

2027



PARTNER PROSPECTUS

Connecting the best
in the land business
for over 80 years.

rliland.com

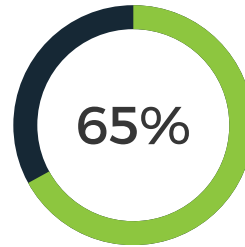


OUR MEMBERSHIP, YOUR NEW CUSTOMERS

Do business with the top professionals in land.

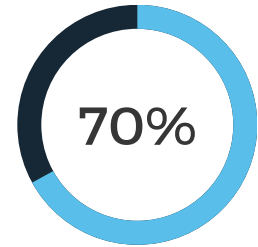
The REALTORS Land Institute is the destination for land expertise. RLI supports approximately 2,000 land professionals with world-class education, resources, and nationwide collaboration - all relating to the land real estate industry.

**RLI Members:
Experienced,
High-Performing
Leaders in Land**



**Identify as
Brokers**

RLI 2025 Member Survey



**10+ years of
experience**

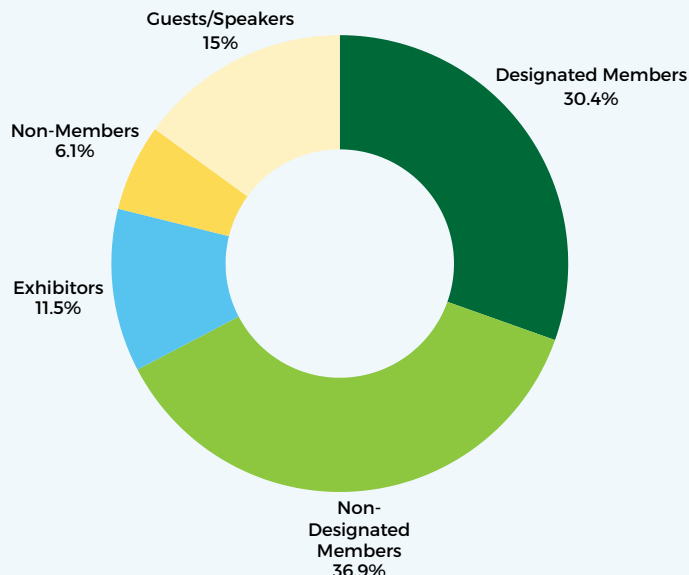
RLI 2025 Member Survey



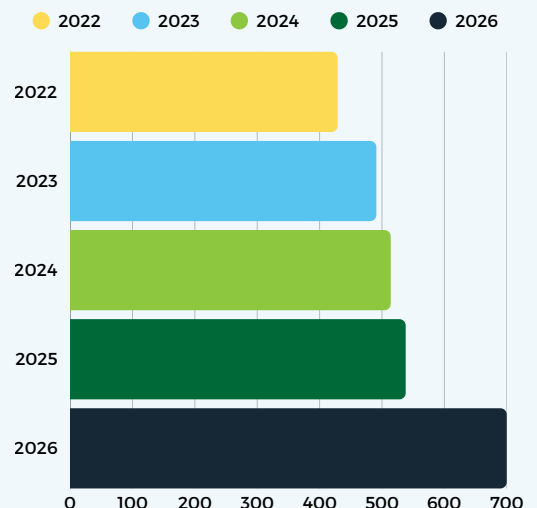
**Average transaction
volume in 2025 for the
299 Highest Producers**
APEX Award Recipients

The National Land Conference

NLC26 Attendee Profile



Attendance Growth





BECOME A VALUED PARTNER

Reach the nation's largest network of high-performing land professionals.

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 at the National Land Conference and through other opportunities during the year.

2026 Events with Sponsorship Opportunities

ALC RETREAT

Minneapolis, MN
October 4-6
Details on page 8

EDUCATION BOOTCAMP

Chattanooga, TN
October 12-17
Details on page 9

CHAPTER LEADERSHIP ACADEMY

Chicago, IL
October 25-27
Details on page 10

2027 NATIONAL LAND CONFERENCE

Platinum

\$16,000

Our Most Exclusive Level

- Up to six complimentary NLC registrations
- Premium booth space at NLC
- Exclusive marketing - banner ads in the event app, podcast ads
- Sponsor page on Land Line - RLI's online member community - with two posts
- Complimentary Land Solutions Showcase spot
- Full page ads in all Terra Firma magazine issues with premium placement options
- Host a Roundtable discussion at NLC
- Host an RLI webinar during 2027

Gold

\$11,000

Our Premier Level

- Up to four complimentary NLC registrations
- Preferred booth space at NLC
- Featured in all NLC marketing materials
- One full-page ad in one issue of Terra Firma magazine
- Host a Roundtable discussion at NLC

Silver

\$7,000

A High-Value Level

- Up to two complimentary NLC registrations
- Booth space at NLC
- Featured in all NLC marketing materials
- One half-page ad in one issue of Terra Firma magazine

Bronze

\$3,000

Our Most Popular Level - A Great Value!

- One complimentary NLC registration
- Booth space at NLC
- Featured in all NLC marketing materials
- 50% off ad space in Terra Firma magazine



NLC27 PARTNERSHIP BENEFITS



RLI partners receive exposure to land professionals at The National Land Conference, and in RLI marketing and events throughout the year. Beyond sponsor level benefits, partners can gain more exposure through a la carte sponsorships at NLC, education partnerships, and Member Advantage Program (MAP) partnerships.

Included with your Partnership Level	Platinum	Gold	Silver	Bronze
Complimentary Exhibitor Registrations	6	4	2	1
NLC27 Exhibit Table	1	1	1	1
Year-round recognition on rliland.com	✓	✓	✓	✓
Recognition at NLC27: Slideshow, Signage, Promo Materials	✓	✓	✓	✓
Partner Profile in NLC Event App	✓	✓	✓	✓
Banner Ad in NLC Event App	✓	✗	✗	✗
Host a Roundtable Discussion at NLC	✓	✓	✗	✗
Host a webinar in 2027	✓	✗	✗	✗
Podcast ad up to 60 seconds	1	0	0	0
Sponsor page and two posts on Land Line - RLI's member-only online community	✓	✗	✗	✗
Terra Firma Ad Space	Full page ad, 2 issues	Full page ad, 1 issue	1/2 page, 1 issue	50% discount
Annual Subscription to Terra Firma	✓	✓	✓	✓

EXHIBIT AT THE NATIONAL LAND CONFERENCE

The Renaissance Atlanta Waverly Hotel & Convention Center - Atlanta, GA March 21-24, 2027

Exhibitor space at the 2027 National Land Conference will be located in the Exhibit Hall at Renaissance Atlanta Waverly Hotel & Convention Center. Last year's NLC was the fifth consecutive highest attended conference. Secure your partnership soon to lock in exhibit booth space.

Exhibit Booth includes:

- 10ft wide x 10ft deep booth with a 6ft draped table with 2 chairs
- Pipe and drape backdrop (8ft high) with side drapes (3ft high and 8ft deep)
- Dedicated conference Wi-Fi

Other Exhibitor benefits:

- List of attendee names and companies
- Early access to the event app to schedule meetings with attendees

Exhibit Booths will be assigned on a first come, first served basis

A map of exhibitor space with links to company profiles will be available in the mobile event app.

Exhibitor deadlines:

The last day for final payment as an Exhibitor is February 1, 2027. We anticipate selling out the Exhibit Hall so complete your partner agreement and submit your payment ASAP to secure your spot.

Full payment must be received before partners are included in conference marketing materials and signage. Please remit payment after receiving your invoice to be included in promotions as soon as possible.

Partner/Exhibitor Form:

Contact Melissa Lutz at mlutz@rliland.com for the partner/exhibitor form.

DAY BY DAY AT NLC27

*Schedule is subject to change

Sunday, March 21

- Governance Meetings
- New Member Welcome Reception
- Welcome Reception

Tuesday, March 23

- Exhibit Hall Open
- Townhall Breakfast
- Breakout Sessions (AM & PM)
- Recognition Lunch
- Let's Make Deal\$ with Drinks
- Cowboy Auction

Monday, March 22

- Exhibit Hall Open
- Welcome Keynote
- Breakout Sessions (AM & PM)
- Land Solutions Showcase
- Howdy Partner Happy Hour
- APEX Awards Dinner

Wednesday, March 24

- Roundtables
- DC Update
- Closing Keynote



SPECIAL SPONSORSHIPS AT THE NATIONAL LAND CONFERENCE

Make a bigger brand impact at NLC27 with special sponsorship opportunities. Special sponsor logos are featured on onsite signage; sponsors receive mention in push notifications from the NLC app.

Premium Event Visibility

RLI APEX Awards Program **Investment \$15,000 | 1 spot**

Put your name in the spotlight at the annual RLI APEX Awards Program Ceremony recognizing the highest performing land real estate professionals in the country! Includes two complimentary tickets to the dinner and logo prominently displayed on event promotions and on-site signage. Sponsor receives three-minute speaking opportunity.

Welcome Reception **Investment \$10,000 | 1 spot per industry**

Sponsor the NLC Welcome Reception to kickoff the conference for all attendees and their companions. You will have your company name and logo prominently displayed on event signage during the reception. Greet attendees as they arrive at the reception. Exclusive right to bring branded giveaway to reception attendees.

Keynote Speakers **Investment \$6,000 | 2 Spots**

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.

Recognition Luncheon **Investment \$5,000 | 2 Spots**

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. Sponsors may set out marketing materials or branded gear on each chair prior to the luncheon. Sponsors welcome all registrants in a three-minute kick-off speech.

Let's Make Deal\$ with Drinks! **Investment \$5,500 | 1 Spot**

Be the exclusive partner of the popular property marketing session Let's Make Deal\$...now with Drinks! This two and a half hour session is where the country's top land professionals pitch high-dollar, investor-grade properties.

Cowboy Auction **Investment \$5,500 | 1 Spot**

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.

Breakfast Sponsor **Investment \$4,500 | 3 Spots**

Be the first thing on attendees' minds as they enjoy a complimentary breakfast. Sponsor logo will be included on signage. Sponsor will be mentioned in the NLC app push notification to all attendees when breakfast opens.

First Time Attendee & New Member Reception **Investment \$4,500 | 1 spot**

Capture the attention of first time attendees and new members who are enthusiastic about getting connected in the industry. Sponsor logo will appear on signage outside of the reception area.

Land Solutions Showcase **Investment \$1,500 per spot**

Pitch your land product or service to a captive crowd in 15-minutes. Sponsors may set out marketing materials at the session. Showcase participants must be NLC partners/exhibitors.

SPECIAL SPONSORSHIPS CONTINUED



Brand Beyond the Booth

These branded opportunities are an easy way for partners to extend their visibility at popular, high traffic events and for high-use amenities such as Wi-Fi service and professional headshot sessions.



- Beverage Tickets: \$5,000
- Networking Breaks : \$4,500
- Headshot Lounge: \$3,500
- Wi-Fi : \$3,500



BECOME AN RLI 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.

Associate Membership offers opportunities to connect with members through out the year:

- At live events including **NLC, two annual Education Bootcamps, the ALC Retreat, and the Chapter Leadership Academy.**
- On **RLI's Facebook Group and Land Line**, RLI's online **community**. Exclusively for members, these online platforms are an excellent way to get to know our people and better understand their business needs.
- By offering discounts through RLI's **Member Advantage Program (MAP)**. MAP partners are highlighted on the website and in RLI's monthly LANDNews email.

**Annual Dues are \$220
and are pro-rated
through out the year.**

Associate Members are full members and have access to webinars, courses, virtual roundtables, and chapter events.



LEARN MORE



OTHER EVENT SPONSORSHIPS

THE 2026 ALC RETREAT

MINNEAPOLIS, MN | Rand Tower Hotel October 4-6, 2026

Network with the industry's top land real estate agents – Accredited Land Consultants (ALCs). The close, trusted environment of this retreat fosters camaraderie and conversation. The relationships built at this event run deep and will provide a lifetime value to attendees – including our sponsors!

Join us for two days of learning, touring, networking, and leadership building at the impeccably restored historic Rand Tower Hotel in downtown Minneapolis.

Premier Partner - Limited spots, one per industry

\$8,000

RLI Marketing Benefits

- One ad up to 60 seconds on The Voices of Land Podcast
- One full page ad in 2026 Terra Firma Winter Edition
- Two posts on RLI's social media channels
- One annual subscription to Terra Firma magazine
- Sponsor page on Land Line - RLI's online member-only community - with two community posts

ALC Retreat Marketing Benefits

- Provide promotional materials for attendees
- One speaking opportunity before an event or session
- Two complimentary event registrations
- Recognition in all event promotional materials
- Recognition on event partnership signage & giveaway

Supporting Partner

\$3,000

RLI Marketing Benefits

- 50% discount on one Terra Firma Magazine ad
- One post on RLI's social media channels
- One annual subscription to Terra Firma magazine

ALC Retreat Marketing Benefits

- Provide promotional materials for attendees
- One complimentary event registration
- Recognition in all event promotional materials
- Recognition on event partnership signage





OTHER EVENT SPONSORSHIPS

LANDU EDUCATION BOOTCAMPS

EDUCATION BOOTCAMPS HELD EACH SPRING AND FALL

LANDU Education Bootcamp is a multi-day, in-person education event where learners can take one, two, or all three Core courses toward the Accredited Land Consultant (ALC) designation. Approximately 40-50 land professionals attend each Bootcamp.

Bootcamp attendees come both for the opportunity to enhance their land expertise, as well as the unique small group setting that allows them to form lasting connections with their peers. Its an excellent opportunity for partners to have face-to-face time with a group professionals committed to taking the next step in their careers.

Bootcamp Sponsorship

\$1,500 - 6 spots per Bootcamp

Bootcamp Marketing Benefits

- Provide promotional materials for attendees
- One speaking opportunity before a lunch or course
- Recognition in all event promotional materials
- Table at the event

**Upcoming Bootcamp | October 12-17, 2026
Chattanooga, TN**

The next Bootcamp, hosted by the RLI Tennessee Chapter, will be held at the Greater Chattanooga REALTORS.

Spring Bootcamp will be held in May/June 2027. Details will be released in April 2027.

For more event details, visit:
<https://www.rliland.com/Bootcamp>



OTHER EVENT SPONSORSHIPS

CHAPTER LEADERSHIP ACADEMY



CHICAGO, IL | REALTOR Building October 25-27, 2026

New in 2026! RLI's Chapter leaders and administrators will gather for two days of networking and training at RLI's headquarters in Chicago. Attendees represent chapters from across the country and are eager to connect with partners who can provide value at the local level through partnerships and education.

Premier Partner - Limited spots, one per industry

\$5,000

RLI Marketing Benefits

- Half page ad in Terra Firma Magazine's Winter issue
- Two posts on RLI's social media channels
- One annual subscription to Terra Firma magazine

Academy Marketing Benefits

- Provide promotional materials for attendees
- One speaking opportunity before an event or session
- Two complimentary event registrations
- Recognition in all event promotional materials

Supporting Partner

\$2,500

RLI Marketing Benefits

- 50% discount on one Terra Firma Magazine ad
- One post on RLI's social media channels
- One annual subscription to Terra Firma magazine

Academy Marketing Benefits

- Provide promotional materials for attendees
- One complimentary event registration
- Recognition in all event promotional materials
- Recognition on event partnership signage



OTHER ADVERTISING AND PARTNERSHIP OPPORTUNITIES



Become an RLI Education Partner \$5,000 Investment for Industry Corporations

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.

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

Contact Melissa Lutz at mlutz@rliland.com for details and a chart of agent discounts.

Advertise in the Award-Winning Terra Firma Magazine

Terra Firma reaches the hands of approximately 2,000 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.

[View the Terra Firma Media Kit for ad prices.](#)



Advertise on 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 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.

Exclusively for Platinum Partners.





OTHER ADVERTISING AND PARTNERSHIP OPPORTUNITIES

Member Advantage Program (MAP)

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

But land agents are on the go, often in the field showing 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 land resources at their fingertips - and promotes your business to a captive audience of approximately 2,000 committed business professionals. All RLI members have access to MAP through an online member portal.

Contact Melissa Lutz at mlutz@rliland.com for details.

THANK YOU TO OUR 2026 NLC PARTNERS!

PLATINUM

Land.com
Land id

GOLD

Acres
Discipline Advisors
REMAX Commercial

SILVER

Accruit
First American Exchange Company
IPX 1031 Exchanges
LandScope
Peoples Company
Tactacam
United Country Real Estate

BRONZE

Bidwrangler
Birddog Adventures
Boa Safra Ag
Farm & Ranch Magazine
Fiduciary 1031 Exchange Solutions
Hayden Outdoors
Independent Life
JCR Settlements

BRONZE continued

LandApp powered by LandGate
The Land App
Land Broker Insider Podcast
LandHub.com
Legal 1031 Exchange Solutions
MetLife Structured Settlements
National Land Realty
Net Lease Capital Advisors
REALSTACK
REALTORS Property Resource (RPR)
Rural 1st
Saunders Real Estate
WildLife Ranch Solutions Group

ADDITIONAL SPONSORS & PARTNERS

Halupka Studio Design & Branding
The Land Broker Co-op
The Land Report
Ranch & Farm Auctions
RLI Tennessee Chapter
Whitetail Properties Real Estate



READY TO AMPLIFY YOUR LAND BRAND?

Reserve Your Spot!

RLI is ready to partner with you. We bring the top performing agents in the land industry to you, while you help RLI members find services and technologies that will help them grow their land business. It's a win-win!

GET STARTED

To get started or learn more, contact RLI's Programming and Events Manager, Melissa Lutz, at mlutz@rliland.com or (312) 329-8574.

IMPORTANT NLC DATES

NLC Registration Opens	November 2, 2026
Early Bird Registration Discount Ends	December 15, 2026
Regular Registration Price Ends	March 4, 2027
NLC App Available to Exhibitors	March 16, 2027

Exhibitor Code of Conduct

The sponsor shall conduct themselves and operate their exhibit space with the respect to the rights of other exhibitors, speakers, and attendees. Any practice resulting in complaints from any other exhibitor, sponsor, or any attendee, who in the opinion of RLI interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by RLI.

Sponsors will not distribute NLC attendee information publicly. Any attendee lists or information provided by RLI for internal use only.

Complimentary Exhibitor Registrations are non-transferable.

A full set of terms and conditions will be emailed to each individual sponsor.

