

Local Case Study: NAAPAC Wine Tasting Houston Apartment Association

The Need

The Houston Apartment Association has regularly raised well over \$100,000 annually for the local PAC but was hovering around \$15,000 for the NAAPAC through a challenge golf tournament with the Apartment Association of Greater Dallas. HAA leaders wanted to expand their giving to NAAPAC but faced some challenges as other events hosted by HAA already had a designated recipient of funds. Thus, a new event was created.

The Big Idea

The Houston Apartment Association hosted a wine tasting similar to those held by AAGD and NAAPAC. Ten HAA or TAA past presidents were invited to serve as wine hosts. Each brought five bottles of their favorite wine that costs under \$50. Each host submitted their wines to HAA in advance to ensure no duplicates and a souvenir program could be made for attendees. Keeping in mind that exclusivity means buzz, HAA limited attendance to two attendees per company, 30 supplier members, and 20 owner members total. In addition to networking, attendees voted for the best wine provided by the wine hosts.

To keep costs at a minimum, the event was held at a new, luxury member property with a large community room which kept the costs low. HAA provided appetizers to go with the wines. HAA also rented tables and stemware and provided a nice \$90 bottle of wine as a raffle prize for the attendees.

The Results

The wine tasting was a success for NAAPAC as it raised \$11,000 at a cost of \$250 per attendee. Attendees enjoyed the event and it will be a recurring event for NAAPAC.

A note from NAA:

This was a fantastic event hosted by the Houston Apartment Association. While HAA is a large market, this event can easily be translated to other size markets. If you don't have ten past presidents, involve your board members or have a mix of past presidents and board members. You can change the attendance price to what fits your market. Keep in mind that this is not an exact science! This is just one idea from one affiliate that worked for them.



For more information on NAAPAC, please contact NAA's Kathleen Gamble, Director of Political Affairs at Kathleen@naahq.org