Partnership Packages—2021

Your Access to the Industry’s Top Agents
About RLI

Mission
The REALTORS® Land Institute elevates the level of professionalism in the land industry by providing all land professionals the expertise and camaraderie that are the foundation for becoming the best in the business.

Do Business with the Best in the Business
The REALTORS® Land Institute, The Voice of Land, is the go-to place for all matters pertaining to the land real estate industry. RLI is 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, production, and professionalism.

The RLI’s membership is divided into the following categories:

- **Designated Members:** Those who hold the ALC Designation.
- **Non-Designated Members:** Those who are currently working towards earning the designation or 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!

REALTORS® Land Institute
430 N. Michigan Avenue,
Chicago, IL 60611
www.rililand.com

550+ ALCs
1,400 Members
7,000+ Prospects
By the Numbers

Percent of RLI members that identify as a Broker...

67%

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

65%

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

59%

$650 Million

The largest ALC transaction to date.

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

58% Ag Land

57% Recreation Land

46% Ranch Land

49% Residential Land
Why Partner with RLI?

See How to Harness the Power of an RLI Partnership!

The REALTORS Land Institute, the Voice of Land, offers unprecedented opportunities to reach a national network of over 1,400 of the industry’s top land professionals.

Top 5 Reasons to Market With RLI in 2021

1. Partner With An Established Industry Leader
   For over 75 years, RLI has represented the most accomplished, experienced, and highest performing land industry leaders in the nation. Our members trust us to connect them with the best services and products in the marketplace that can help them 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 will 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 in-person and virtual exhibit booth at NLC21, your brand will continue to be put in front of potential clients.

5. New Conference and À La Carte Opportunities!
   We’ve upgraded and added new virtual conference and à la carte sponsorship opportunities, giving partners more benefit for both the in-person and virtual conference platforms and more options for additional exposure.
RLI Associate Membership

What Is an Associate Member?

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, government and non-profit employees, students, and professors.

Why Become an RLI Associate Member?

- Access to a national network of 1,400 land REALTORS®, specialists, and Accredited Land Consultants (ALCs) who share a deep commitment to the land specialty
- A complimentary subscription to the Terra Firma magazine, RLI’s official biannual print publication of industry news and events
- Ability to be promoted as a Member Advantage Program (MAP) special offer provider
- 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
- Ability to contribute educational posts to the RLI Blog

For more information or to sign up as an RLI Associate Member, contact us at 800-441-5263 or rli@realtors.org
2021 Marketing Mix

2021 Hybrid National Land Conference (NLC21)
Louisville, KY | March 14-17

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. NLC21 will be our first-ever fully Hybrid event, taking place in person in Louisville, KY, from March 14-17, and virtually over the same dates. All participants will have access to the virtual expo 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.

The 2021 LANDU Education Week offers a unique opportunity for land professionals to complete all of the education requirements towards the elite ALC Designation at one time. See page 19 for related sponsorship opportunities.

Additionally, brokerages looking to invest in their agents can partner for access to multiple discounts through an Education Partnership on page 17.
Terra Firma Magazine

The official publication of the REALTORS® Land Institute delivers organizational, member, and chapter news; educational content on industry trends, services, technologies; and opportunities for the land professional. More information on page 20.

Email Marketing

Emails are sent to land professionals across the country specializing in all different segments of land real estate. With 1,400 members nationwide and over 7,000 qualified prospects, the opportunities to provide targeted messaging to a highly qualified lead pool have never been more abundant.

LANDNews e-Newsletter

Distributed monthly, partners can receive special recognition in the e-newsletter. The total distribution reaches over 8,000 highly targeted land professionals across the industry. Some partnership packages include a three to five sentence spotlight piece 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 on social. Have your post sent out through each of RLI’s social media pages: Facebook, LinkedIn, Instagram, and Twitter.
Platinum Partner

$12,000 for hybrid benefits OR $9,000 for virtual benefits

RLI Marketing Benefits

• One complimentary co-branded educational webinar to RLI Members
• Year-round recognition on the RLI website as an ‘RLI 2021 Partner’
• Three LANDNews spotlight pieces
• Two full pages of 2021 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
2021 Hybrid National Land Conference Benefits

In Louisville
- Two exhibit tables for duration of the conference in a premier location
- Four complimentary conference registrations
- Two half-priced conference registrations
- Recognition in all NLC21 promotional materials, signage, and slide-show
- Lead an educational Round Table Topic Discussion (topic must be approved by RLI)
- Present an educational Breakout Session approved by RLI (partnership must be guaranteed by Dec. 1, 2020 to receive a breakout session)
- Partner profile/virtual expo booth on the NLC21 event app

Virtual Event
- Four complimentary registrations to the virtual conference
- Partner profile/virtual expo booth on the NLC21 event app with up to six additional links to highlight your company’s products and services
- Lead a virtual Round Table Topic Discussion (topic must be approved by RLI)
- Present an educational Virtual Breakout Session approved by RLI (partnership must be guaranteed by Dec. 1, 2020 to receive a breakout session)
- Ability to create a 20 second promo video to be shown in virtual conference
- One banner ad in NLC21 event app
- Four wall posts in the NLC21 event app

Gain additional exposure by purchasing one of the à la carte options on pages 15-16. Save 20% on à la carte options with this package.
Gold Partner

$8,000 for hybrid benefits OR $6,000 for virtual benefits

RLI Marketing and Exposure

- Two LANDNews Spotlight pieces
- One full-page 2021 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 2021 Partner’

2021 Hybrid National Land Conference

In Louisville

- Exhibit table for duration of the conference in a premier location
- Three complimentary conference registrations
- One half-priced conference registrations
- Recognition in all NLC21 promotional materials, signage, and slide-show
- Lead a Round Table Topic Discussion (topic must be approved by RLI)
- Partner profile/virtual expo booth on the NLC21 event app

Virtual Event

- Three complimentary registrations to the virtual conference
- Partner profile/virtual expo booth on the NLC21 event app with up to three additional links to highlight your company’s products and services
- Lead a virtual Round Table Topic Discussion (topic must be approved by RLI)
- Ability to create a 15 second promo video to be shown in virtual conference
- Three wall posts in the NLC21 event app

Gain additional exposure by purchasing one of the à la carte options on pages 15-16. Save 15% on à la carte options with this package.
Silver Partner

Available Spots

$5,000 for hybrid benefits OR $3,000 for virtual benefits

RLI Marketing and Exposure

- One LANDNews Spotlight piece
- One half-page 2021 Terra Firma ad in one issue
- One annual subscription to Terra Firma magazine
- Year-round recognition on the RLI website as an ‘RLI 2021 Partner’

2021 Hybrid National Land Conference

In Louisville
- Exhibit table for duration of the conference
- Two complimentary full registrations
- Recognition in all NLC21 promotional materials, signage, and slide-show
- Partner profile/virtual expo booth on the NLC21 event app

Virtual Event
- Two complimentary registrations to the virtual conference
- Partner profile/virtual expo booth on the NLC21 event app with up to one additional link to highlight your company’s products and services
- Ability to create a 10 second promo video to be shown in virtual conference
- Two wall posts in the NLC21 event app

Gain additional exposure by purchasing one of the à la carte options on pages 15-16. Save 10% on à la carte options with this package.
Bronze Partner

$2,000 for hybrid benefits OR $1,000 for virtual benefits

RLI Marketing and Exposure

• One annual subscription to 2021 Terra Firma magazine*
• Year-round recognition on the RLI website as an ‘RLI 2021 Partner’

2021 Hybrid National Land Conference

In Louisville
• Exhibit table for duration of the conference
• One complimentary conference registration
• Recognition in all NLC21 promotional materials, signage, and slide-show
• Partner profile/virtual expo booth on the NLC21 event app

Virtual Event
• One complimentary registrations to the virtual conference
• Partner profile/virtual expo booth on the NLC21 event app
• Recognition in all of the virtual conference promotional materials and slide-show
• One wall post in the NLC21 event app

*The bronze partnership level does not include Terra Firma ad space. If you are interested in purchasing Terra Firma ad space, see page 20 for more information. All partners get 50% off ad space!

Gain additional exposure by purchasing one of the à la carte options on pages 15-16. Save 5% on à la carte options with this package.
Virtual Supporting Partner

RLI Marketing and Exposure
- Year-round recognition on the RLI website as an ‘RLI 2021 Partner’

2021 Hybrid National Land Conference

Virtual Event
- One complimentary registration to the virtual conference
- Recognition in all of the virtual conference promotional materials and slide-show
- Partner profile/virtual expo booth on the NLC21 event app

*The virtual partnership level does not include Terra Firma ad space. If you are interested in purchasing Terra Firma ad space, see page 20 for more information. All partners get 50% off ad space!

Gain additional exposure by purchasing one of the à la carte options on pages 15-16.

$750 25 Available Spots

Available Spots
## Benefits Overview

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Virtual</th>
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<tr>
<td><em>Terra Firma</em> Ad Space (see page 19)</td>
<td>2 pages</td>
<td>1 page</td>
<td>1/2 page</td>
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<td>NLC21 Exhibit Table in Louisville</td>
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<td>Complimentary NLC21 Registrations</td>
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<td>2</td>
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<tr>
<td>Half-Priced NLC21 Registrations</td>
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<tr>
<td>Complimentary Virtual Registrations</td>
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<td>3</td>
<td>2</td>
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<td>1</td>
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<tr>
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<td>Recognition on RLI’s Homepage Year-round</td>
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<td>Annual Subscription to <em>Terra Firma</em></td>
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<td>Host a Round Table Discussion (In-person and virtually)</td>
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<td>Y</td>
<td>X</td>
<td>X</td>
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<td>Partner Profile/Virtual Expo booth in NLC21 Event App</td>
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<td>Y</td>
<td>Y</td>
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<td>Discount on Additional Sponsorships Opportunities</td>
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<td>10%</td>
<td>5%</td>
<td>0%</td>
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<td>LANDNews Spotlight Features</td>
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<tr>
<td>Wall Posts in NLC21 Event App</td>
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<td>3</td>
<td>2</td>
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<td>Video Promo for Virtual Conference</td>
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<td>Recognition on all NLC21 Virtual Promos and Slide-show</td>
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<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<td>Lead a Break-Out Session at NLC21</td>
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<td>Host a Webinar Presentation</td>
<td>Y</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>
NLC21 À La Carte Options

**RLI Apex Awards Program | $10,000**  
Put your name in the spotlight at the Fourth 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 the ability to co-host the event with the RLI CEO. Your logo will be prominently displayed on all event promotions and you will be mentioned in the NLC21 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 NLC21 inside the Partner Hall. Your company name and logo will be prominently displayed on signage during this reception. You will also get a three-minute speaking opportunity and be mentioned in the NLC21 app push notification about the event to all attendees.

**The NLC21 Welcome Reception | $5,000 Two Spots Available!**  
Sponsor the NLC21 Welcome Reception for all attendees and their companions. Your company name and logo will be prominently displayed on event signage during this memorable reception. You will also get a three-minute speaking opportunity and be mentioned in the NLC21 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 marketing materials or branded gear on each chair prior to the lunch for unique exposure. At the luncheon, you will be able to welcome all attendees in a three-minute kick-off speech. You will also be mentioned in the NLC21 app push notification about the event to all attendees.

**Hybrid Sponsor | $8,000 One Spot Available!**  
Expand your reach by sponsoring the livestream of all General Sessions directly from Louisville as well as the virtual portion of the conference. Your company name and logo will be prominently displayed on all virtual conference sessions as well as in the NLC21 app.

**RLI Volunteer Luncheon | $3,000 One Spot Available!**  
Network with over 40 of the top land brokers in the country by sponsoring this luncheon for RLI’s 2021 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 NLC21 app push notification about the event to all attendees.

**Breakfast Sponsor | $3,500 Two Spots Available!**  
Be the first thing on attendees minds as they enjoy a complimentary breakfast. Your company name and logo will be prominently displayed on signage in the breakfast area. You will also get a three-minute speaking opportunity and be mentioned in the NLC21 app.
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 NLC21 app push notification about the event to all attendees.

New! Treasure Hunt Partner | $3,500 One Spot Available!
Be the life of the party and encourage all attendees to get involved by sponsoring the Treasure Hunt gamification contest! You even get to 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 NLC21 app push notification to all attendees.

Wi-Fi Partner | $3,500 SOLD OUT
Be the 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 NLC21 app push notification to all attendees.

Let’s Make Deal$ LIVE | $2,000 One Spot Available!
Sponsor one of the conference’s most engaging and high-energy events, the Let’s Make Deal$ LIVE! property marketing session. You will also be mentioned in the NLC21 app push notification about the event to all attendees.

Networking Breaks | $3,500 One Spot Available!
Sponsor the networking breaks for all attendees, both in person and virtually, as they relax, network, and prepare for the next session. Located in the exhibit hall and online, 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 and the online breakroom. You’ll also be mentioned in an NLC21 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 NLC21 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 webpage.

Governance Meetings | $500 One Spot Available!
Sponsor the refreshments for the Board of Directors meeting. Have your company logo on table tents 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 NLC21 push app 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.
LANDU Education Partnership

for industry brokerages

$5,000

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 $475 on the costs of obtaining the ALC Designation!

LANDU Education Partner Agent Savings Chart*

<table>
<thead>
<tr>
<th>You/Your Agents’ Pricing</th>
<th>Standard RLI Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>RLI First-year Membership</td>
<td>$445</td>
</tr>
<tr>
<td></td>
<td>$445 + $0 Application Fee</td>
</tr>
<tr>
<td></td>
<td>$520</td>
</tr>
<tr>
<td></td>
<td>$445 + $75 Application Fee</td>
</tr>
<tr>
<td>16-Hour VILT Course/ LANDU Week Course</td>
<td>$485</td>
</tr>
<tr>
<td>24-Hour VILT Course/ LANDU Week Course</td>
<td>$700</td>
</tr>
<tr>
<td>National Land Conference Full Registration</td>
<td>$650</td>
</tr>
<tr>
<td>ALC Application Fee</td>
<td>$300</td>
</tr>
<tr>
<td>Student Royalty Fee (per attendee)</td>
<td>$134.25</td>
</tr>
<tr>
<td>LANDU Course Licensing Fee</td>
<td>$0</td>
</tr>
</tbody>
</table>

*Pricing and fees may be subject to change.
Benefit 1: Discounts for Agents*
*See savings chart on page 17

- $75 off new member application fee
- $50 off all no-travel VILT courses offered by RLI National
- $50 off each LANDU Education Week in-person course
- $50 off each National Land Conference full 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

Benefit 3: Hosting a LANDU Course

- Course licensee fee of $2,000 waived to provide LANDU courses
- Student royalty fee reduced by 25% to $134.25 per attendee

Benefit 4: Half-off NLC Partnership Packages

- Save 50%* on any Platinum or Gold level 2021 National Land Conference partnership package
  *Cannot be combined with other offers or discounts
LANDU Education Week Partner

$1,000

The LANDU Education Week provides partners concentrated access to 50+ 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 half-page 2021 Terra Firma ad in one issue *
- One social media post on each of RLI’s social channels
- Promotion as a ‘2021 LANDU Education Week Partner’
- Ability to add one promotional flyer to the welcome packet for all attendees
- Ability to have an exhibit table for the duration of the event
- Recognition in event promotional materials

5 Available Spots

$1,000
Terra Firma Advertising
The Official Publication of RLI

Why Advertise In Terra Firma In 2021?

Published twice a year (Winter + Summer), the Terra Firma magazine reaches 1,400 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>
</tr>
</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>
</tr>
</tbody>
</table>

*All partners receive a 50% discount on additional ad space. For more information on advertising in Terra Firma, contact Dave Adams, Marketing Manager, at 312-329-8353 or dadams@realtors.org.
Terms & Conditions
of all 2021 RLI Partnership Agreements

1. PAYMENT AND TERMS.
For sponsorships, a minimum of 50% of the amount owed must be paid within 30 days of the invoice date. The remaining balance is due within 30 days of the event start date. Failure to pay complete balance on time 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 50% deposit 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, 2021. 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 Terra Firma and by May 1, 2021, for inclusion in the Summer 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 is subject to approval by RLI and is made on a first come-first serve basis.

Partnership must be secured by January 31, 2021, 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 conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger, or interfere with the rights of other exhibitors, sponsors, 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.

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 inferred 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 an 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; pandemic; 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.

For 2021, in the event RLI cancels the in-person event due to COVID-19 or other unforeseen circumstances, all hybrid partnership packages will automatically be converted to the virtual partnerships for the package that was originally agreed upon. RLI will generate automatic refunds for the difference in price between the hybrid partnership and the virtual partnership.

9. **LIMITATION ON LIABILITY.**
The sponsor agrees to indemnify, defend, and hold harmless RLI, the event facility, the owner of such facility, 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 caused by the gross negligence or willful misconduct of the sponsoring company, its employees, agents, licensees, or contractors. 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 conference 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 reasonable 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 above Partner Terms and Conditions of the REALTORS® Land Institute. Please return this form to RLI at rli@realtors.org or 430 N Michigan Ave, Chicago, IL 60611.
Authorization & Release

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which I acknowledge, I authorize the REALTORS® Land Institute (the Institute) 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 the Institute; 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 the Institute 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 or quotes described above regardless of the forms in which they are originally or subsequently printed or used.

I represent to the Institute 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 the Institute, 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 of the REALTORS® Land Institute.

Please return this form to RLI at rli@realtors.org or to 430 N Michigan Ave, Chicago, IL 60611.