

2026

ANNUAL SPONSOR PROGRAM

WHY PARTNER WITH THE BBAA

Annual sponsorship with the BBAA is more than a one-time marketing opportunity, it's a strategic partnership with a nationally connected network of top-performing CENTURY 21® professionals. By aligning with the BBAA, your brand is positioned alongside an organization dedicated to education, collaboration, and elevating excellence across the real estate industry. As an annual partner, you gain consistent, year-round visibility, meaningful access to decision-makers across 75+ member C21 companies, 150+ member C21 offices, 4K+ C21 agents, 28 U.S. states and the opportunity to build trusted relationships that drive long-term business growth within a highly engaged professional community.

WHAT ANNUAL PARTNERS RECEIVE

- Year-Round Brand Visibility across BBAA communications
- Exclusive Networking Opportunities at BBAA signature events, meetings, and conferences
- Recognized as an annual sponsor at any of our annual events
- Targeted Marketing Exposure via banner ads on our website, email campaigns, and social media promotion
- Relationship-Building Opportunities with brokers, owners, and key influencers within CENTURY 21
- Recognition as a Trusted Industry Partner aligned with a respected national organization
- Custom Engagement Opportunities tailored to maximize your ROI and business objectives

CENTURION PARTNER - \$5,000

- Logo featured prominently across all BBAA marketing
- Recognition as a top-tier Annual Partner at all BBAA events
- Exclusive representation in your industry category
- Quarterly speaking opportunity at our monthly member XCHANGE (education) events
- 2 event X|21 registrations
- Access to member lists (Broker/Owner or Manager representing each company)
- Invitations to exclusive leadership gatherings (broker/owners)
- Prominent banner ad on BBAA website
- Dedicated sponsor spotlight campaigns (email + social)
- Opportunity to be part of our affinity offerings to our membership base
- First right of refusal on new sponsorship opportunities, including 25% discount off any sponsorship level at our signature event: XCHANGE21

EMERALD PARTNER - \$3,000

- Logo featured below CENTURION & DIAMOND level across all BBAA marketing
- Recognition as an Annual Partner at all BBAA events
- Level is limited to two in your industry category
- One annual speaking opportunity at our monthly member XCHANGE (education) events
- 1 event X|21 registrations
- Invitations to exclusive leadership gatherings (broker/owners)
- Banner ad on BBAA website
- Included in sponsor spotlight campaigns (email + social)
- Opportunity to be part of our affinity offerings to our membership base
- 15% discount off any sponsorship level at our signature event: XCHANGE21

DIAMOND PARTNER - \$4,000

- Logo featured (below CENTURION level) across all BBAA marketing
- Recognition as an Annual Partner at all BBAA events
- Exclusive representation in your industry category
- Bi-annual speaking opportunity at our monthly member XCHANGE (education) events
- 2 event X|21 registrations
- Access to member lists (Broker/Owner or Manager representing each company)
- Invitations to exclusive leadership gatherings (broker/owners)
- Banner ad on BBAA website
- Dedicated sponsor spotlight campaigns (email + social)
- Opportunity to be part of our affinity offerings to our membership base
- First right of refusal on new sponsorship opportunities, including 20% discount off any sponsorship level at our signature event: XCHANGE21

RUBY PARTNER - \$2,100

- Company name featured across all BBAA marketing
- Recognition as an Annual Partner at all BBAA events
- 1 event X|21 registrations
- Invitations to exclusive leadership gatherings (broker/owners)
- Banner ad on BBAA website
- Included in sponsor spotlight campaigns (email + social)
- Opportunity to be part of our affinity offerings to our membership base
- 10% discount off any sponsorship level at our signature event: XCHANGE21

OUR COMMITMENT TO YOU

- PROFESSIONAL, CONSISTENT PROMOTION
- GENUINE RELATIONSHIP-BUILDING OPPORTUNITIES
- SPONSOR VISIBILITY BEFORE, DURING, AND AFTER EVENTS
- CLEAR COMMUNICATION AND FULFILLMENT

FOR INQUIRIES, EMAIL US AT INFO@BBAA21.ORG