



**Let's get  
together**

**and build  
a winning  
partnership**

A high-value marketing program from NAA, America's leading voice for the apartment housing industry.

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National Apartment Association (NAA), America's leading voice for the apartment housing industry, provides members with the most comprehensive range of strategic, educational, operational, networking and advocacy resources they need to learn, to lead and to succeed.

# NAA Sponsorship Program

**EVERYBODY WINS**  
when NAA's powerful  
brand name and impressive  
track record partners  
with yours.

That's exactly what our Sponsorship Program  
is all about:

- Putting the **prestige and connections of NAA** to work for you
- **Creating powerful connections** between your brand and ours.

## THE NAA SPONSORSHIP PROGRAM'S EQUATION FOR SUCCESS:



### CHANNELS

for



**BRAND EXPOSURE**

**units MAGAZINE** print & digital

**NAA WEBSITE**

**CONFERENCES**

**EVENT COLLATERAL**

**E-NEWSLETTERS**

**SOCIAL MEDIA** Twitter, Facebook, YouTube and LinkedIn

With a sponsor renewal rate of **85-90%**, the NAA Sponsorship Program is proven to deliver year-round value to partners.

**AN NAA  
SPONSORSHIP  
IS THE PERFECT  
WAY TO:**

- EXTEND** your brand
- REACH** the right audience
- AMPLIFY** your message
- UTILIZE** a diverse media mix
- CUSTOMIZE** your program

“Why is my company an NAA sponsor? For us it's engagement—access to key decision makers, the ability to sit shoulder-to-shoulder with customers and work on everything from education to advocacy.”

**Tony Sculthorpe, CAS**

Chief Sales Officer  
CSC ServiceWorks

THE TIME IS RIGHT.

## The apartment housing industry is thriving like never before.

**And so is NAA.** We've experienced a phenomenal boost in our growth and influence. Our members have played a key role in the evolution of apartment living from a temporary housing choice to a preferred lifestyle for one-third of all Americans.

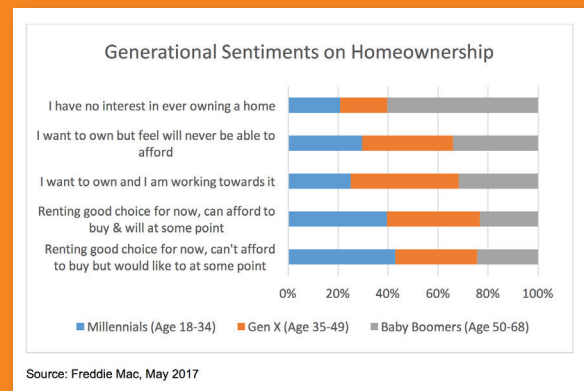
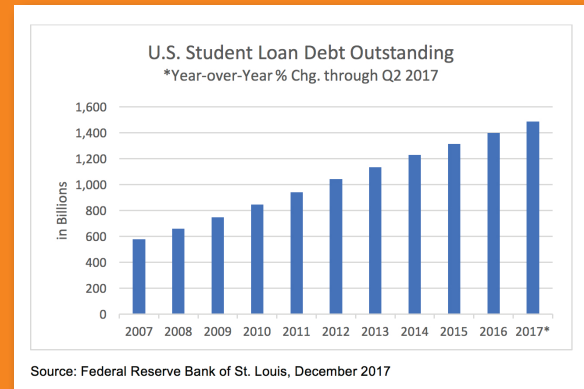
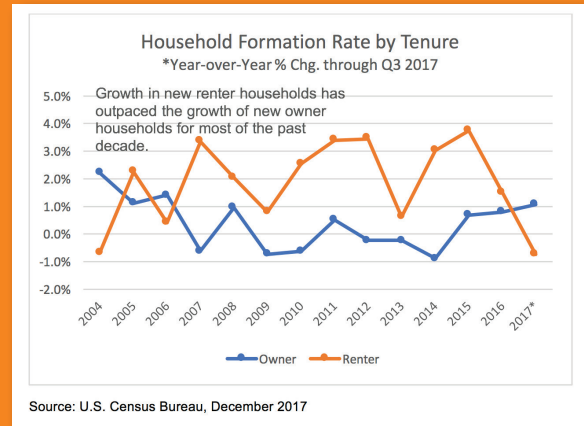
## What do the numbers show?

The national apartment industry has boomed in recent years. According to the U.S. Census Bureau, a staggering 7.1 million new renter households emerged between 2009 and 2017, while the number of owner households increased by only 250,000 during the same period. Consequently, the homeownership rate dropped from a high of 69.2 percent in fourth quarter 2004 to a low of 62.9 percent in second quarter 2016.

The industry will likely retain its status as a growing and profitable business thanks to an aging population, immigration, and delayed home purchases. Looking ahead, the nation will need 4.6 million new apartments by 2030, meaning an average of at least 325,000 new apartments every year; however, just 244,000 apartments were delivered between 2012 and 2016.

*Hundreds of thousands of new units will be needed by 2030 in states such as California, Georgia, Arizona, Florida, North Carolina, Nevada, New York, Texas, Virginia and Washington.*

## Who is Renting and Why?



# NAA By the Numbers



(As of 12/20/18)

## Membership Growth

Year End	Members	Growth Year-to-Year	% Growth	Units	Growth Year-to-Year	% Growth
2017	73,755	1,018	1.39%	9,215,970	385,576	4.28%
2016*	72,737	3,705	5.37%	8,830,194	717,194	8.84%
2015	69,032	1,798	2.67%	8,113,000	441,176	5.75%
2014	67,234	5,069	8.15%	7,671,824	605,544	8.57%

\*Numbers reflect ABO NY coming on as an affiliate in January 2017

(As of 12/20/18)

## Membership Professionals



**15**

Average years in  
apartment industry



**3,738**

Average number  
of units under operation



**90%**

Employed full-time

Source: 2016 NAA Readership Survey

Don't wait to claim your share of this rapidly expanding marketplace.

## YEAR-ROUND PARTNERSHIPS TO SUIT EVERY NEED

- Alliance Partners
- Apartmentalize Partners
- Supporting Partners

“Sponsorship says your company is engaged in the industry. There's value in being part of one of the largest organizations for apartment housing. People will take a look at that.”

**Cindy Clare, CPM**

President, Kettler Management

## Alliance Partners

The highest level of sponsorship, **Alliance Partnership entitles your company to year-round brand exposure across all NAA marketing channels** plus elite access to key industry leaders and executives.

## Apartmentalize Partners

Apartmentalize Partners are those who want to **showcase their brand at Apartmentalize**, the apartment industry's largest, most important annual event, bringing together the industry's best for top-notch education sessions and unparalleled networking opportunities.

Attendees consistently identify the NAA Exposition as one of the top three reasons to why they attend.

## Supporting Partners

Supporting Partnerships provide an **opportunity to become active with NAA** at an introductory level but still experience the benefits of year-round recognition and exposure for your brand.

# Program Benefits

Your investment includes two elements:

## 1 SPONSORSHIP RIGHTS FEE

## 2 CUSTOMIZED CREDIT

allows you to choose how to activate and promote your sponsorship

## A SUITE OF CUSTOMIZATION OPTIONS TO MAKE THE PROGRAM YOURS

Unlike pre-packaged marketing programs, NAA's Sponsorship Program is not only exclusive, it is highly flexible. And very personal.

**Customized credit choices** let you craft your program exactly the way you choose to best serve your marketing and industry-involvement goals.

**The result:** A program tailored exclusively for you, delivered at the budget level you prefer and designed to fulfill your exact marketing needs and preferences.

### ALLIANCE PARTNERSHIP (\$150,000-\$600,000)

**Strategic • Premier • Champion**

*Benefits include:*

#### Access to Industry Leaders

- Invitations to multiple Board of Directors meetings and receptions

#### On-site Recognition at NAA Events

#### Year-round Promotion

- NAA print and digital channels

#### Priority Selection

- Exhibit space and sponsorship items at NAA conferences

#### Access and Hospitality

### APARTMENTALIZE PARTNERSHIP (\$40,000/\$80,000)\*

**Official • Signature**

*Benefits include:*

#### On-Site Recognition and Promotion

- NAA print and digital channels

#### Priority Selection

- Exhibit space and sponsorship items

#### Hospitality and Membership

*\*Event-specific sponsorship level does not include sponsorship rights fee and customized credit*

### SUPPORTING PARTNERSHIP (\$5,000)

*Benefits include:*

- National Suppliers Council (NSC) membership
- Advertising
- Exclusive Access to additional sponsorship opportunities with NAA

There are **more than 300 options** for customizing the way NAA members and the community see your brand. Call us to learn more.

## FOR MORE INFORMATION

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