



**EAST TENNESSEE
REALTORS®**

2026 Corporate Ally Program

Benefits listed below each category are available for the 2026 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 **2026 calendar year**. While sponsorship opportunities for individual events will still be available, CAP is a great way to maximize exposure.

Golden Corporate Ally – \$5,000 or more

- Recognition at **all** Government Affairs Department/Realtor® Party events in the 2026 calendar year, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more.
- Receive access to the Top Golf benefit, with access a maximum of 3 times in the 2025 investment year. Reservation of the Top Golf benefit must be made by the contact on the corporate ally paperwork or one of their three admins as noted on the paperwork.
- Recognition at select association membership events
- 2 tickets to all East Tennessee REALTORS® events (excluding Summer Solstice/Equinox Eve)
- 1-hour Market Update Presentation
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Recognition as Corporate Ally in East Tennessee Newsletter monthly throughout the 2026 calendar year.
- Highlighted on ETNR social platforms once in the 2026 calendar year
- Receive branded social media posts to share on company social platforms
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages



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Crystal Corporate Ally - \$2,500

- Recognition at **all** Government Affairs Department/Realtor® Party events in 2026, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more
- Recognition as Corporate Ally in East Tennessee Newsletter monthly throughout the 2026 calendar year.
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Receive branded social media posts to share on company social platforms
- Highlighted on ETNR social platforms once in the 2026 calendar year
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages

Sterling Corporate Ally - \$1,500

- Recognition at **select** Government Affairs Department/Realtor® Party events in 2026, including local Realtor® Party trainings, major investors events, East Tennessee REALTORS® legislative breakfast, and more
- Recognition as Corporate Ally in East Tennessee Newsletter 1 time in the 2026 calendar year.
- Recognition as Corporate Ally on East Tennessee REALTORS® website
- Highlighted on ETNR social platforms once in the 2026 calendar year
- Receive branded social media posts to share on company social platforms
- Receive Major Investor Perpetual Plaque, Corporate Major Investor Lapel and Digital Pin and the Corporate Major Investor Social Media Overlay from NAR
- Receive online recognition on multiple National Association of Realtors® pages

How To Get Started

Step 1: Access the investment form at [this link](#)

Step 2: There are a few ways to make a contribution. Select whichever you most prefer.

By Credit Card

(1) Follow the instructions on the link to input credit card payment information on behalf of the company.

By Wire



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(1) Complete a wire transfer to the account information provided in the “transmitting funds via wire” section in the link

By ACH

(1) Complete a wire transfer to the account information provided in the “transmitting funds via ACH” section in the link

By Check

(1) Complete a wire transfer to the account information provided in the “transmitting funds via check” section in the link