

A large, semi-transparent image of the Austin, Texas skyline is visible in the background. It features numerous skyscrapers of varying heights, including the Frost Bank Tower and the W Hotel. In the foreground, a bridge spans a river, with trees and greenery along the banks. The image is framed by a decorative border of thick, diagonal stripes in black, white, and green.

# 2026 SPONSORSHIP OPPORTUNITIES

## DEAR FUTURE PARTNER,

At ABoR, we know that success in real estate starts with strong relationships, a supportive community, and meaningful connections. As Affiliate Specialist, my goal is to build a partnership program that helps our members grow their networks and access the tools they need to thrive.



As an ABoR Sponsor and Affiliate Member, you play a vital role in helping our agents succeed. Our partnership program is all about creating more ways for you to connect with them - through events, sponsorships, and other touchpoints that reach our members all across Central Texas.

Looking ahead to the new year, we've refreshed our sponsorship opportunities to give you more flexibility and choice. Whether you're looking for big-picture visibility or more focused engagement, we can help you tailor a package that fits your goals and your budget.

I'd love for you to partner with us as we take on another exciting year in Austin's ever-evolving real estate market. Together, we can continue building a strong, connected, and successful real estate community.

Sincerely,

A handwritten signature in black ink that reads "Tami Lee".

Tami Lee  
Business Development, Affiliate Specialist  
Austin Board of REALTORS®

**HAVE QUESTIONS?**  
Email me at [tlee@abor.com](mailto:tlee@abor.com).

## OUR MISSION

Make agents successful on their own terms.

## OUR VISION

To foster the most engaged and professional REALTORS® in the nation.

## WHAT WE STAND FOR

ABoR is the engine of our agents' success. We deliver the knowledge, connections, and intelligence you need to succeed on your own terms.

## WHO WE ARE

The Austin Board of REALTORS® is a trade association serving more than 16,000 real estate professionals across 18 counties in Central Texas, one of the country's fastest-growing markets. For nearly a century, we've been championing homeowners' rights and giving local real estate professionals the tools, data, and network they need to thrive.

We have a history of not just welcoming change but embracing it boldly. From being the first local association to livestream our board meetings to cutting direct syndication to preserve data integrity, we're not afraid to make things happen. This new chapter of ABoR is a call for our members to speak up and engage like never before—and we're right there with them leading the charge.

**TOTAL MEMBERS**  
**16,000+**  
**REALTORS®/APPRAISERS**  
**13,000+**  
**BROKERS**  
**2,500+**  
**AFFILIATES**  
**800+**

**CLASS ATTENDANCE**  
**13,000+**

**CLASSES OFFERED**  
**245**  
**FACEBOOK FOLLOWERS**  
**17,000+**  
**INSTAGRAM FOLLOWERS**  
**7,700+**  
**LINKEDIN FOLLOWERS**  
**4,500+**

**ABOR PLAYBOOK**  
**16,000+**

**OFFICE LOCATIONS**  
**3**

# SPONSORSHIP BENEFITS



**\$3,000 total spend includes logo on ABoR.com affiliate page, logo on ABoR event and class welcome slides, social media mention, and exclusive Affiliate training events and mixers.**

It is our goal to provide a partnership program that recognizes our Affiliate Members who make significant investments in the real estate industry by sponsoring various ABoR events, programs, and content.

Sponsorship enables you to put your company in front of key decision-makers, industry movers and shakers, and, most importantly, our community of industry professionals.

Affiliate Partnerships are designed to give your company continuous promotional opportunities throughout the year.

Pick from the options to create a custom package that fits your budget or choose items a la carte.

**Note: Sponsor opportunities are subject to change based on availability, association priorities, and education requirements.**

# SPONSORSHIP OPTIONS

## ABOR ACADEMY | 6

In-Person Class at ABoR

In-Person Class at YOUR Location

On-Air Class

On-Demand Class

## SPONSORED CONTENT, BRANDING, & VISIBILITY | 7

Digital Spotlight at ABoR Headquarters

Event Feature on UnlockMLS.com

REALTOR® Store

ABoR Playbook (Email Newsletter)

ABoR Member Portal Spotlight

## NETWORKING, SOCIAL EVENTS, & LEADERSHIP | 8

Advocacy Event

Member Lounge

ABoR Young Professionals Network (YPN)

## MARKET FORUMS | 9

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## CENTRAL TEXAS GROWTH FORUM | 11

## COMMITMENT FORM | 12



## Signature EVENTS

Market Forums  
Housing Summit  
Growth Forum

pages 9-11

# ABOR ACADEMY



**In-Person Class at ABoR**  
**\$2,000**  
**10 available**

Exclusive quarterly selection of **ABoR Academy In-Person Classes at an ABoR office**. Sponsors have the opportunity to speak for 3-5 minutes and have a branded slide in the rotating class slide deck. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. ABoR to provide food and beverages. Includes an average of two classes per quarter. **Max of 3 company reps to speak.**



**In-Person Class at Your Location**  
**\$1,000**

Hosting an **ABoR Academy In-Person Class at YOUR location** is the perfect way to network and showcase your office. We'll handle class promotion, registration, booking the instructor, check-in, and CE credit. Includes the opportunity for you to speak to the class, pass out promotional items and give away prizes. Non-MLS courses must be at least 3-4 hours. Sponsor is responsible for providing food and/or beverages if applicable.

*Based on Instructor & Staff Availability*



**\$1,000**  
**20 Available**

Priority selection of **ABoR Academy On-Air Classes**. Sponsors will be given the opportunity to speak to the class for 3-5 minutes and have your branded slide included in the rotating slide deck shown before class, during all breaks, and at lunch. In addition, a class registration list can be obtained if the sponsor provides a prize or giveaway. Sponsors can sign up for multiple classes each quarter. **Max of 3 company reps to speak.**



**ABoR Academy Class**  
**\$500**  
**6 Available**

The **ABoR Academy On-Demand Class** sponsorship puts your company in front of hundreds of students who stream these courses at their convenience. Sponsorship includes "brought to you by" introduction and branded slide as part of an On-Demand Course. Applicable for CE courses only.

# SPONSORED CONTENT, BRANDING & VISIBILITY



**Digital Spotlight**  
\$1,500

*12 Available*

The perfect way to feature your business to everyone who comes through ABoR's doors. We will include your custom-branded **slide on all TV screens at Headquarters** for a month.



**Event Feature**  
\$1,000

Want to get your company in front of thousands of industry professionals? This sponsorship offers the **promotion of your event on UnlockMLS.com**. Affiliate to provide logo, event description and registration link for the event you are hosting. We are not able to accommodate multi-day events.

*Availability Based on ABoR Schedule of Events*



**REALTOR® Store**  
\$1,000

Bring your best swag or marketing collateral by our offices, and we will include it with all **REALTOR® Store** purchases at Headquarters for a month.



**ABoR Playbook**  
\$1,500  
*12 Available*

**Reach 16,000+ inboxes** at once! This sponsorship features your company banner in the **ABoR Playbook** monthly newsletter, a trusted resource for real estate professionals.



**ABoR Member  
Portal Spotlight**  
\$500  
*12 Available*

Give your brand exclusive exposure on the **ABoR Member Portal** allowing you to meet our members where they are. Text-only ad to be visible for one month.

# NETWORKING, SOCIAL EVENTS, & LEADERSHIP



## Advocacy Event \$500 - \$1,000

ABoR is a tireless **advocate for REALTORS® and property owners** that leverages our expertise, connections, and creativity to make change happen with regard to private property rights, strategic land use, and business issues and practices. Select the **Coffee with a Council Member series, ABoR City Hall Visits, Policy Team Forums, or TREPAC Events** and join the support of the advocacy team. Sponsor will receive recognition in event promotion and during event.



## Member Lounge \$500

Our lounge/co-working space can double as your office for the day! Come by the office to visit with and get to know our members one-on-one in the **member-only lounge at HQ**. Sponsorship includes listing on event page, signage in lounge, branded coffee sleeves, and the opportunity to display materials, collateral, and snacks.



## ABoR Young Professionals Network \$1,000

Exclusive access to ABoR Young Professionals Network events, including **quarterly educational classes, networking mixers, and REALTOR® Safety Day**. Sponsor will receive recognition in event promotion and during event.



All sponsorships include two tickets to event.

# MARKET FORUMS

*Signature*  
**EVENT**

**AVERAGE ATTENDANCE**  
**475**

\*Combined in-person and online attendance

**Mar. 9 & Jul. 15, 2026**

As the market rebalances, our members need to be equipped with the latest information and strategies to assist buyers and sellers. Our Market Forums bring local experts and heavy hitters together to offer advice on career resiliency, resetting seller expectations, and getting burned out buyers off the fence and back in the game.

**Host Sponsor**

**\$3,000**

*Exclusive*

This sponsorship includes the opportunity for a 3-5-minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

**Refreshment Sponsor**

**\$2,000**

*Exclusive*

Be the first to welcome attendees as they arrive to this half-day seminar! Sponsorship includes a vendor table, signage near the refreshments & coffee, and logo on the pre-event sponsor thank you slide.

**Swag Sponsor**

**\$500**

*Unlimited*

Promote brand recognition by providing company swag to in-person attendees.



All sponsorships include two tickets to event.

# CENTRAL TEXAS HOUSING SUMMIT

*Signature*  
**EVENT**

**AVERAGE  
ATTENDANCE**  
425\*

\*Combined in-person and  
online attendance

**OCT. 9, 2026**

No issue is more central and critical to the future growth of our region than housing. Each year we convene experts from all facets of real estate to discuss the latest trends and challenges in residential home buying and selling, housing development, leasing and property management, and housing equity and affordability.

## **Host Sponsor**

**\$3,500**

*Exclusive*

This sponsorship includes the opportunity for a 3-5-minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

## **Refreshment Sponsor**

**\$2,500**

*Exclusive*

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

## **Program Sponsor**

**\$2,500**

*Exclusive*

Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

## **Swag Sponsor**

**\$1,000**

*Unlimited*

Promote brand recognition by providing company swag to in-person attendees!



All sponsorships include two tickets to event.

# CENTRAL TEXAS GROWTH FORUM

*Signature*  
EVENT

AVERAGE ATTENDANCE  
250

\*Combined in-person and online attendance

**JANUARY 28, 2026**

Each year we bring together our members not only to conduct association business, but also to energize them with an exciting and highly anticipated motivational speaker.

## Host Sponsor

**\$3,500**

**Exclusive**

This sponsorship includes the opportunity for a 3-5 minute company presentation from the stage during this ABoR signature event! Sponsorship also includes a vendor table and logo on the pre-event 'sponsor thank you' slide.

## Refreshment Sponsor

**\$2,500**

**Exclusive**

Be the first to greet attendees as they arrive! Sponsorship includes a vendor table, signage near the refreshment table, and logo on the pre-event 'sponsor thank you' slide.

## Program Sponsor

**\$2,500**

**Exclusive**

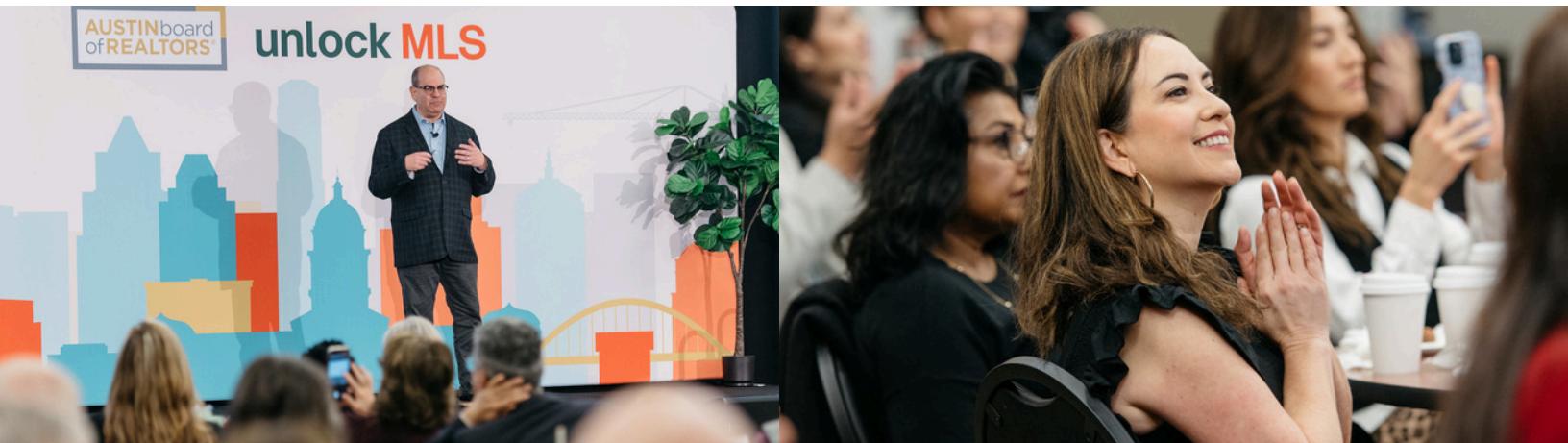
Allow your company to be **front and center with each attendee**. Sponsorship includes a vendor table, company logo displayed on the program, and logo on the pre-event 'sponsor thank you' slide.

## Swag Sponsor

**\$1,000**

**Unlimited**

Promote brand recognition by providing company swag to in-person attendees!



All sponsorships include two tickets to event.

# 2026 ABOR SPONSOR COMMITMENT FORM



## SPONSOR INFORMATION

Company Name (EXACTLY as you wish to appear) \_\_\_\_\_

Contact Name (Recipient of all sponsor communications) \_\_\_\_\_

Billing Address \_\_\_\_\_

Email Address \_\_\_\_\_ Phone Number \_\_\_\_\_

## PLEASE CHECK ALL THAT APPLY

<b>ABoR Academy</b>	<input type="checkbox"/> In-Person @ ABoR - \$2,000	<input type="checkbox"/> In-Person @ Your Office - \$1,000	
	<input type="checkbox"/> On-Air - \$1,000	<input type="checkbox"/> ABoR Academy On-Demand - \$500	
<b>Sponsored Content, Branding &amp; Visibility</b>	<input type="checkbox"/> Digital Spotlight - \$1,500	<input type="checkbox"/> Event Feature - \$1,000	<input type="checkbox"/> REALTOR® Store - \$1,000
	<input type="checkbox"/> ABoR Playbook (Email Newsletter) - \$1,500	<input type="checkbox"/> Member Portal Spotlight - \$500	
<b>Networking, Social Events, &amp; Leadership</b>	<input type="checkbox"/> Advocacy Event - \$500 - \$1,000	<input type="checkbox"/> Member Lounge - \$500	
	<input type="checkbox"/> ABoR Young Professionals Network - \$1,000		
<b>Market Forums</b>	<input type="checkbox"/> Host Sponsor - \$3,000	<input type="checkbox"/> Refreshment Sponsor- \$2,000	
<i>Signature EVENT</i>	<input type="checkbox"/> Swag Sponsor - \$500		
<b>Central Texas Housing Summit</b>	<input type="checkbox"/> Host Sponsor - \$3,500	<input type="checkbox"/> Refreshment Sponsor- \$2,500	
<i>Signature EVENT</i>	<input type="checkbox"/> Program Sponsor - \$2,500	<input type="checkbox"/> Swag Sponsor - \$1,000	
<b>Central Texas Growth Forum</b>	<input type="checkbox"/> Host Sponsor - \$3,500	<input type="checkbox"/> Refreshment Sponsor- \$2,500	
<i>Signature EVENT</i>	<input type="checkbox"/> Program Sponsor - \$2,500	<input type="checkbox"/> Swag Sponsor - \$1,000	

**TOTAL OF SELECTIONS FOR 2026 \$ \_\_\_\_\_**

Acknowledgment Information: I commit to the total listed above.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**To officially secure sponsorship, please return the completed form to Tami Lee at [tlee@abor.com](mailto:tlee@abor.com).  
Invoices can be paid online through the Member Portal.**





AFFILIATE