



# **2024 AREAA PARTNERSHIP OPPORTUNITIES**







# AAPI OPPORTUNITY

As of 2021, AAPI's had:

**\$1.3 TRILLION**

BUYING POWER

AAPIS HAVE A MEDIAN  
CREDIT SCORE OF

**764**



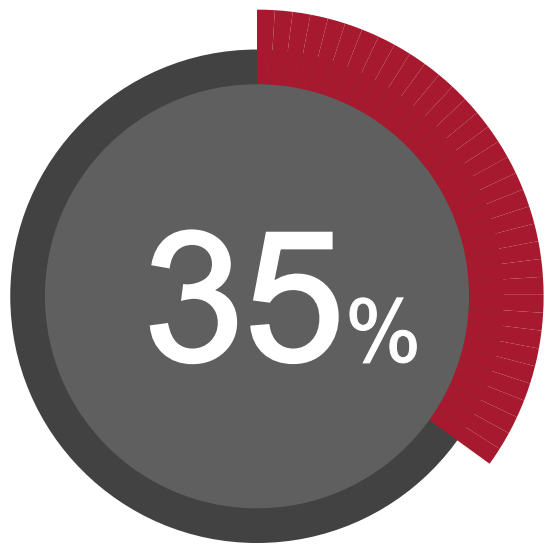
**612,194**

AAPI OWNED U.S. BUSINESSES

MEDIAN HOUSEHOLD INCOME

**\$94,903**

MEDIAN DEBT  
TO INCOME  
RATIO OF



**5.2 MILLION**

EMPLOYEES AT ASIAN-OWNED BUSINESSES

# AAPI OPPORTUNITY

## 1.6 MILLION

HOMEOWNERSHIP - CLOSED LOAN APPLICATIONS

According to HMDA data, in 2020 out of 18.8 million closed and opened applications with race and ethnicity information, 8% (1.6 million) were submitted by AAPI consumers. The shares of black and Hispanic White applications were similar to that of AAPI applications at 8 and 9 percent respectively.



\*\* percent US population

# AAPI DEMOGRAPHICS



**21 MILLION**

CURRENT AAPI POPULATION

THAT POPULATION IS  
PROJECTED TO REACH



**46 MILLION**

BY 2055

# AAPI CHALLENGES



- NHPIs face highest rates of appraisal bias
- Asian-Americans receive lowest rates of rental assistance in California
- The AAPI community has the greatest income inequality amongst racial groups
- Many AAPI ethnicities are amongst the poorest racial groups in the US



# PARTNERSHIP BENEFITS

## CONNECTION

By connecting your company to AREAA, you are signaling to our members and others that you value the AAPI community and are committed to our cause of increasing AAPI homeownership and empowering those who serve the market.

## AFFINITY

More so than other demo– graphics, AAPIs value brands that have a connection to the community. Partnering with AREAA is a great way to show your commitment to the AAPI market and create a powerful connection to the community.

## VISIBILITY

Your company will be featured across all of AREAA's platforms, from our national website, social media feeds, event promotions and more, giving your company the visibility and exposure it needs to reach the AAPI market.

## RECOGNITION

AREAA sponsors are recognized at AREAA events through logo placement on all marketing materials, programs, website, and more. AREAA works with sponsors to ensure as much exposure as possible across all of our available platforms and avenues of engagement with members.





# COMMUNICATION

## AREAA.ORG

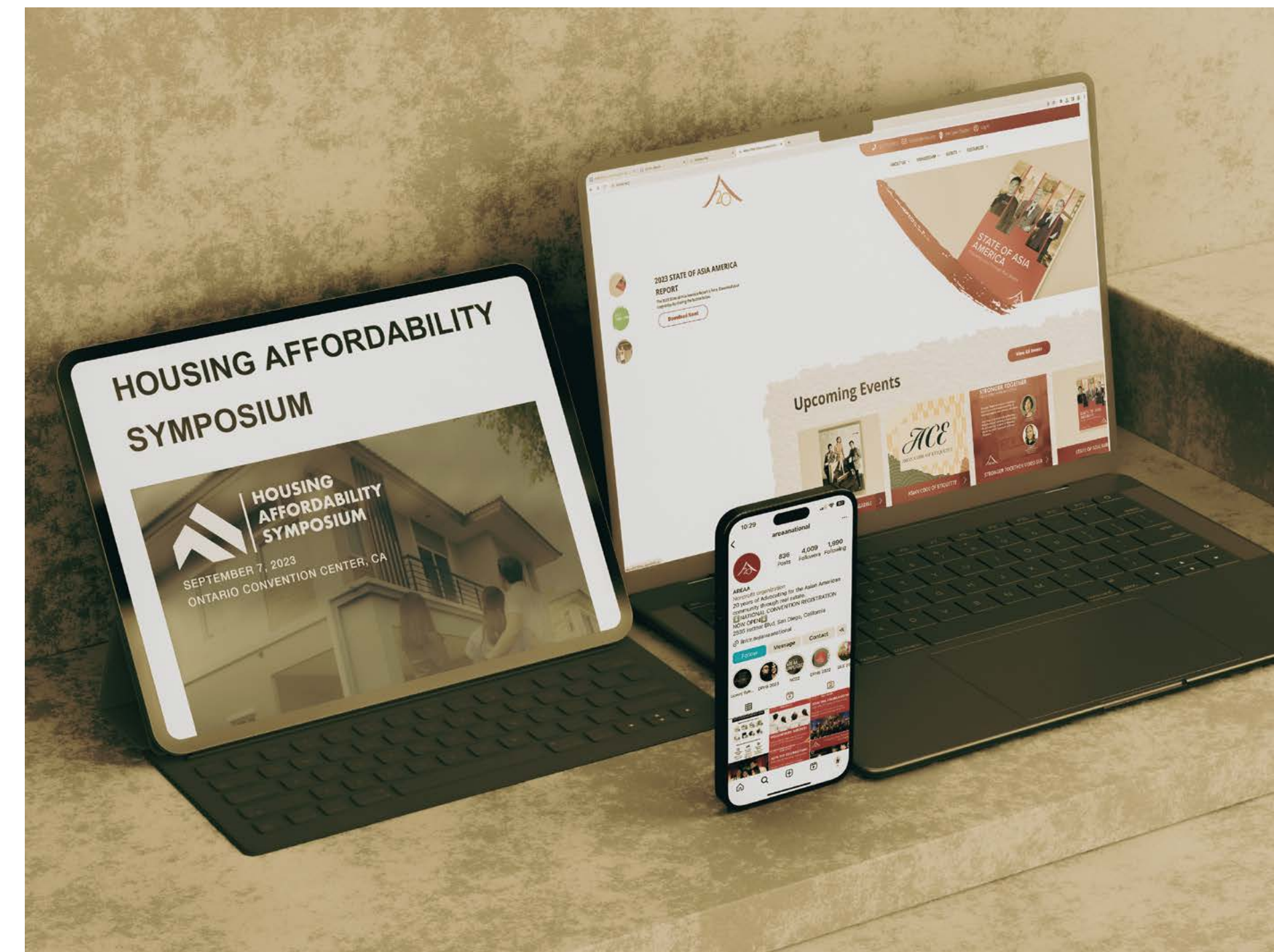
As the largest membership-based AAPI organization in the United States, the AREAA website generates 25,000 unique visitors each month. The website also hosts as a portal of information from research, news and our member directory.

## RETARGETING ADS

We leverage top industry ad platforms to offer uniquely designed ad campaigns that are curated for specific key locations across the country with a reach of up to 130,000.

## AREAA UPDATE

AREAA Update is a bi-monthly e-newsletter providing timely, lively and informative articles on AAPI real estate news, policies that impact the community, research findings and association activities. A must-read for those that serve the AAPI market, AREAA Update boasts an open rate of almost 60% of its distribution to all subscribers.





# SOCIAL MEDIA

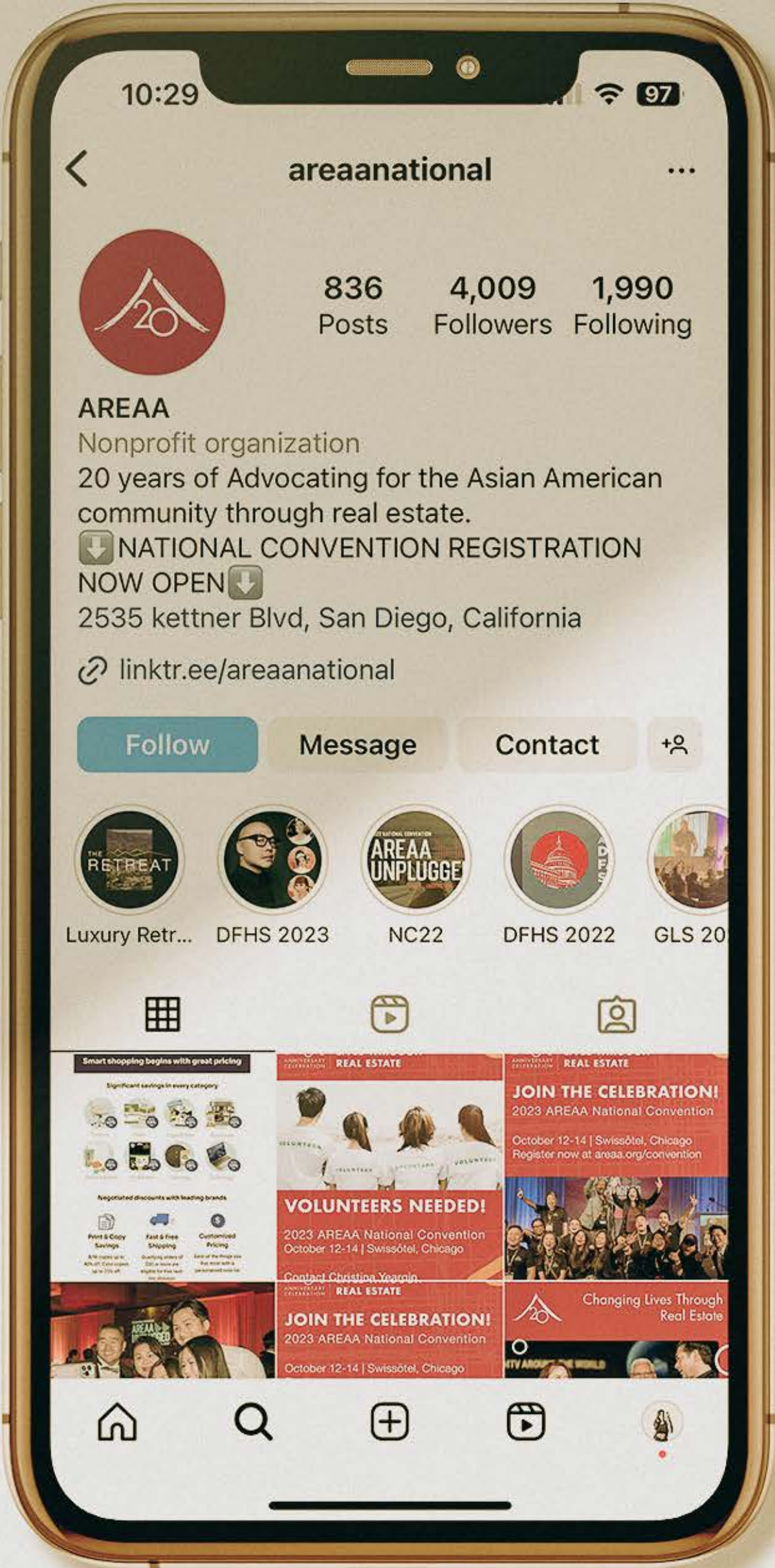
We are active on Facebook, Instagram, and LinkedIn, allowing us to promote events and communicate information closely with a highly engaged audience. This also allows us to provide live updates at events and feature other accounts that tag us in related social activities.

# CUSTOM CONTENT

The most important part of creating a great product is making sure it is seen by the people who need it. We work with partners to create custom video series, graphic content, and written pieces dedicated to promoting their products to a key demographic.

# EMAIL MARKETING

We are able to reach up to 18,000 unique addresses from our membership and connect with them in the form of a bimonthly newsletter, monthly president’s letter, and leadership resources. Content from our Partners is included in these communications to ensure our members do not miss any valuable information.





# JADE LEVEL PARTNERSHIP — \$200,000

## CONNECTION

- 20 National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA reception\*
- One (1) National Convention Exhibit Booth Space – 10' x 20' or equivalent.
- 10 Diversity and Fair Housing Summit Registrations.
- Two (2) reserved tables at the National Convention.

## VISIBILITY

- Ad Space on areaa.org Homepage.
- 1/2 ad in an AREAA Publication.
- Affiliated member featured on areaa.org Homepage for 12 months.
- One dedicated digital ad campaign to the entire membership with metric reporting.
- One 30 second ad at the start of a webinar.
- Themed month sponsorship brought to you by (your logo)

## AFFINITY

- (1) Sponsored webinar including logo display and sponsor remarks.
- Exclusive Diversity and Inclusion Webinars for team members and employees.
- Exclusive sponsorship or co-sponsorship of a virtual media. (e.g., learning management system, president's message, and podcast, event app)
- Focus group and product development support at a national event.

\*Subject to change.\*



# DIAMOND LEVEL PARTNERSHIP — \$150,000

## CONNECTION

- 15 National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA reception.
- One (1) National Convention Exhibit Booth Space – 10' x 20' or equivalent.
- Eight (8) Diversity and Fair Housing Summit Registrations.
- One (1) reserved table at the National Convention.

## VISIBILITY

- Ad Space on areaa.org Homepage.
- 1/4 ad in an AREAA Publication.
- Affiliated member featured on areaa.org Homepage for 6 months.
- One dedicated digital ad campaign to the entire membership with metric reporting.

## AFFINITY

- (1) Sponsored webinar including logo display and sponsor remarks.
- Exclusive Diversity and Inclusion Webinars for team members and employees.
- Exclusive sponsorship or co-sponsorship of a virtual media. (e.g., learning management system, president's message, and podcast, event app)

\*Subject to change.\*



## **EMERALD LEVEL PARTNERSHIP — \$125,000**

### **CONNECTION**

- Ten (10) National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA reception.
- One (1) National Convention Exhibit Booth Space – 10' x 20' or equivalent.
- Five (5) Diversity and Fair Housing Summit Registrations.

### **VISIBILITY**

- Ad Space on areaa.org Membership Registration Page.

### **AFFINITY**

- (1) Sponsored webinar including logo display and sponsor remarks.

## **OPAL LEVEL PARTNERSHIP — \$100,000**

### **CONNECTION**

- Eight (8) National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA and After-Hours Networking Events.
- Discount National Convention Exhibit Booth Space – 10' x 10' or equivalent.
- Three (3) Diversity and Fair Housing Summit Registrations.

### **VISIBILITY**

- Ad Space on areaa.org page



## **RUBY LEVEL PARTNERSHIP — \$60,000**

### **CONNECTION**

- Four (4) National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA reception.
- Discount National Convention Exhibit Booth Space – 10' x 10' or equivalent.
- Two (2) Diversity and Fair Housing Summit Registrations.

## **PEARL LEVEL PARTNERSHIP — \$30,000**

### **CONNECTION**

- Two (2) National Convention Registrations including the Keynote Luncheon and Installation Gala tickets. Limited Access to Best of AREAA and After-Hours Networking Events
- Discounted pricing of 50% for National Convention Exhibit Space.

\*Complete partnership benefits can include, and are not limited to the above mentioned. Customized benefits can be tailored to fit each individual organization and incorporated into the executed partnership agreement.\*



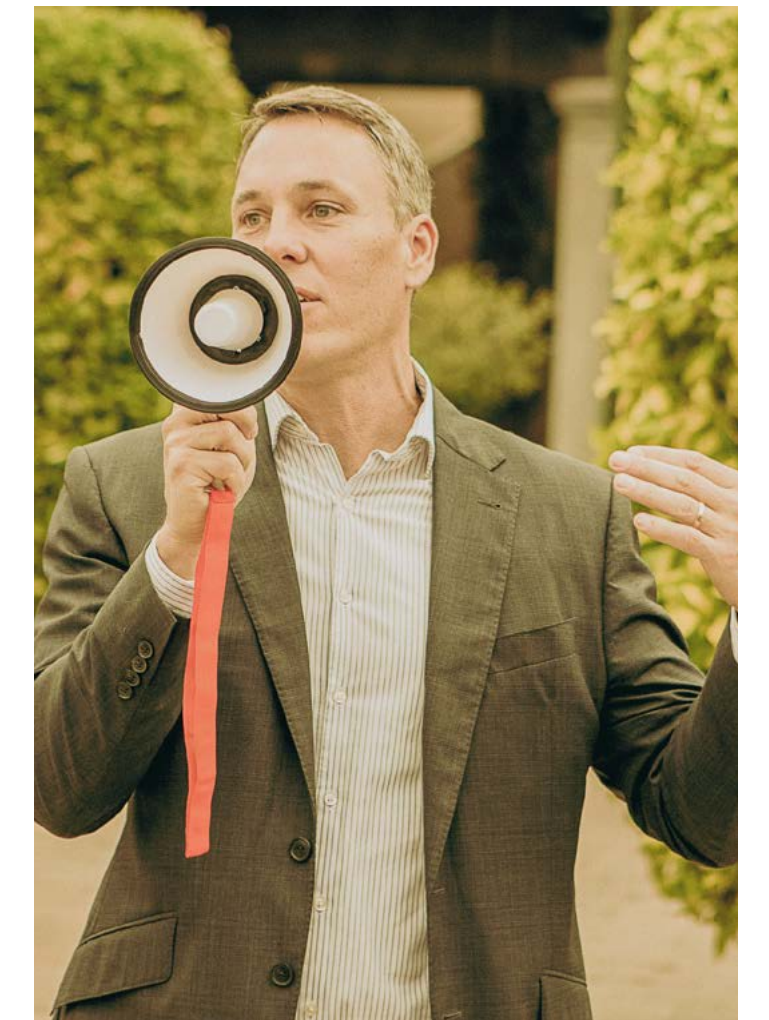
# LEADERSHIP TRAINING EVENT

January, 2024 | San Diego, CA

Our leadership summits are integrated into our national event schedule and include training and receptions. These events bring together all of our AREAA national and chapter leaders for administrative training, education and about our various projects and initiatives, and to prepare our leaders for the year to come.

**Who Attends:** AREAA leaders from around the country including chapter board members.

**Testimonial:** "I love this event because of how passionate everyone is to help their chapter thrive. This event is where you will find the next AREAA National President." - *Tom Truong, 2019 AREAA National President*





# DIVERSITY & FAIR HOUSING SUMMIT EVENT

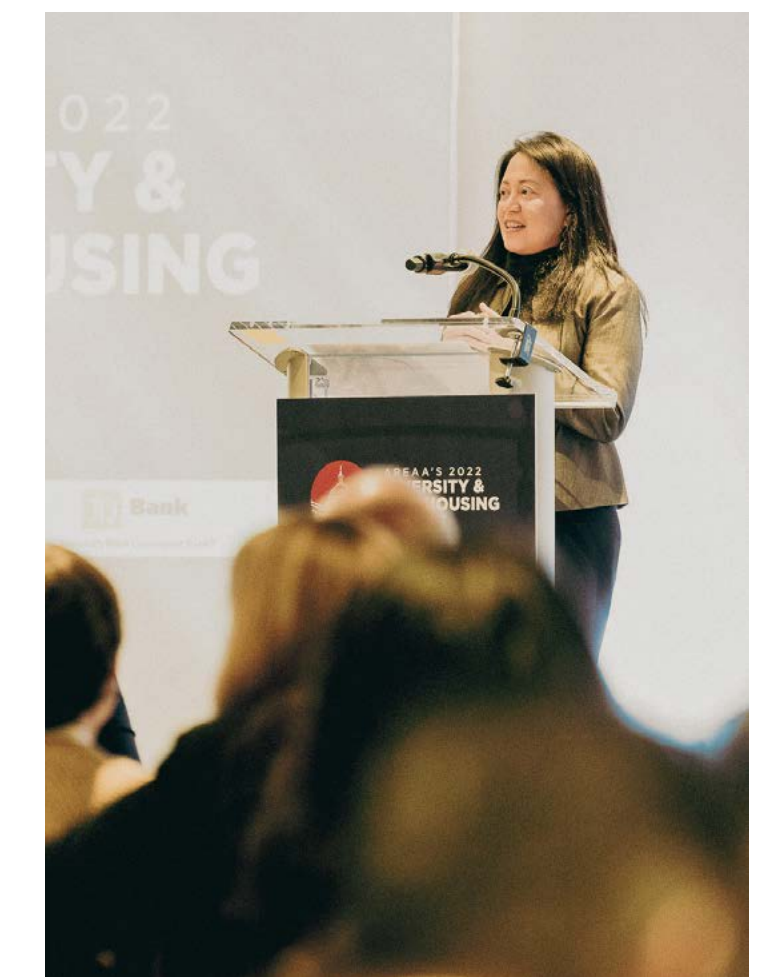
May 5 - 8, 2024 | Washington D.C

The AREAA Diversity Summit takes place each May in concurrence with National Asian American and Pacific Islander Cultural Heritage Month. Hundreds of AREAA members from across the country gather in Washington, D.C., for three days of political training and to directly advocate their members of Congress about issues affecting AAPI homeownership. AREAA produces a Three-Point Policy Plan each year outlining our vision for how to increase and create sustainable homeownership for the AAPI community.

**Who Attends:** AREAA members from around the country, AREAA executive and chapter leadership, AANHPI leaders in Washington D.C., and AREAA's strategic partners.

**Testimonial:** "I was already an AREAA believer with the amount of top producers I would meet at National events, but attending the Diversity & Fair Housing Summit took my respect for AREAA to the next level. Through advocating for the Three-Point Plan in D.C., I've become a true leader in my community."

- Melissa Sofia, A-lister and AREAA San Diego Chapter Past President





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## DIVERSITY & FAIR HOUSING SUMMIT

<b>KEYNOTE LUNCH</b> <b>\$25,000</b> <ul style="list-style-type: none"><li>• (8) registrations to DFHS</li><li>• Company logo on event website, event app, and event</li><li>• (1) social media post across AREAA platforms with company logo</li><li>• (1) email announcing company as event sponsor</li><li>• Branding at sponsored event</li><li>• Co-branded photo opportunity backdrop</li><li>• (5) minutes executive speaking time on stage.</li></ul>	<b>WELCOME RECEPTION</b> <b>\$20,000</b> <ul style="list-style-type: none"><li>• (6) registrations to DFHS</li><li>• Company logo on event website, event app, and event</li><li>• (1) social media post across AREAA platforms with company logo</li><li>• (1) email announcing company as event sponsor</li><li>• Branding at sponsored event</li><li>• Co-branded photo opportunity backdrop</li><li>• Co-branded drink tickets</li></ul>	<b>MID WEEK RECEPTION</b> <b>\$15,000</b> <ul style="list-style-type: none"><li>• (5) registrations to DFHS</li><li>• Company logo on event website, event app, and event</li><li>• (1) social media post across AREAA platforms with company logo</li><li>• (1) email announcing company as event sponsor</li><li>• Branding at sponsored event</li><li>• Co-branded photo opportunity backdrop</li><li>• Co-branded drink tickets</li></ul>	<b>OPENING GENERAL SESSION</b> <b>\$10,000</b> <ul style="list-style-type: none"><li>• (4) registrations to DFHS</li><li>• Company logo on event website, event app, and event</li><li>• (1) social media post across AREAA platforms with company logo</li><li>• (1) email announcing company as event sponsor</li><li>• Branding at sponsored event</li><li>• (5) minute address to attendees at session</li></ul>
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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## DIVERSITY & FAIR HOUSING SUMMIT

### CLOSING GENERAL SESSION \$10,000

- (4) registrations to DFHS
- Company logo on event website, event app, and event
- (1) social media post across AREAA platforms with company logo
- (1) email announcing company as event sponsor
- Branding at sponsored event
- (5) minute address to attendees at session

### BREAKFAST \$10,000

- (4) registrations to DFHS
- Company logo on event website, event app, and event
- (1) social media post across AREAA platforms with company logo
- Branding at sponsored event

### BREAKOUT SESSIONS \$6,000

- (2) registrations to DFHS
- Company logo on event website, event app, and event
- (1) social media post across AREAA platforms with company logo
- Branding at sponsored event
- (3) minute address to attendees at sponsored session

### WIFI \$6,000

- (2) registrations to DFHS
- Company logo on event website, event app, and event
- Branded network login



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## DIVERSITY & FAIR HOUSING SUMMIT

### LANYARDS \$6,000

- (2) registrations to DFHS
- Company logo on event website, event app, and event
- Co-branding of DFHS event lanyards

### EVENT APP \$4,000

- (1) registrations to DFHS
- Company logo on event website and event
- 1 social media post across AREAA Platforms with company logo
- Branded splash ad and rotating banner ad on app with company logo



# VIRTUAL EDUCATIONAL

AREAA webinars are a great opportunity to market to a specific group in AREAA's membership (i.e. commercial practitioners, members from a specific state or region, members with a certain designation).

## AREAA WEBINARS \$5000

- Logo branding on promotional ad shared on social media platforms.
- Logo branding on promotional ad shared in monthly newsletter.
- Logo branding on promotional ad shared on AREAA homepage.
- Logo branding on cover page shown at the start of the webinar.
- 2 minute sponsor remarks at beginning of webinar.
- Recording available on AREAA website under resources tab.

**Testimonial:** "Because of my home life responsibilities, I'm not able to attend National events, and get the most of my AREAA membership through webinars. I can't tell you how much I've gained from attending these webinars, and how accessible the AREAA leaders are who host them."

*-Molly Faulkner, AREAA Member*





# LUXURY RETREAT EVENT

Dates and Location TBD

The Luxury Retreat is hosted at a coveted luxury hotel with a limited number of attendees. Top producer and luxury-focused AREAA members participate in educational programming. During the retreat, attendees experience lifestyle-related activities designed to expand their knowledge of current luxury trends.

## Who Attends:

A-list top producers and luxury focused agents from around the country.

## Testimonial:

"AREAA has a reputation for producing high quality events and content, especially when it comes to luxury."

- Randy Char, 2018 AREAA National President





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## LUXURY RETREAT

<div>WELCOME RECEPTION</div> <div>\$20,000</div> <div><ul style="list-style-type: none"><li>• (3) comp registrations</li><li>• Logo on event registration site</li><li>• Brand signage</li><li>• 5 minutes executive speaking opportunity</li><li>• (1) social media post and email announcement featuring your company as the sponsor.</li><li>• Event photographs</li></ul></div>	<div>COCKTAIL HOUR &amp; FIRESIDE CHAT</div> <div>\$20,000</div> <div><ul style="list-style-type: none"><li>• (3) comp registrations</li><li>• Logo on event registration site</li><li>• Brand signage</li><li>• 5 minutes executive speaking opportunity</li><li>• (1) social media post and email announcement featuring your company as the sponsor.</li><li>• Event photographs</li></ul></div>	<div>ARCHITECTUAL PROPERTY TOUR</div> <div>\$10,000</div> <div><ul style="list-style-type: none"><li>• (2) comp registrations</li><li>• Logo on event registration site</li><li>• Brand signage</li><li>• 5 minutes executive speaking opportunity</li><li>• Thank you email to all attendees</li></ul></div>	<div>OPENING HUDDLE</div> <div>\$7,500</div> <div><ul style="list-style-type: none"><li>• (1) comp registrations</li><li>• Logo on event registration site</li><li>• Brand signage</li><li>• 5 minutes executive speaking opportunity</li></ul></div>
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# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## LUXURY RETREAT

### CLOSING HUDDLE

\$7,500

- (1) comp registrations
- Logo on event registration site
- Brand signage
- 5 minutes executive speaking opportunity

### WELLNESS EXPERIENCE (2)

\$5,000

- (3) comp registrations
- Logo on event registration site
- Brand signage
- 5 minutes executive speaking opportunity



# NATIONAL CONVENTION EVENT

October 24 - 26, 2024 | Las Vegas, NV

AREAA's biggest event each year, the Fall National Convention is a both a professional and cultural celebration of AREAA, our members, and the AAPI community. The Convention attracts well over a thousand attendees each year for education, networking, and collaboration. The Convention also serves as the national board installation event, where all new national and executive board members are sworn in. Some of the bigger events during the Convention are the Keynote Luncheon, Opening and Closing Ceremonies, and the Installation Gala.

**Who Attends:** Real estate professionals from all over the world including REALTORS, mortgage Lenders, title officers, developers, attorneys, chapter leaders, and corporate sponsors, AREAA executive and chapter leadership, AREAA strategic partners.

**Testimonial:** "Known as AREAA's family reunion, the National Convention is somewhere we go to bond, celebrate, learn, get out of our shell, be inspired, and feel all of the feelings. It's a must-experience event for anyone in our industry." - Amy Kong, 2021 AREAA National President





# EVENT SPONSORSHIP OPPORTUNITIES

## NATIONAL CONVENTION

### INSTALLATION GALA \$50,000

- (10) Convention Registrations, (10) Keynote Luncheon Tickets, (10) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- One email announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the Installation Gala.
- Co-branded photo opportunity at sponsored event.
- One reserved table with VIP placement at the Installation Gala dinner.
- One reserved table with VIP placement at the Keynote Luncheon.

### KEYNOTE LUNCHEON \$40,000

- (10) Convention Registrations, (10) Keynote Luncheon Tickets, (10) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- One email announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the Keynote Luncheon.
- Co-branded photo opportunity at sponsored event.
- One reserved table with VIP placement at the Installation Gala dinner.
- One reserved table with VIP placement at the Keynote Luncheon.

### INTERNATIONAL WELCOME RECEPTION \$40,000

- (8) Convention Registrations, (8) Keynote Luncheon Tickets, (8) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at sponsored event.
- One email announcement featuring your company as the sponsor.
- Co-branded photo opp.

### OPENING GENERAL \$30,000

- (6) Convention Registrations, (6) Keynote Luncheon Tickets, (6) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at sponsored event.
- One email announcement featuring your company as the sponsor.



# EVENT SPONSORSHIP OPPORTUNITIES

## NATIONAL CONVENTION

### CLOSING GENERAL SESSION \$30,000

- (6) Convention Registrations, (6) Keynote Luncheon Tickets, (6) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- One email announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the sponsored event.

### BEST OF AREA A RECEPTION \$30,000

- (6) Convention Registrations, (6) Keynote Luncheon Tickets, (6) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- One email announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the sponsored event.

### AREA A'S GOT TALENT \$25,000

- (5) Convention Registrations, (5) Keynote Luncheon Tickets, (5) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- One email announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the sponsored event.
- 1 spot at the judge's table for your company representative

### CONVENTION LANYARDS AND BADGES \$25,000

- (5) Convention Registrations, (5) Keynote Luncheon tickets, (5) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- Co-branded with your logo displayed on convention badges and lanyards worn by all attendees.



# EVENT SPONSORSHIP OPPORTUNITIES

## NATIONAL CONVENTION

### FRIDAY GENERAL SESSION \$20,000

- (4) Convention Registrations, (4) Keynote Luncheon Tickets, (4) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at the sponsored event.

### OPENING OF THE AREA MARKETPLACE \$20,000

- (4) Convention Registrations, (4) Keynote Luncheon Tickets, (4) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- 5-minute executive speaking opportunity at sponsored event.
- Co-branded photo opp.
- Take part of the ribbon cutting ceremony.
- Photo opp with AREA president and event co-chairs.

### CONVENTION INTERNET \$20,000

- (4) Convention Registrations, (4) Keynote Luncheon tickets, (4) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- Custom co-branded Wi-Fi and password

### AREA EVENT APP \$20,000

- (4) Convention Registrations, (4) Keynote Luncheon Tickets, (4) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- One social media post announcement featuring your company as the sponsor.
- Custom App splash page and rotating banner ad featuring your company.



# EVENT SPONSORSHIP OPPORTUNITIES

## NATIONAL CONVENTION

### LEADERSHIP RECEPTION \$20,000

- (4) Convention Registrations, (4) Keynote Luncheon Tickets, (4) Installation Gala Tickets.
- Sponsorship recognition on the convention registration website, event app.
- 5-minute executive speaking opportunity at sponsored event.
- One social media post announcement featuring your company as the sponsor.
- Co-branded photo opp.

### HOTEL KEY CARDS \$15,000

- (3) Convention Registrations, (3) Keynote Luncheon tickets, (3) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- Your company logo co-branded with National Convention on host hotel key cards.

### AREAA MARKETPLACE LOUNGE \$15,000

- (3) Convention Registrations, (3) Keynote Luncheon tickets, (3) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- Sponsor recognition and Logo displayed at the AREAA Marketplace Lounge

### BREAKOUT SESSION \$8,000 *(4) Available*

- (2) Convention Registrations, (2) Keynote Luncheon tickets, (2) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- 5-minute speaking opportunity at the breakout session
- Logo on session signage



# EVENT SPONSORSHIP OPPORTUNITIES

## NATIONAL CONVENTION

### CONVENTION BREAKS \$10,000

- (2) Convention Registrations, (2) Keynote Luncheon tickets, (2) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app and during sponsored break
- Logo displayed in service area of the break and on convention program
- Co-branded custom napkins

### MARKETPLACE BOOTH \$3,200 *Limited Available*

- (2) Convention Registrations, (2) Keynote Luncheon tickets, (2) Installation Gala tickets.
- Sponsorship recognition on the convention registration website, event app.
- Company listed with logo in exhibitor list on registration website, event app.
- 10 x10 booth



PAST SPONSORS





Contact Hope Atuel at [hope.atuel@areaa.org](mailto:hope.atuel@areaa.org)  
or 619.241.2363 to prepare a partnership plan  
that works for you.

