

Hit Your Mark with NATC



Elevating the Real Estate Transaction Support Profession, Together.

2019-2020

Partnership, Advertising & Sponsorship Prospectus



NATC
NATIONAL ASSOCIATION OF
TRANSACTION COORDINATORS

Share Our Goals

The National Association of Transaction Coordinators (NATC) is the *only* non-profit association dedicated to elevating the real estate transaction support profession by offering specialized education and content, as well as providing a supportive and collaborative community in which members can excel.

We are committed to providing unparalleled value to members and are looking to partner with companies and sponsors who can:

- Collaborate with us to develop and deliver focused education and content for real estate transaction support professionals
- Build a strategic relationship that can be shared and celebrated among our mutual stakeholders
- Help us expand resources to service our members and impact the industry

Providing Solutions

As an industry association, our role is to provide our members with resources they need to uncover their passion and achieve their goals. We want to partner with companies who can help our members overcome their toughest challenges. Our research has shown that they need solutions to handle:

- Business development and growth
- Market their business
- Hire and manage their teams
- Gain access to, or knowledge of, state-specific resources
- Leadership skills
- Tools and resources to help them increase efficiencies

Ideal Partners

Our membership includes professionals that span the United States and are particularly attuned to quality. In reviewing potential partners, who are:

- Aligned with our national goals and objectives
- National or regional in scope
- Have positive ratings online and with standard setting bodies like the better business bureau, state or national consumer affairs, and/or industry-related associations who set their specialty standards

Make a Plan

We have many ways in which we can partner with you. Our initial call will determine the best fit for your goals, then we'll take a look at the best options for our partnership. Below are some packages to get the conversation started.

Annual National Business Partnerships

For companies who are looking for year-round exposure, an NATC annual partnership will provide you with regular exposure to our audience on multiple platforms.

Platinum Partners - \$5,000/year (\$416/month)

Deliverables include

- Logo and link on the homepage
- Logo, link, and company description on affiliated partner page
- Logo and link on NATC's monthly newsletters
- Logo on any distributed print material (including mailings and conference materials)
- Quarterly posts on NATC's social media accounts (Facebook, Instagram)
- Two (2) email blasts to NATC audience
- Recognized as partners on educational webinar materials
- Recognized as partners on monthly Virtual Happy Hours
- Opportunity to provide blog post and other content to the NATC Library
- Opportunity to provide one (1) educational webinar annually
- Three (three) NATC Memberships

Gold Partner - \$3,000/year (\$250/month)

Deliverables include

- Logo and link on the homepage
- Logo, link, and company description on affiliated partner page
- Logo and link on NATC's monthly newsletters
- Logo on any distributed print material (including mailings and conference materials)
- Two (2) posts on NATC's social media accounts (Facebook, Instagram)
- One (1) email blasts to NATC audience
- Opportunity to provide blog post and other content to the NATC Library
- Two (2) NATC memberships

Make a Plan

Annual National Business Partnerships (Continued)

Bronze Partner - \$2,000/year (\$160/month)

Deliverables include

- Logo, link, and company description on affiliated partner page
- Logo and link on NATC's monthly newsletters
- One (1) posts on NATC's social media accounts (Facebook, Instagram)
- Opportunity to provide blog post and other content to the NATC Library
- One (1) NATC memberships

Regional Partner - \$1,000/yr/region (\$83/month)

Deliverables include

- Logo, link, and company description on affiliated partner page
- One (1) posts on NATC's social media accounts (Facebook, Instagram)
- Two (2) emails to chosen region
- Opportunity to provide blog post and other content to the NATC Library
- One (1) NATC memberships

Sponsorships & Advertising

For companies looking to dip their toe in the with water with NATC. These options are a great way to gain exposure over brief periods of time.

- Logo, link, and description on affiliated partner page for one (1) month - \$250
- Social Media Posts - \$250/post
- Email to members - \$500/email max, two (2)/year
- Educational webinar sponsor - \$500, 2-minute intro at the beginning of the webinar, logo and link on webinar communications (separate email about the event as well as in the newsletter)
- Newsletter placement - \$150/month logo and link in newsletter