

# NARPM® Women's Council of Property Managers Sponsorship Opportunities 2021

Creating awareness and innovation for women in the property management industry



According to the SHRM (Society for Human Resource Management): "Every organization—and that means the men and women who run companies—must do more to ensure that women have an equal opportunity to lead. Greater representation of women on boards of directors is critical. Boards with at least one woman are likely to crush the competition, according to a *Business Insider* article. Diversity matters!"

Helping NARPM members with managing work and personal growth is one of the purposes of the new **NARPM® Women's Council of Property Managers**. Members of the Council are property managers who are committed to the mission of developing women leaders in the property management profession.

In 2021, the Council will hold an event for members at least once a quarter that works to enhance the mission of the organization. All NARPM professional members will be invited to events (women and men).

To support the work of the Council and provide an opportunity for our Affiliates and Partners to be part of this new initiative, we're offering the following sponsorship options:

## **Premiere Sponsor: \$10,000 (annual, one only)**

### Benefits:

- "Presented by NARPM Women's Council & Sponsor" – Features the premiere sponsor logo prominently on our email blasts and all other marketing materials for every education and networking event
- Prominent Sponsor Logo – Premiere sponsor logo featured prominently on home page for every event and on any archived online presentations hosted on NARPM website
- Sponsor's Website Link – Features a link to premiere sponsor website from sponsor logo on home page for every event
- Event Thanks – Recognition of premiere sponsor during opening remarks and closing remarks for each event
- Event Logo – Prominent display of premiere sponsor's logo (with sponsor logo) during each event
- Sponsor Video Presentations – Features opportunity to present premiere sponsor's marketing video prior to opening of each event, plus abbreviated sponsor's marketing video (60 seconds) on recorded presentation hosted on NARPM website
- Sponsor Audio Presentation – Features opportunity to tag NARPM Radio podcasts with 2-minute audio provided by sponsor on each NARPM Radio podcast distributed 5 weeks prior to each event
- Sponsor logo included in social media promotion
- Contact List – Follow-up mailing list of all registered attendees for each event

## **Registration Sponsor: \$7,500 (annual, all events, one only)**

### Benefits:

- Sponsor logo displayed in first position on the home page for each event
- Opportunity to provide 30-second video to be included during event breaks
- Sponsor logo displayed in second position on our email blasts
- Link to sponsor's website from event home page logo
- Recognition of sponsor during event's opening and closing remarks for the event
- Sponsor logo and company message included as part of the pre-show presentation prior to event
- Sponsor logo on archived online event on NARPM website
- Sponsor logo in social media promotion
- Follow-up mailing list of all registered attendees

## **Council Supporter: \$1,000 (annual, limited to 10)**

### Benefits:

- Supporter's logo displayed in third position on our email blasts
- Supporter's logo on the home page for each event
- Third-place recognition of all Council Supporters on marketing materials for each event and the Council website page

Please fill out the registration and payment information on page 2.  
(\*Include an EPS file with your company's logo when returning registration.)



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## Sponsorship level comparison

Benefits	Premiere	Registration	Supporter
Logo in 1st position on all email blasts and marketing materials for each event	x		
Sponsor logo in 2nd position on email blasts		x	
Logo in 3rd position on email blasts			x
Logo on home page for each event	x	x	x
Logo on NARPM website where event recording is housed	x		
Link to sponsor website from event home page	x	x	
Verbal recognition at open and close of each event	x	x	
Logo displayed in 1st position during each event	x		
Video messaging prior to each event	x		
Video on archived presentation on NARPM site	x		
Audio tag (2 minutes) on NARPM Radio podcasts 5 weeks prior to each event	x		
Contact list for all registrants for all events	x	x	
Logo on home page for one event		x	
30-second video for events breaks		x	
Sponsor logo in social media promotion	x	x	
Third-place recognition on all event marketing materials and the Council web page			x

## Women's Council of Property Managers Sponsorship

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Contact Email \_\_\_\_\_

## RETURN ENTIRE COMPLETED FORM:

- \$10,000 – Women's Council of Property Managers Premiere Sponsorship** \$ \_\_\_\_\_  
 **\$7,500 – Women's Council of Property Managers Registration Sponsorship** \$ \_\_\_\_\_  
 **\$1,000 – Women's Council of Property Managers Supporter** \$ \_\_\_\_\_

### METHOD OF PAYMENT

- Check enclosed (payable to NARPM) for  
 \$ \_\_\_\_\_ Chk # \_\_\_\_\_  
 Charge my credit card \$ \_\_\_\_\_  
 Name on card \_\_\_\_\_  
 Signature \_\_\_\_\_  
 ----- All information below this line will be removed. -----  
 Card # \_\_\_\_\_  
 Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

#### If paying by check:

Mail completed form with payment **by March 15, 2021** to:  
 NARPM, 1403 Greenbrier Parkway, Suite 150, Chesapeake,  
 VA 23320

#### If paying by credit card:

Please email completed form to [info@narpm.org](mailto:info@narpm.org)

For additional information,  
 please contact Lisa Noon,  
 NARPM Deputy Executive  
 Director at [lnoon@narpm.org](mailto:lnoon@narpm.org)

