

CORPORATE ALLY LEVEL COMPARISON SHEET

Benefits listed below each category are available for the 2025 calendar year and begin as soon as you make your investment/commitment.

East Tennessee REALTORS® Corporate Ally Program (CAP) is a powerful partnership between the National Association of REALTORS® and corporate entities designed to protect, promote, and strengthen the real estate industry. The program is open to brokerages, affiliate companies, or any corporate entity who may be impacted by Realtor issues.

Corporate entities that invest at the golden, crystal, silver or higher level through the Corporate Ally Program (CAP) receive the benefits listed below throughout the 2025 calendar year. While sponsorship opportunities for individual events will still be available, CAP is a great way to maximize exposure.

BENEFIT COMPARISON	Sterling-\$1,500	Crystal-\$2,500	Golden-\$5,000
Recognition at ALL GA Events	✗	✓	✓
Receive access to the Top Golf Card 3 times	✗	✗	✓
Recognition at select association events	✗	✗	✓
1 hour market presentation from Maria McHale	✗	✗	✓
2 tickets to all ETNR Events (excluding Summer Solstice)	✗	✗	✓
Recognition in the ETNR Newsletter 12 times in 2025	✗	✓	✓
Highlighted on ETNR Social Platforms once in 2025	✓	✓	✓
Recognition on ETNR Website	✓	✓	✓
Receive branded social media posts to share on company platforms	✓	✓	✓
Receive Corporate Major Investor Social Media Overlay from NAR	✓	✓	✓
Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin	✓	✓	✓
Receive online recognition on NAR pages	✓	✓	✓

Corporate Allies will have these benefits from the time of investment through December 31, 2025

Visit etnrealtors.com/cap/ for more information.