

Sponsor Opportunities

October 19-21, 2026 | Hilton Charlotte University Place

Sponsor Visibility & Marketing Reach

In addition to on-site exposure at the event, sponsors will receive visibility across the broader CENTURY 21 broker community. The BBA currently represents 73 CENTURY 21 member companies across 25 U.S. states, and sponsors will gain exposure to this entire membership base through BBA marketing communications and promotional channels.

CENTURY 21 corporate will also promote the event through its events page and additional marketing platforms throughout the year, further expanding sponsor visibility. As a result, sponsors benefit from meaningful brand exposure not only to those who attend the event, but also to the wider network of CENTURY 21 brokers and professionals who engage with these communications.

SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000 (Limited to 1 Sponsor)

- Your Company name / logo will be incorporated into all event-controlled collateral
- Exclusive to industry – no other sponsorships in your brand category
- Prime exposure on event website and Facebook page
- Logo included in all printed collateral
- Logo on large video screen next to stage at General Session
- Logo on sponsor signage in addition to being presenting company
- Mentions by on-site emcees in title and general recognition
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Prime presentation opportunity for 15 to 20 minutes at Owners/Managers Retreat
- Invitation to Owner/Manager kickoff dinner
- Prime presentation opportunity for up to 5 minutes at General Session
- Custom/Separate announcements about Presenting Sponsor on Website & Facebook event page
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 4 event registrations including all meals and events (includes Final Night Celebration)
- Full contact list of all attendees

General Session Sponsor - \$3,500 (Limited to 1 Sponsor)

- Your Company name / logo will be incorporated into all handouts
- Invitation to speak at Owner/Manager Retreat for 5 minutes
- Presentation opportunity for 5 minutes at General Session to speak about your company
- Exclusive to industry – no other sponsorships in your brand category
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Logo Recognition on event website and Facebook page
- Logo on sponsor signage/screens throughout event
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 3 event registrations including all meals and events (including Final Night Celebration)

XCHANGE 21

A Broker Business Advocacy Association (BBA) Event

BROKER
Business Advocacy Association
WHO WE ARE AND WHAT WE DO FOR OUR MEMBERS



Sponsor Opportunities

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Education Sponsors - \$2,500

- Your Company name / logo will be incorporated into all handouts
- Invitation to speak at Owner/Manager Retreat for 5 minutes
- Exclusive to industry – no other sponsorships in your brand category
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Logo Recognition on event website and Facebook page
- Logo on sponsor signage/screens throughout event
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 2 event registrations including all meals and events (including Final Night Celebration)

Food & Beverage Sponsor – \$2,500

Help keep attendees energized and engaged by sponsoring the event's coffee service, attendee & leadership lunch, and opening cocktail reception.

- Exhibitor booth with prime placement in the main hall leading to all breakout rooms and the General Session
- Company logo featured on the event website and Facebook page
- Company logo displayed on sponsor signage and screens throughout the event
- Branded signage at food and beverage stations, including place cards on buffet tables, cocktail tables, and dining areas
- Recognition during the General Session
- Opportunity to include company marketing materials or swag in the welcome bag distributed to all attendees
- Up to two (2) event registrations, which include coffee, lunch, and access to the opening cocktail reception

Note: Each attendee receives one drink ticket for the opening cocktail reception to maximize attendance.

Exhibitor Booth - \$600 Early Bird Before 07/31/26 / \$750.00 After 07/31/26

- Exhibitor booth in main hall leading to all breakouts and General Session
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- 1 event registration (includes coffee and boxed lunch being served)