Partnership Packages — 2020

Your Access To The Land Industry’s Top Agents
About RLI

Mission

The REALTORS® Land Institute, The Voice of Land, provides the expertise, camaraderie, and resources that are the foundation for all land real estate professionals to become the best in the business.

Do Business with the Best in the Business

The REALTORS® Land Institute continually strives to maintain its status as the acknowledged leader for all matters pertaining to the land real estate profession. RLI endeavors to remain the essential membership organization for the extraordinary real estate professionals who broker, lease, sell, develop, and manage our most precious resource: the land.

Through its LAND University (LANDU) curriculum, the REALTORS® Land Institute confers the prestigious Accredited Land Consultant (ALC) Designation to those real estate practitioners who achieve the highest levels of education, experience, productivity, and professionalism.

RLI’s membership is divided into the following categories:

- **Designated Members**: Those who hold the ALC Designation.
- **Non-Designated Members**: Those who are either currently working towards earning the designation or are just taking advantage of the many RLI member benefits.
- **Associate Members**: Industry service providers, partners, and other non-real estate professionals. See page 5 for more information!

**Quick Look**

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By the Numbers

Percentage of RLI Members identifying as a Broker...

- **85%**

The largest ALC transaction to date.

- **$650 Million**

Percent of RLI Members with over 10 years of industry experience...

- **73%**

Percent of RLI Members that specialize in each type of land transaction...

- **71%** Ag/Ranch Land
- **49%** Commercial Land
- **36%** Timber Land
- **33%** Residential Land

Percent of RLI Members with an average transaction volume of over $400K...

- **59%**
Why Partner With RLI?

See How To Harness The Power of an RLI Partnership!

The REALTORS® Land Institute (RLI), The Voice of Land, offers unprecedented opportunities to reach a national network of 1,300 of the industry’s top land professionals.

Top 5 Reasons to Partner With RLI in 2020

1. Partner With An Established Land Industry Leader
   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 in the marketplace that can help them to grow their businesses.

2. Year-round Exposure!
   RLI partnership packages provide the opportunity to get in-front of key decision makers year-round. From placing ads in our biannual magazine to being featured in our monthly e-newsletter, you’ll be seen!

3. Reach Your Target Market!
   Gain unique access to a committed audience of land experts. RLI members are open and eager to learn about the technologies, products, and services you provide. Partners will have their message heard and shared throughout the industry.

4. Increase Your Brand Recognition!
   Partner with RLI annually to help develop top of mind brand awareness among the top agents in the land industry.

   From email and social media to an exhibit booth at NLC20, your brand will continue to be put in-front of potential new clients.

5. New À La Carte Add-ons!
   We’ve upgraded and added new à la carte sponsorship opportunities, giving partners more benefit to add on an additional opportunities for exposure to their base partnership. Check them out on Page 14!
Why Partner With RLI?

RLI Associate Membership

REALTORS® Land Institute Associate Members are industry service providers, partners, and other non-real estate professionals who are engaged in endeavors related to the objectives of RLI but who 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 professionals who do not have a real estate license, service providers to land agents, government and non-profit employees, students, and professors.

Why Become an RLI Associate Member?

- Access a national network of 1,300 land REALTORS®, specialists, and Accredited Land Consultants (ALCs) who share a deep commitment to the land specialty.
- Receive a complimentary subscription to the Terra Firma magazine, RLI’s official biannual print publication of hot topic industry articles.
- Be promoted as a Member Advantage Program (MAP) special offer provider.
- Get on-going print and electronic communications to stay current on industry topics and RLI activities.
- Receive member rates on LANDU Education and RLI event registrations.
- Contribute educational posts to the RLI Blog.

For more information or to sign up as an RLI Associate Member, visit rliland.com or contact us directly at 800-441-5263.

What is an Associate Member?

$195 Annual Dues

www.rliland.com | 800-441-5263
2020 Marketing Mix

2020 National Land Conference (NLC20)
San Antonio, TX | March 29 - April 1

Meet and network with the best in the land business by participating as an exhibitor and promoted partner of the REALTORS® Land Institute. Accredited Land Consultants (ALCs) and RLI Members represent a highly targeted constituency of land experts, all of whom are committed to the highest levels of professionalism. In San Antonio, TX, from March 29 through April 1, these professionals will be touring our largest exhibit hall yet hoping to discover helpful industry products and services available through trusted RLI Partners – make sure you are one of them!

LANDU Education

Real estate professionals become land experts and Accredited Land Consultants (ALCs) through RLI’s Land University (LANDU) Program. RLI has multiple partnerships available around LANDU.

The 2020 LANDU Education Week event offers a unique opportunity for land professionals to complete all of the education requirements towards the elite ALC Designation at our LANDU Education Week. See Page 18 for related sponsorship opportunities.

Additionally, industry brokerages looking to invest in their agents can partner for access to discounts on membership, courses, and more through an Education Partnership (see Page 16).
Email Marketing
Emails are sent to land professionals across the country specializing in all different segments of land real estate. With 1,300 members nationwide and over 7,000 qualified prospects, the opportunities to provide targeted messaging to a highly targeted lead pool have never been more abundant. Plus, don’t miss the Platinum Partnership on Page 8 which features access to the full email list of all NLC20 attendees.

LANDNews e-Newsletter
Distributed monthly, partners can receive special recognition in the LANDNews e-newsletter. The total distribution reaches over 8,000 highly targeted land professionals across the industry. Some partnership packages also include a three to five sentence spotlight piece in LANDNews of educational, promotional, or informational content as well as your company logo and a link back to your website.

Social Media
Drive traffic to your social media pages and gain brand awareness. Have your post sent out through each of RLI’s social media pages: Facebook, LinkedIn, Instagram, and Twitter.
Platinum Partner

$12,000

RLI Marketing Benefits

• One complimentary co-branded educational webinar to RLI Members
• Year-round recognition on the RLI website as an ‘RLI 2020 Partner’
• Three LANDNews spotlight pieces
• Two full pages of 2020 *Terra Firma* ad space*
• One-time use of the RLI membership email list through RLI
• Two social media posts through each of RLI’s social media channels
• One annual subscription to *Terra Firma* magazine

5 Available Spots

*Interested in getting additional *Terra Firma* ad space? All partners get 50% off additional ad space! See Page 19 for more information.
2020 National Land Conference Benefits

• **New! Two** exhibit tables for duration of the conference in a premier location
• Four complimentary conference registrations
• Two half-priced conference registrations
• **New!** Excel list of all NLC20 attendees after the conference
• **New!** Lead retrieval badge scanning for up to two partner attendees
• Recognition in NLC20 promotional materials, signage, and slide-show
• Lead an educational Round Table Discussion (topic must be approved by RLI)
• Opportunity to present an educational Breakout Session approved by RLI**
• A partner profile on the official NLC20 app
• Save 20% on additional sponsorship opportunities (see Page 14)

** Partnership must be guaranteed by October 1, 2020, to receive a Breakout Session.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 20% on à la carte options with this package.
Gold Partner

$8,000

RLI Marketing and Exposure

- Two LANDNews Spotlight pieces
- One full-page 2020 Terra Firma ad in one issue*
- One social media post through each of RLI’s social channels
- One annual subscription to Terra Firma magazine
- Year-round recognition on the RLI website as an ‘RLI 2020 Partner’

2020 National Land Conference

- Exhibit table for duration of the conference in a premier location
- Three complimentary conference registrations
- One half-priced conference registrations
- Recognition in NLC20 promotional materials, signage, and slide-show
- Lead an educational Round Table Discussion (Round Table topic must be approved by RLI)
- A partner profile on the official NLC20 app
- Save 15% on additional sponsorship opportunities (check out pages 14-15)

*Interested in purchasing additional Terra Firma ad space? All partners get 50% off ad space! See Page 19 for more information.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 15% on à la carte options with this package.
Silver Partner

5 Available Spots

$5,000

RLI Marketing and Exposure

- One LANDNews Spotlight piece
- One half-page 2020 Terra Firma ad in one issue*
- One annual subscription to Terra Firma magazine
- Year-round recognition on the RLI website as an ‘RLI 2020 Partner’

2020 National Land Conference

- Exhibit table for duration of the conference
- Two complimentary full registrations
- Recognition in NLC20 promotional materials, signage, and slide-show
- A partner profile on the official NLC20 app
- Save 10% on additional sponsorship opportunities (check out pages 14-15)

*Interested in purchasing additional Terra Firma ad space? All partners get 50% off ad space! See Page 19 for more information.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 10% on à la carte options with this package.
Bronze Partner

$2,000

**RLI Marketing and Exposure**
- One annual subscription to the 2020 *Terra Firma* magazine editions*
- Year-round recognition on the RLI website as an ‘RLI 2020 Partner’

**2020 National Land Conference**
- Exhibit table for duration of the conference
- One complimentary conference registration
- Recognition in NLC20 promotional materials, signage, and slide-show
- A partner profile on the official NLC20 app
- Save 5% on additional partnership opportunities (check out pages 14-15)

*All Bronze-level partners get 50% off ad space!*

The bronze partnership level does not include *Terra Firma* ad space. If you are interested in purchasing *Terra Firma* ad space in the 2020 Winter or Summer edition, please see Page 19 for more information.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 10% on à la carte options with this package.
Eligibility

- The company’s product or service must have launched no earlier than January 1, 2016;
- Has never been a partner at a National Land Conference;
- and the Company must not have raised over ten (10) million dollars in funding from combined funding sources.
- Application must be received by January 17, 2020.

Marketing and Exposure

- 50% off (1) Bronze Sponsorship ($1,000 value)
  - Exhibit table for duration of the Conference*
  - One complimentary registration
  - Recognition in all promotional materials (web and print)
  - Conference Partnership Signage
  - Recognition on Partner Slide-show

Additional Marketing

- Promotion as a ‘2020 Land Technology Accelerator Program Winner’
- A live 3-5 minute pitch-presentation of your company’s product or service at NLC20
- 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.
NLC20 À La Carte Options

RLI Apex Awards Program | $10,000 [SOLD OUT]
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 half-priced registrations and your logo will be prominently displayed on event promotions and on-site on signage as well as branded napkins provided by RLI. You will also get a three-minute speaking opportunity and be mentioned in the NLC20 app push notification about the event to all attendees.

Partner Party Happy Hour | $4,000 Two Spots Available!
Sponsor the kick-off networking event for NLC20 inside the Partner Exhibit Hall. Your company name and logo will be prominently displayed on signage during this reception, including on branded napkins provided by RLI. You will also get a three-minute speaking opportunity and be mentioned in the NLC20 app push notification about the event to all attendees.

The NLC20 Welcome Reception | $5,000 Two Spots Available!
Sponsor the NLC20 Welcome Reception 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 NLC20 app push notification about the event to all attendees.

ALC Recognition Luncheon | $4,000 Two Spots Available!
Be a premier sponsor of this esteemed luncheon which recognizes the newest recipients of the elite Accredited Land Consultant (ALC) Designation. 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 NLC20 app push notification about the event to all attendees and will have your company logo prominently displayed on signage at the event.

Breakfast Sponsor | $3,500 Two Spots Available!
Be the first thing on attendees minds as they enjoy a complimentary breakfast. Sponsorship includes signs and napkins provided by RLI with your company’s branding on it. You will also get a three-minute speaking opportunity and be mentioned in the NLC20 app push notification about the event to all attendees.

RLI Volunteer Luncheon | $3,000 One Spot Available!
Network with over 40 of the top land brokers in the country by exclusively sponsoring this luncheon for RLI’s 2020 Board of Directors and Committee Members. This unique event gives your company three seats at the table with key industry influencers and recognition as the luncheon’s exclusive sponsor. You will also get a three-minute speaking opportunity and be mentioned in the NLC20 app push notification about the event to all attendees.

New! Lead Retrieval Badge Scanning | $200 per scanner
Scan attendees that visit your booth and download an excel file of their contact information.
Keynote Speaker | $5,000 Two Spots Available!
Sponsor the opening or finale keynote speaker. Sponsors will help introduce one of the keynote speakers in a three-minute speech leading up to their presentation. You will also be mentioned in the NLC20 app push notification about the event to all attendees.

Reception Beverage Tickets | $2,500 One Spot Available!
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 NLC20 app push notification to all attendees.

Wi-Fi Partner | $3,500 One Spot Available!
Be the exclusive sponsor that keeps everyone connected! Sponsor the complimentary Wi-Fi for all attendees, sponsors, and speakers. You can choose the Wi-Fi network name and password for additional promotion. You will also be mentioned in an NLC20 app push notification to all attendees.

Let’s Make Deal$ LIVE | $1,000 Two Spots Available!
Be the exclusive partner of one of the conference’s most engaging and high-energy events, the Let’s Make Deal$ LIVE! property marketing session. You will also be mentioned in the NLC20 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.

Networking Breaks | $2,500 One Spot Available!
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 and napkins provided by RLI. You’ll also have the opportunity to distribute your marketing literature in the break area and will be mentioned in an NLC20 app push notification to all attendees.

Cowboy Auction | $2,000 SOLD OUT
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 NLC20 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.

Governance Meetings | $500 Two Spots Available!
Sponsor the refreshments for the Board of Directors and RLI Committee meetings. Have your company logo on table tents in each committee meeting and an opportunity to speak in front of the Board of Directors for five minutes at the start of the Board Meeting. You will also be mentioned in the NLC20 app push notification about the event to all attendees.

Save up to 20% on these options by purchasing a full partnership package!
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, earning the ALC, 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 $400 on the costs of obtaining the ALC Designation!

### LANDU Education Partner Agent Savings Chart*

<table>
<thead>
<tr>
<th></th>
<th>Your Agents’ Pricing</th>
<th>Standard RLI Member Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>RLI First-year Application Fee</td>
<td>$0</td>
<td>$75 Application Fee</td>
</tr>
<tr>
<td>16-Hour VILT Course</td>
<td>$485</td>
<td>$535</td>
</tr>
<tr>
<td>24-Hour VILT Course</td>
<td>$700</td>
<td>$750</td>
</tr>
<tr>
<td>16-Hour LANDU Week Course</td>
<td>$485</td>
<td>$535</td>
</tr>
<tr>
<td>24-Hour LANDU Week Course</td>
<td>$700</td>
<td>$750</td>
</tr>
<tr>
<td>National Land Conference Registration</td>
<td>$650</td>
<td>$700</td>
</tr>
<tr>
<td>ALC Application Fee</td>
<td>$300</td>
<td>$350</td>
</tr>
<tr>
<td>Student Royalty Fee (per attendee)</td>
<td>$134.25</td>
<td>$179</td>
</tr>
<tr>
<td>LANDU Course Licensing Fee</td>
<td>$0</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*Pricing and fees may be subject to change.
Benefit 1: Discounts for Agents*
*See savings chart on Page 16

- $75 off the new member application fee
- $50 off all no-travel VILT courses offered by RLI National
- $50 off each LANDU Education Week in-person course in June 2020
- $50 off each 2020 National Land Conference (NLC20) registration
- $50 off the ALC Application fee

Benefit 2: Marketing Recognition

- Recognition on the RLI website as being a LANDU Education Partner
- Monthly emails sent to your agents from RLI promoting the sponsorship and discounts your agents receive

Benefit 3: Hosting a LANDU Course

- The $2,000 course licensing fee will be waived to provide LANDU courses
- Student royalty fee reduced by 25% to $134.25 per attendee

Benefit 4: Half-off NLC20 Partnership Packages

- Save 50%* on any Platinum or Gold level 2020 National Land Conference partnership package
  *Cannot be combined with other offers or discounts
RLI Event Partnerships

$5,000

LANDU Education Week Partnership
The LANDU Education Week provides partners concentrated access to 40+ land professionals for over a full week. Network with some of the industry’s top agents at this unique event that continues to grow year over year.

• One LANDNews Spotlight piece
• One full-page 2020 Terra Firma ad in one issue*
• One exclusive social media post on each of RLI’s social channels
• Promotion as a ‘2020 LANDU Education Week Partner’
• Ability to add one promotional flyer to the welcome packet for all attendees
• An exhibit table for the duration of the event
• One complimentary course registration
• Recognition in event promotional materials

5 Available Spots

ALC Networking Retreat Partnership
Get access to network with the top land professionals in the industry - Accredited Land Consultants - in an environment designed to foster camaraderie. This weekend-long event provides value that will last a lifetime!

• One LANDNews Spotlight piece
• One full-page 2020 Terra Firma ad in one issue*
• One exclusive social media post on each of RLI’s social channels
• Promotion as a ‘2020 ALC Networking Retreat Partner’
• An exhibit table for the duration of the event
• One complimentary event registration

5 Available Spots
Why Advertise in *Terra Firma* in 2020?

Published twice a year (Winter + Summer), the *Terra Firma* magazine reaches over 1,300 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 million REALTORS® through our affiliation with the National Association of REALTORS®. A digital copy of the magazine is also stored in an archive on our website for added exposure and easy sharing that lasts long after the publication is released.

Don’t miss this opportunity to have a long-lasting impact for your brand!

Ad Pricing Model

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Price</th>
<th>Partner Rate*</th>
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</thead>
<tbody>
<tr>
<td>Full Page (Inside Cover)</td>
<td>$1,199</td>
<td>$599</td>
</tr>
<tr>
<td>Full Page (Non-cover)</td>
<td>$999</td>
<td>$499</td>
</tr>
<tr>
<td>1/2 Page (vertical or horizontal)</td>
<td>$499</td>
<td>$249</td>
</tr>
<tr>
<td>1/4 Page (square)</td>
<td>$299</td>
<td>$149</td>
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</tbody>
</table>

*All partners receive a 50% discount on additional ad space. For more information on advertising in *Terra Firma*, contact Jessa Friedrich, Marketing Manager, at 312-329-8353 or jfriedrich@realtors.org*
## Partner Benefits Overview

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Terra Firma Ad Space (see page 19)</td>
<td>2 pages</td>
<td>1 page</td>
<td>1/2 page</td>
<td>0</td>
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<tr>
<td>NLC20 Exhibit Table(s)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Complimentary NLC20 Registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Half-Priced NLC20 Registrations</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>Recognition on NLC20 Slide-Show</td>
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<tr>
<td>Recognition on NLC20 Promo Material</td>
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<tr>
<td>Recognition on NLC20 Signage</td>
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<tr>
<td>Annual Subscription to Terra Firma</td>
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<td>✓</td>
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<tr>
<td>Recognition on RLI’s Website Home Page</td>
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</tr>
<tr>
<td>Partner Profile in NLC20 Event App</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Discount on Additional Sponsorships Opportunities</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>LANDNews Spotlight Features</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Email Sent to RLI Member List</td>
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<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Host a Round a Round Table Discussion</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>‘Thank You’ Spotlight in LANDNews</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead a Break-Out Session at NLC20</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Host a Webinar Presentation</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>New!</strong> Excel Contact List of NLC20 Attendees</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lead Retrieval Badge Scanning</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Terms & Conditions
of all 2020 RLI Partnership Agreements

1. PAYMENT AND TERMS.
For sponsorships, a minimum of half the amount owed must be paid within 30 days of the invoice date and the remainder balance within 30 days of the event. Failure to do so may result in being turned away from the event.

2. ADVERTISING AND PROMOTION.
Sponsor will not receive promotion or advertising on printed or electronic materials until the initial deposit of half the amount owed is paid to RLI. Sponsor is responsible for sending a high resolution version of their logo to RLI in order to start being promoted. The sponsor is responsible for using and keeping track of all benefits attained through their sponsorship by December 31, 2020. Any unused sponsor benefits, including, but not limited to, Terra Firma magazine ads, newsletter spotlights, emails, and social media posts, will be forfeited by the sponsor on the aforementioned date. All Terra Firma ads must be submitted by November 1, 2020, for inclusion in the Winter 2020 Terra Firma and by May 1, 2020, for inclusion in the Summer 2020 Terra Firma.

Usage of all other member benefits including, but not limited to, social media posts, emails, and e-newsletter spotlights must be scheduled out with RLI’s Marketing Manager no later than one month prior to proposed date. All scheduling and content is subject to approval by RLI and is made on a first come-first serve basis. Brokerage sponsors may not use partner benefits to send recruiting messages.

Partnership must be secured by February 1, 2020, in order to guarantee being included in printed promotional materials on-site at the conference.

3. CANCELLATION OF SPONSORSHIP.
In the event that written notification of intent to cancel is received by November 30, 2020, all sums paid will be refunded. No refunds will be made after this date.

4. SUB-LEASING – SPONSORSHIP SHARING.
No sponsor shall reassign, sublet, or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from RLI prior to the recognition opportunities taking action.

5. ACCEPTABILITY OF ADS.
RLI reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.

6. DAMAGE TO PROPERTY.
The sponsor is liable for any damage caused to building floors, walls, or columns or to other sponsors and or property.

7. SPONSOR CONDUCT.
The sponsor shall not conduct or operate its sponsorship in any way that may potentially annoy, endanger, or interfere with other exhibitors, speakers, and/or attendees. Any public negative message, whether verbal or written, which could be considered to implicitly or explicitly do harm to or allude to another industry organization is prohibited.

8. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT.
In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of RLI, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of RLI under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of RLI, said contract and/or event or initiative (or any part thereof) may be terminated by RLI.

RLI shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of RLI. If RLI terminates said contract (or any part thereof) as aforesaid, then RLI may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase “cause or causes not reasonably within the control of RLI” shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to
secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

9. LIMITATION ON LIABILITY.
The sponsor agrees to indemnify, defend, and hold harmless RLI, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. RLI shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes.

10. RESOLUTION OF DISPUTES.
In the Event of a dispute or disagreement between the sponsor and RLI or between two or more sponsors, all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or disagreement by RLI intended to resolve the dispute or disagreement shall be binding on the sponsor.

11. AMENDMENT TO RULES.
Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of RLI. RLI shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

12. DEFAULT.
If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, RLI may, in addition to any other remedies provided for herein or otherwise available to RLI at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. RLI may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

13. AGREEMENT TO RULES.
The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by RLI.

14. EXCLUSIVITY.
RLI events are offered to all potential sponsors without exclusivity. RLI has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.

15. ACCEPTANCE.
Once the sponsor signs the Sponsorship Contract and returns it to RLI, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by RLI.

Print Name:_________________________________________  Company: _________________________________
Signature: __________________________________________  Date: ______________________________________

Signing above is an indication that you and your company agree to the Partner Terms and Conditions of the REALTORS® Land Institute. Please return this signed form to RLI CEO Aubrie Kobernus at akobernus@realtors.org or to 430 N Michigan Ave, Chicago, IL 60611 to ensure partnership guarantee.
Authorization & Release

REALTORS® Land Institute Authorization & Release Form

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which I acknowledge, I authorize the REALTORS® Land Institute (RLI) and its respective directors, officers, employees, agents, contractors and advertising agencies, to record, print, or reproduce my pictures, words, statements or quotes at the sole discretion of RLI; and to incorporate the pictures, words, statements or quotations (as edited) into any and all manner of media and forms of expression, including without limitation, brochures, advertisements, billboards, letter, electronic communication tools, i.e., newsletters, print, videotape, broadcasts of all kinds, photographic slides, computer disks, photographs, television and radio programs, or otherwise; and to use and license others to use such pictures, words, statements or quotations (as edited), including unrestricted use for the purpose of publicity, advertising and sales promotion, with or without advertising partnership; and to use my name, pictures, words and biographic or other information in connection therewith.

I consent to the exhibition, use and disclosure of my name, pictures, words and biographic or other information by RLI as provided above and expressly release the Institute from all liability for, and claims and demands arising out of, this instrument and the use of the pictures, words, statements or quotes as described above. I understand and agree that the REALTORS® Land Institute will own exclusively all rights to the pictures, words, statements, and/or quotes as described above regardless of the forms in which they are originally or subsequently printed or used.

I represent to RLI that I am at least 18 years old, that I have read and understood the instrument and that I have the right and authority to sign this instrument. I acknowledge that I have been promised no compensation, nor have I contracted with RLI, nor any party for any compensation, for the pictures, words, statements, or quotes or the use thereof as provided in this instrument. I understand that this instrument binds me, my successors, heirs, personal representatives and assigns.

Print Name: ____________________________________________

Signature: _____________________________________________

Company: ______________________________________________

Street Address: __________________________________________

City, State, Zip: __________________________________________

Date: __________________________________________________

Signing above is an indication that you and your company agree to the Partner Authorization & Agreement consent terms and conditions of the REALTORS® Land Institute.

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