



# 2024 Partnership Package

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**YOUR ACCESS TO THE  
LAND INDUSTRY'S  
TOP PROFESSIONALS**



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430 N. Michigan Avenue  
Chicago, IL 60611  
rliland.com

# A Powerful Partnership

## DO BUSINESS WITH THE TOP PROFESSIONALS IN LAND

RLI is the destination for professionals committed to a career in land real estate.

As the only land-specific commercial affiliate of the National Association of REALTORS®, we support members with world-class education, trends and expertise, and nationwide collaboration - all relating to the land real estate industry.

Our members specialize in farmland, ranches, open tracts of land, transitional and development land, subdivision and wholesale lots.

RLI membership is divided into the following categories:

### Designated Members:

These members hold the ALC designation.

### Non-Designated Members:

These members are either currently working towards earning the ALC designation, or are interested in education, trend information and other RLI benefits.

### Associate Members: ★

Industry service providers, partners, and other non-real estate professionals. See page 6 for more information.

642  
ALCs

+1,900  
Members

4,000+  
Prospects

Our membership has grown 35% since 2020.

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# TOP 5 REASONS TO PARTNER WITH RLI IN 2024



Reach a network of over 1,900 high-earning, committed land professionals.

- 1 Connect with a Trusted Leader in Land**

For over 75 years, RLI has partnered with industry-leading organizations from across the nation. Our members trust us to connect them with the best services and products to help grow their businesses.
- 2 Get in Front of Key Decision-Makers - Year-Round**

Several types and levels of partnership packages get you noticed 12 months of the year. Place an ad in our magazine, an ad on The Voices of Land Podcast, or sponsor part of our National Land Conference.
- 3 Build Your Brand Recognition and Reputation**

Position yourself as a premium brand among the top agents in the land industry when you partner with us. Our members recognize RLI as a leader in land. Our relationship can help build your brand reputation.
- 4 Reach Your Target Market**

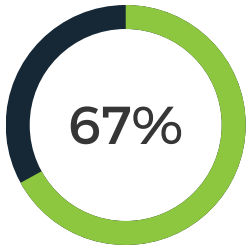
Our members are known for referring business among each other. They are equally enthusiastic about new technologies, products and services. Let them help spread the word about you.
- 5 Create a Perfect-Fit Package with A La Carte Options**

Structure your sponsorship opportunities however it fits your budget and resources. We'll work with you to become part of our partner family in the way that works best for you.

Experienced  
High Performing  
Leaders in Land

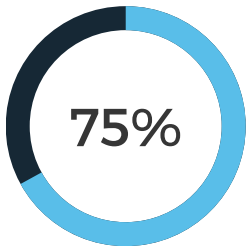
# OUR MEMBERSHIP, YOUR NEW CUSTOMERS

## WHO THEY ARE



Identify as  
Brokers

From RLI 2020 Member Survey



Have over 10 years  
of experience

From RLI 2020 Member Survey



Average transaction  
volume in 2022 for  
the 200+ Highest  
Producers

APEX Award Recipients

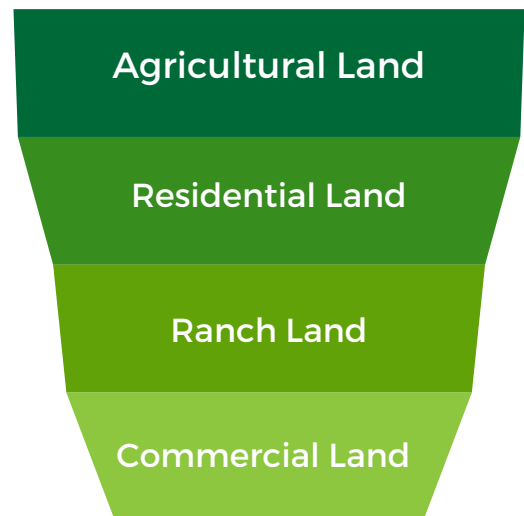


17% do not declare gender

## WHERE THEY ARE



## Their Land Specialties



From RLI 2020 Member Survey

**\$650M** Largest ALC transaction to date

# RLI ASSOCIATE MEMBERSHIP

## What is an associate member?

Successfully completing complex land transactions requires more partners and experts than the party brokering the deal. That's why REALTORS® Land Institute has a special membership category to include those who provide land related services essential to the land transaction - our Associate Members.

Our ALCs and Institute Members are eager to connect and do business with our Associate Members who work in land related capacities but do not aspire to hold the Accredited Land Consultant (ALC) Designation.

Associate members may include, but are not limited to, the following: real-estate related land professionals who do not have a real estate license, service providers to land agents, government and non-profit employees and professors.

## Why become an RLI Associate Member?

- Access a national network of 1,900+ land REALTORS® and professionals, including over 640 Accredited Land Consultants (ALCs) who share a deep commitment to the land specialty.
- Receive a complimentary subscription to *Terra Firma* magazine, RLI's official biannual print publication with trending land topics.
- Feature your services and products as a special offer provider in our Member Advantage Program (MAP).
- Receive member rates on LANDU® Education and RLI event registrations.

To learn more or become an RLI Associate Member today, visit [rliland.com/join](http://rliland.com/join).

\$195  
annual  
dues



# 2024 MARKETING MIX

## 2024 National Land Conference (NLC24)

March 10 - March 13



Expand your network when you meet the best in the land business. Participate as an exhibitor and promoted partner of the REALTORS® Land Institute.

### Become an Exhibitor

Hundreds of land professionals will be touring our Expo Hall in Louisville, KY from March 10 through 13. Each year our members look forward to discovering the latest land products and services that will help them run a more efficient, profitable businesses and better serve their clients.

NLC23 had the highest attendance of any Land Conference!



95% of attendees surveyed said NLC23 was motivating and worth the investment.

## LANDU Education Partnerships

Education and professionalism are key to maintaining an agent's - and a brokerage's - reputation. If you're an industry brokerage looking to invest your agents and give them an edge, partner with us to receive discounts on ongoing expertise through RLI Land University's (LANDU®) relevant, world-class courses.



Want your agents to be among the elite in land? Encourage them to earn their Accredited Land Consultant (ALC) Designation. ALCs are among the most experienced, ethical, and highest earners in land real estate. Discounted LANDU® courses are a great way to help them on their path to earn the ALC.

See page 18-19 for details.

# 2024 MARKETING MIX

## Terra Firma Magazine

Be seen in the official publication of RLI

*Terra Firma* reaches the hands of over 1,900 land industry professionals and leaders in print form. The magazine reaches an expanded audience in digital format. *Terra Firma* features trend information, services and technologies for land professionals as well as organizational, member and chapter news.

Your ad in the digital edition of *Terra Firma* links readers directly to your website.



## The Voices of Land Podcast

Our members are on the go, so we deliver the latest trends and thought leadership to their trucks - or wherever they prefer to listen.

The newly relaunched Voices of Land Podcast features guests with expertise on a wide range of topics from conservation to finance to fraud prevention and land acquisition strategies.



Our Platinum Partner package now includes an exclusive opportunity to advertise on the Voices of Land Podcast.



## LANDNews e-Newsletter

Spotlight your business in our monthly digital newsletter, distributed to over 6,000 targeted land professionals. Your spotlight includes your company logo, an informative or promotional message about you, and a link to your website.



# NLC24 Partnerships

## PLATINUM PARTNER



### » Your Marketing Benefits from RLI

- One complimentary co-branded educational webinar to RLI Members
- Opportunity to author two educational blog posts in 2024
- NEW! Advertise on The Voices of Land Podcast. Platinum Partners receive one host read ad up to 60 seconds
- Opportunity to provide two LANDNews spotlight pieces
- One full page of ad in each edition\* of the 2024 *Terra Firma* magazine. *Platinum Partners get priority choice of Inside Cover or Inside Back Cover placement for an additional charge. Contact us for details.*
- One annual subscription to *Terra Firma* magazine
- Year-round recognition on the RLI website as an 'RLI 2024 Partner'

### » 2024 National Land Conference Benefits

- Premier location for one exhibit table for duration of the conference
- Four complimentary conference registrations
- Two Expo Hall passes (can not be used to attend education breakout sessions)
- Recognition in NLC24 promotional materials, signage, and slideshow
- Lead an educational Round Table Discussion (topic must be approved by RLI)
- A partner profile on the official NLC24 app with up to six additional links to highlight your company's products and services
- One banner ad on the NLC24 event app home screen
- Digital ad on the Live Conference Display in registration area (NEW for NLC24!)

📍 **All Platinum Partners get 50% off ad space in Terra Firma. Premium ad placement is available for an add on fee.**

**Gain additional exposure with a la carte options on pages 14-16.  
Platinum Partners receive 20% off a la carte options.**

\**Terra Firma* is published twice a year in a Summer and Winter edition.

# NLC24 Partnerships

## GOLD PARTNER

\$9,500  
investment

### » Your Marketing Benefits from RLI

- Opportunity to provide two LANDNews spotlight pieces
- Opportunity to author one educational blog post in 2024
- One full-page ad in one edition\* of the 2024 *Terra Firma* magazine
- One annual subscription to *Terra Firma* magazine
- Year-round recognition on the RLI website as an 'RLI 2024 Partner'

### » 2024 National Land Conference Benefits

- One exhibit table for duration of the conference
- Three complimentary conference registrations
- One Expo Hall pass (can not be used to attend education sessions)
- Recognition in NLC24 promotional materials, signage, and slideshow
- Lead an educational Round Table Discussion (Round Table topic must be approved by RLI)
- A partner profile on the official NLC24 app with up to three additional links to highlight your company's products and services

★ All Gold Partners get 50% off ad space in *Terra Firma*.

Gain additional exposure with a la carte options on pages 14-16.  
Gold Partners receive 15% off a la carte options.

\**Terra Firma* is published twice a year in a Summer and Winter edition.

# NLC24 Partnerships

## SILVER PARTNER

\$6,000  
investment

### » Your Marketing Benefits from RLI

- Opportunity to provide one LANDNews spotlight piece
- One half-page ad in one edition\* of the 2024 *Terra Firma* magazine
- One annual subscription to *Terra Firma* magazine
- Year-round recognition on the RLI website as an 'RLI 2024 Partner'

### » 2024 National Land Conference Benefits

- One exhibit table for duration of the conference
- Two complimentary full registrations
- Recognition in NLC24 promotional materials, signage, and slideshow
- A partner profile on the official NLC24 app with one additional link to highlight your company's products and services

★ All Silver Partners get 50% off ad space in *Terra Firma*.

Gain additional exposure with a la carte options on pages 14-16.  
Silver Partners receive 10% off a la carte options.

\**Terra Firma* is published twice a year in a Summer and Winter edition.

# NLC24 Partnerships

## BRONZE PARTNER



### » Your Marketing Benefits from RLI

- One annual subscription to the 2024 *Terra Firma* magazine edition\*
- Year-round recognition on the RLI website as an 'RLI 2024 Partner'

### » 2024 National Land Conference Benefits

- One exhibit table for duration of the conference
- One complimentary conference registration
- Recognition in NLC24 promotional materials, signage, and slideshow
- A partner profile on the official NLC24 app

★ The Bronze Partnership does not include ad space in *Terra Firma*. If you are interested in purchasing ad space in 2024 Winter or Summer edition, please see page 19 for more information.

**Gain additional exposure with a la carte options on pages 14-16.  
Bronze Partners receive 10% off a la carte options.**

*\*Terra Firma is published twice a year in a Summer and Winter edition.*

# NLC24 Partnerships

## LAND TECHNOLOGY ACCELERATOR PROGRAM

\$1,250  
investment

### » Eligibility

- The company's product or service must have launched no earlier than January 1, 2020
- Has never been a partner at a National Land Conference
- The company must not have raised over \$10M dollars in funding from combined funding sources
- Application must be received by January 17, 2024

### » Marketing Benefits

- 50% off (1) Bronze Sponsorship (\$2,500 value)
- One exhibit table for duration of the Conference
- A partner profile on the official NLC24 app
- One complimentary NLC24 registration
- Recognition in all promotional materials (web and print)
- Conference Partnership Signage

### » Additional Marketing

- Promotion as a '2024 Land Technology Accelerator Program Winner'
- A live 3-5-minute pitch-presentation of your company's products or services at NLC24
- Inclusion in a live webinar about the winners of your company's product or services

Contact us to learn more about this exclusive program. Please note, inclusion in this program is not guaranteed to all applicants. The RLI Future Leaders Committee will serve as the judging committee. They will determine the winning companies based on the effectiveness of the pitch and how it relates to land professionals.

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# NLC24 A La Carte Options

## RLI APEX Awards Program | Investment \$10,000



Put your name in the spotlight at the annual RLI Apex Awards Program Ceremony! This event will recognize the highest performing land real estate professionals in the country for their accomplishments. As the sponsor of this event, you get two complimentary tickets to the dinner and your logo will be prominently displayed on event promotions and on-site signage. You will also get a three-minute speaking opportunity and be mentioned in the NLC24 app push notification about the event to all attendees.

## First Time Attendee Reception | Investment \$3,500

For the second year, new RLI members and first time NLC attendees are invited to a special reception to mingle with RLI leaders and committee volunteers. Last year's reception was a packed event. Secure your spot for the first-time opportunity to sponsor this popular event. Your logo will appear on signage outside of the reception area.

## NLC24 Welcome Reception | Investment \$5,000

Sponsor the NLC24 Welcome Reception at historic Churchill Downs to kickoff the conference for all attendees and their companions. You will have your company name and logo prominently displayed on event signage during this memorable reception. You will also get a three-minute speaking opportunity and be mentioned in the NLC24 app push notification about the event to all attendees.

## Recognition Luncheon | Investment \$4,000 | 2 Spots Open

Be a premier sponsor of this popular luncheon which recognizes the newest members to earn the elite Accredited Land Consultant (ALC) Designation and recipients of the prestigious RLI Leadership Awards. As a sponsor, you may set out your marketing materials or branded gear on each chair prior to the luncheon for unique exposure. At the luncheon, you will be able to welcome all registrants in a three-minute kick-off speech. You will also be mentioned in the NLC24 app push notification about the event to all attendees and will have your company logo prominently displayed on signage at the event.

## Breakfast Sponsor | Investment \$3,500 | 3 Spots Open

Be the first thing on attendees' minds as they enjoy a complimentary breakfast. Sponsorship includes signs provided by RLI with your company's branding. You will also get a three-minute speaking opportunity and be mentioned in the NLC24 app push notification about the event to all attendees.

**Save 20% on these options by purchasing a full partnership package!**

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# NLC24 A La Carte Options

## Lead Retrieval Badge Scanning | Investment \$299

General attendee information isn't available to partners. Badge scanning is the most savvy way to capture info of all the attendees who visit your booth.

## Keynote Speakers | Investment \$5,000 each | 2 Spots Open

Sponsor the opening or closing keynote speaker. These talks are among the most well-attended during Conference. Sponsors will help introduce the keynote speaker in a three-minute speech leading up to their presentation. You will also be mentioned in the NLC24 app push notification about the event to all attendees.

## Reception Beverage Tickets | Investment \$5,000 | 1 Spot Open

Be the life of every party by sponsoring the attendee beverage tickets! Have your company logo imprinted on all event drink tickets which bestow attendees with a complimentary drink while enjoying the various networking events at the conference. All drink tickets will feature the event sponsor's logo and the sponsor will also be mentioned in an NLC24 app push notification to all attendees.

## WiFi Partner | Investment \$3,500 | 1 Spot Open

Be the exclusive sponsor that keeps everyone connected! Sponsor the complimentary WiFi for all attendees, sponsors, and speakers. You can choose the WiFi network name and password for additional promotion. You will also be mentioned in an NLC24 app push notification to all attendees.

## Let's Make Deal\$ LIVE | Investment \$2,000 | 1 Spot Open

Be the exclusive partner of one of the conference's most engaging and high-energy events, the Let's Make Deal\$ LIVE! property marketing session. You will also be mentioned in the NLC24 app push notification about the event to all attendees and be promoted in all promotional marketing about the event as well as on the event website page.

**Save 20% on these options by purchasing a full partnership package!**

# NLC24 A La Carte Options

## Networking Breaks | Investment \$3,500 | 1 Spot Open

Sponsor the networking refreshment breaks for all attendees as they relax, network, and prepare for the next session. Located in the Exhibit Hall, these break stations will provide a high volume of traffic and exposure for your company. Your company logo will be displayed prominently on all signage in the break area as well as on table tents provided by RLI. You'll also have the opportunity to distribute your marketing literature in the break area and will be mentioned in an NLC24 app push notification to all attendees.

## Cowboy Auction | Investment \$2,000



Exclusively sponsor the annual Cowboy Auction and receive additional promotion through RLI and the Land Education Foundation (LEF). The sponsor of this high-energy memorable event will be charged with selecting the auction team and organizing the show. You will also be mentioned in the NLC24 app push notification about the event to all attendees and be promoted in all promotional marketing about the event as well as on the event website page.



## Treasure Hunt Partner | Investment \$3,500 | 1 Spot Open

Be the life of the party and encourage all attendees to get involved by sponsoring the Treasure Hunt gamification contest. If you wish, you can even provide the prize to the attendee with the most points at the end of the conference. You will be mentioned throughout the event and in the NLC24 app push notification to all attendees.

Save 20% on these options by purchasing a full partnership package!



# Other Partnerships

## LANDU® EDUCATION PARTNER

### For industry corporations | \$5,000 Investment

The LANDU® Education Partnership is available to industry corporations as a way to provide value to agents through exclusive special offers and opportunities. Whether they become an RLI member or not, all agents will receive exclusive discounts on RLI membership and LANDU® courses to make it more cost-effective for your agents to gain additional knowledge about the land real estate industry and become higher earners for your brokerage.

On average, a new RLI member will save over \$500 on the costs of obtaining the ALC Designation!

LANDU® Education Partner Agent Savings Chart\*

Exclusive Savings for Your Agents!

	Your Agents' Price	Standard RLI Member Price
RLI First-year Application Fee	\$0 Application Fee	\$125 Application Fee
16-Hour Virtual (VILT) LANDU® Course	\$485	\$535
24-Hour Virtual (VILT) LANDU® Course	\$700	\$750
National Land Conference Registration	\$675	\$725
Student Royalty Fee (per attendee)	\$134.25	\$179
LANDU® Course Licensing Fee	\$0	\$2,000

\*Pricing and fees may be subject to change.

# Other Partnerships

## LANDU® EDUCATION PARTNER

### Benefit 1: Discount for Agents

See Savings Chart on previous page.

- \$125 off the new member application fee
- \$50 off all no-travel Virtual (VILT) courses offered by RLI National
- \$50 off each LANDU® Education Bootcamp in-person course in June 2024
- \$50 off each 2024 National Land Conference (NLC24) registration

### Benefit 2: Marketing Recognition

- Recognition on the RLI website as being a LANDU® Education Partner
- Monthly emails sent to your agents promoting the sponsorship and discounts your agents receive
- Marketing materials for your use to promote to agents

### Benefit 3: Hosting a LANDU® Course

- We will waive the \$2,000 course licensing fee to provide LANDU® courses
- Save 25% off the Student Royalty Fee. You pay only \$134.25 per attendee



### Benefit 4: Half-off NLC24 Partnership Packages

- Save 50%\* on any Platinum, Gold or Silver level 2024 National Land Conference partnership package

\*Cannot be combined with other offers or discounts.

# Other Partnerships

## TERRA FIRMA ADVERTISING

### The Official Publication of RLI

Your access to thousands of land professionals across the U.S. through our premier print and digital magazine.

Published twice a year (Winter + Summer), *Terra Firma* reaches over 1,900 targeted land real estate professionals and industry influencers who specialize in our most precious resource: the land.

In addition to RLI Members who receive an annual subscription to the publication, the magazine is promoted to a network of over 1.64 million REALTORS® through our affiliation with the National Association of REALTORS®.



The digital version of the magazine links your ad directly to a weblink of your choice, giving readers instant access to your service or product.

Extend the impact of your brand! Digital issues are archived on the RLI website for sharing and exposure that lasts long after the publication's release.

Ad Size	Ad Price	Partner Rate*
Double page spread with bleed	\$2,199	\$1,099
Full Page (Inside Cover)	\$1,799	\$899
Full Page (Inside Back Cover)	\$1,499	\$749
Full Page (Non-cover)	\$1,199	\$599
1/2 Page (vertical or horizontal)	\$599	\$299

**\*All partners receive a 50% discount on additional ad space.**

For more information, contact Kat Szymanski, Marketing Manager, at 312-329-8353 or [kszymanski@rliland.com](mailto:kszymanski@rliland.com).

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# Other Partnerships

## MEMBER ADVANTAGE PROGRAM (MAP)



Our members are curious professionals who are on the lookout for top-rated products and services that make their life and business better.

Land agents are on the go and often in the field looking at properties. They don't always have the time to do involved research to find products best suited for land professionals. So we do the work for them.

MAP puts the best business resources at their fingertips - and promotes your business to a captive audience of over 1,900 committed business professionals.

All RLI members have access to the Member Advantage Program online. The website page features ongoing discounts on premium products and services, including access to health insurance plans.

**Give your products and services the best chance at being seen  
by today's top land professionals.  
Join MAP today!**

To join the Member Advantage Program, contact Melissa Lutz  
at 312-329-8574 or [mlutz@rliland.com](mailto:mlutz@rliland.com).

# PARTNER BENEFITS OVERVIEW

Benefit Details	Platinum	Gold	Silver	Bronze
Terra Firma Ad Space	2 pages	1 page	1/2 page	0
Podcast ad up to 60 seconds	1	0	0	0
NLC24 Exhibit Table	1 Premium	1	1	1
Complimentary NLC24 Registrations	4	3	2	1
Expo Hall Passes	2	1	0	0
Recognition on NLC24 Slideshow	✓	✓	✓	✓
Recognition on NLC24 Promo Material	✓	✓	✓	✓
Recognition on NLC24 Signage	✓	✓	✓	✓
Annual Subscription to Terra Firma	✓	✓	✓	✓
Recognition on RLI's Website	✓	✓	✓	✓
Partner Profile in NLC24 Event App	✓	✓	✓	✓
Digital ad on Live Display at NLC24 registration table	1	0	0	0

# PARTNER BENEFITS OVERVIEW

Benefit Details	Platinum	Gold	Silver	Bronze
Additional Links in the Conference App	6	3	1	0
Discount on Additional Sponsorship Opportunities	20%	15%	10%	5%
LANDNews Spotlights	3	2	1	0
Educational Blog Posts in 2024	2	1	0	0
Host a Round Table Discussion	✓	✓	✗	✗
Host a Webinar	✓	✗	✗	✗

To become an RLI partner or learn more about how we can help promote your business, contact Melissa Lutz at 312-329-8574 or [mlutz@rliland.com](mailto:mlutz@rliland.com).