9, 2024
 - Company Logo will appear in the *OnSite* as Sponsor in March 2024 (deadline: February 14, 2024)
 - Company Logo will appear in the *OnSite* as Sponsor in the event wrap-up, May 2024
 - Two complimentary tickets to the Summit Celebration on March 9, 2024
- Investment: \$1,000**





2024 AAFW-NEI Sponsorship Benefits - Pg. 7 of 8 **EVENTS**

Summit Celebration - Silver

- Announcement as a sponsor when commitment is received on AAFW-NEI Facebook
- Company Name will appear below the Gold sponsors on the sponsor insert in the invitation mailed to all AAFW-NEI Members (deadline: February 14, 2024)
- Company information mentioned a minimum of once times during the event
- Company Name will appear in the event program
- Company Name Listed in the *OnSite* as Sponsor in the event wrap-up, May 2024
- One complimentary ticket to the Summit Celebration on March 9, 2024

Investment: \$650

Summit Celebration - Bronze

- Company name will appear on the sponsor insert in the invitation mailed to all AAFW-NEI Members (deadline: February 14, 2024)
- Company Name will appear in the event program
- Company Name Listed in the *OnSite* as Sponsor in the event wrap-up, May 2024

Investment: \$275





OnSite 2024 Rate Card

The *OnSite* is published bi-monthly (January, March, May, July, September, November) and is posted on aafw.org on the first business day of the month. The *OnSite* will be displayed and maintained on the AAFW-NEI website.

Here's what your company receives as an advertiser:

- ♦ Full-Color advertisements for ALL advertisers in an easily read flipbook format
- ♦ Direct link to your website. This will make it extremely easy for potential customers to visit your website
- ♦ Email hyperlinks from your ad allowing easy communication and requests for proposals
- ♦ Increased exposure as *OnSite* newsletters will be available to AAFW-NEI members AND the community
- ♦ Emails with direct *OnSite* links will be sent to ALL AAFW-NEI members and key community leaders
- ♦ Reminder Email to be sent on the 15th of every month with a direct link to the bi-monthly *OnSite*
- ♦ Facebook posts alerting followers that a new issue of *OnSite* is available.

The *OnSite* is the area's leading source for multi-family housing information! Your advertisement in the *OnSite* will be a regular reminder for not only your current customers, but also an introduction to those new and/or potential customers within the Association and to the thousands of visitors to the Association website.

BUSINESS CARD

3 1/2" X 2 1/2"

Annual Rate \$419

QUARTER PAGE

3 1/2" X 5"(vertical)

Annual Rate \$609

HALF PAGE

7 1/2" X 5 5/8" (horizontal)

3 5/8" X 9 3/4" (vertical)

Annual Rate \$1,049

FULL PAGE

7 1/2" X 9 3/4"

Annual Rate \$1,629

*Prices listed are AAFW-NEI Member Rates.

Company Name: _____

Representative: _____

☐ Use the 2023 Advertisement ☐ I will send a NEW digital image ☐ Advertisement design needed

Advertise in all 2024 issues - Agreement must be received by Friday, December 8, 2023
Contact Peggy Meyer at pmeyer@aafw.org or (260) 482-2916 with any questions.

Deadline for ad changes is the first Friday of the month prior to the issue!





Membership Directory 2024 Rate Card

The **Membership Directory** is updated bi-monthly and includes a complete list of AAFW-NEI members' contact name, company, phone, fax, e-mail, etc. All members have access to the entire catalog of member contact information with the **Membership Directory**. All of the Association members – Apartment Communities, Associates, Independent Owners and Management Companies – their contact names, addresses, and phone numbers are available with one-click on the AAFW-NEI website, www.aafw.org.

The **Membership Directory** has been developed to be a great tool for AAFW-NEI Members! All members will have access to your advertisement in the **Membership Directory**. Members have instant access to your website by clicking on your advertisement.

Your company already receives a **FREE** listing but additional advertising opportunities are available as listed below. All ads are full-color and accessible via the AAFW-NEI website.

Back Cover

4 1/2" X 7 1/4"

Annual Rate - \$499

Inside Front/ Back Cover

4 1/2" X 7 1/4"

Annual Rate - \$499

Full-Page

Premium placements at each
membership category

4 1/2" X 7 1/4"

Annual Rate - \$429

*Prices listed are AAFW-NEI
Member Rates.

Full-Page

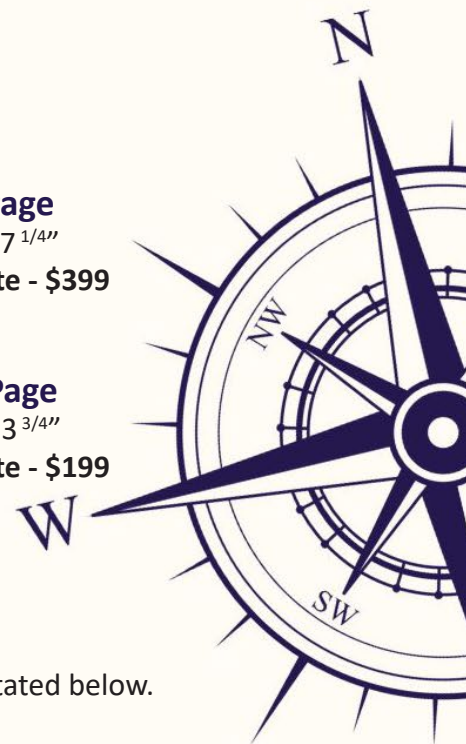
4 1/2" X 7 1/4"

Annual Rate - \$399

Half-Page

4 1/2" X 3 3/4"

Annual Rate - \$199



_____ agrees to purchase the advertising stated below.

(Company Name)

☐ Back Cover ☐ Inside Front/Back Cover ☐ Full Page (Premium Placement) ☐ Full Page ☐ Half Page

Ad Agreements Due: Friday, July 12, 2024 Final Ads Due: Friday, July 19, 2024

All ads will be invoiced on or by July 17, 2024

☐ I will email digital advertisement ☐ Same advertisement as last year ☐ Design needed

Authorized Signature: _____ Printed Name: _____

Phone: _____ Email: _____ Date: _____