



Requirements for Event Marketing and Sponsorships

In response to issues regarding past Maintenance Mania event marketing and sponsorship issues, the Maintenance Mania Executive Committee has created the following requirements that must be met when marketing and obtaining sponsors for the MM Season. These requirements are aimed at helping to provide some guidance on what to include in marketing materials and sponsorship types for local sponsors.

Sponsorship Requirements:

1. Local sponsorships cannot be called Game Sponsors. Game Sponsorships are reserved for the eight National Game Sponsors. Alternative sponsorship options include Judge, table, or station sponsor.
2. Local Sponsorships should not be billed above the National Apartment Association (Co-Sponsor) and HD Supply (Sponsor).

Marketing Requirements:

1. Co-Sponsor and Sponsor logos should appear on all Local Affiliate marketing materials, this includes flyers, emails, press releases, websites, post cards, etc.
2. National Game Sponsor logos should be included on all marketing materials when possible. National Game Sponsor logos should appear on affiliate MM webpages and in emails.

Please direct any questions or concerns to Sara Keene, Director, Member Programs at the National Apartment Association. He can be reached via email at skeene@naahq.org or over the phone at 703-797-0673.

Thank you,

Maintenance Mania Executive Committee