



Industry Partner Program

2023-2024



As the **leading national trade association** for this industry, NAMMB is affiliated with State Associations throughout the country and represents the interests of more than 1,015,000* licensed and registered Mortgage Loan Originators and 70,100* licensed mortgage broker and mortgage lender businesses.

*Information obtained from the 2022 NMLS Mortgage Industry Report



Mission: To protect and grow the interest of mortgage loan originators throughout the United States

Vision: Empowering the success of its members





NAMMB members include:

- small business owners
- loan originators
- account executives
- other industry professionals

NAMMB is committed to promoting the highest degree of professionalism and ethical standards for its members.

NAMMB Industry Partner Program

NAMMB continues to develop custom industry partnerships for like-minded organizations with similar goals & objectives.

- We have developed a list of proven & highly successful tools and created an annual strategy with a customized approach

- The immediate results will be:
 - Increased success/ROI
 - Reduced costs for the products
 - Effective engagement opportunities within NAMMB
 - Branding your company to NAMMB's membership



Industry Partner Program: **Visionary Partner \$150,000**

NAMBCentral Digital Magazine

- Monthly partner listing with link to company website
- Monthly full page ad

NAMMB News E-Blast

- Banner ad in bi-weekly email - 24 issues

NAMMB New Member/Renewal Emails

- Logo & contact information listed

NAMMB National

- Island quad booth
- 50-minute Saturday speaking session
- Opening reception sponsor (including branded materials)
- End of event party sponsor
- Registration check-in sponsor

NAMMB Focus

- Table sponsorship
- Speaking session

NAMMB Road Show Sponsorship of Sponsor's Choice

- Includes speaking sessions at two road shows

Signage at All NAMMB Events

Corporate Membership for Unlimited Company Representatives

Educational Webinars

- Up to 12 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 12 for each target audience

Social Media Posts

- Up to 12 posts shared across all social media sites (Facebook, LinkedIn, Twitter, Instagram)

Joint Press Release

Listed as Industry Partner on namb.org



Industry Partner Program: **Impact Partner \$100,000**

NAMBCentral Digital Magazine

- Monthly partner listing with link to company website
- Monthly full-page ad

NAMMB News E-Blast

- Banner ad in bi-weekly email - 12 issues

NAMMB National

- Quad booth
- 50-minute Saturday speaking session
- Opening reception sponsor (including branded materials)
- End of event party sponsor
- Registration check-in sponsor

NAMMB Focus

- Table sponsorship
- Speaking session

Listed as Industry Partner on namb.org

NAMMB Road Show Sponsorship of Sponsor's Choice

- Includes speaking session at one road show

Signage at All NAMMB Events

Corporate Membership for Up to 50 Company Representatives

Educational Webinars

- Up to six 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 8 for each target audience

Social Media Posts

- Up to 6 posts shared across all social media sites (Facebook, LinkedIn, Twitter, Instagram)

Joint Press Release



Industry Partner Program: **Alliance Partner \$75,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Full page ad - 6 issues

NAMB News E-Blast

- Banner ad in bi-weekly email - 8 issues

NAMB National

- Triple booth
- 50-minute Sunday speaking session
- End of event party sponsor
- Registration check-in sponsor

NAMB Focus

- Single booth

Listed as Industry Partner on namb.org

NAMB Road Show Sponsorship of Sponsor's Choice

- 50-minute stand-alone speaking session

Signage at All NAMB Events

Corporate Membership for Up to 25 Company Representatives

Educational Webinars

- Up to four 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 6 for each target audience

Social Media Posts

- Up to 4 posts shared across all social media sites (Facebook, LinkedIn, Twitter, Instagram)



Industry Partner Program: **Community Partner \$50,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Full page ad - 4 issues

NAMB News E-Blast

- Banner ad in bi-weekly email - 6 issues

NAMB National

- Double booth
- 50-minute Saturday speaking session
- Registration check-in sponsor

NAMB Focus

- Table sponsor

Listed as Industry Partner on namb.org

Corporate Membership for Up to 25 Company Representatives

Educational Webinars

- Up to two 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 4 for each target audience

Social Media Posts

- Up to 4 posts shared across all social media sites (Facebook, LinkedIn, Twitter, Instagram)

Joint Press Release



Industry Partner Program: **CVLS Certification Partner \$50,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Full page ad - 4 issues

NAMB News E-Blast

- Banner ad in bi-weekly email - 6 issues

Certification Benefits

- 100 CVLS class attendee registrations
- Logo placement on certificates
- Logo placement on all CVLS promotions

Listed as Industry Partner on namb.org

Corporate Membership for Up to 25 Company Representatives

Educational Webinars

- Up to two 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 3 for each target audience

Joint Press Release

Social Media Posts

- Up to 4 posts shared across all social media sites (Facebook, LinkedIn, Twitter, Instagram)



Industry Partner Program: **Technology Partner \$25,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Half page ad - 4 issues

NAMB News E-Blast

- Banner ad in bi-weekly email - 4 issues

NAMB National

- Single booth

NAMB Focus

- Table sponsorship
- Panel speaking opportunity

Listed as Industry Partner on namb.org

Corporate Membership for Up to 10 Company Representatives

Educational Webinars

- Up to two 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 3 for each target audience

Joint Press Release

Listing on NAMMB Toolbox



Industry Partner Program: **Progress Partner \$25,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Half page ad - 4 issues or Full page ad – 2 issues
- (partner's choice)

NAMB News E-Blast

- Banner ad in bi-weekly email - 4 issues

NAMB National

- Single booth

NAMB Focus

- Table sponsorship
- Panel speaking opportunity

Corporate Membership for Up to 10 Company Representatives

Educational Webinars

- Up to two 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 3 for each target audience

Joint Press Release

Listed as Industry Partner on namb.org



Industry Partner Program: **Education Partner \$15,000**

NAMBCentral Digital Magazine

- Monthly partner listing
- Monthly link to company website
- Half page ad - 2 issues

NAMB News E-Blast

- Banner ad in bi-weekly email - 2 issues

NAMB Focus

- Table sponsorship

Listed as Industry Partner on namb.org

Listing on NAMB-U

Corporate Membership for Up to 10 Company Representatives

Educational Webinars

- Up to two 60-minute sessions
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails to Membership & Marketing Lists

- Up to 2 for each target audience

Joint Press Release



2023-2024 Marketing Opportunities

NAMBCentral Digital Magazine

- Partner Listing - \$100 per issue
- Full Page Ad - \$995 per issue; \$895 for 6 issues each
- Half Page Ad - \$595 per issue; \$525 for 6 issues each
- Vertical Ad - \$595 per issue; \$525 for 6 issues each
- Quarter Page Ad - \$395 per issue; \$325 for 6 issues each

NAMB News E-Blast

- Banner Ad - Bi-weekly email - \$1,000 per month (2 issues)

NAMB National

- Single booth - \$7,495
- Double booth - \$11,995
- Triple booth - \$16,495
- Quad booth - \$20,995
- Island Quad booth - \$25,000

NAMB Focus

- Table sponsorship - \$1,995

Corporate Membership

- Up to 10 members - \$1,300
- Up to 25 members - \$3,250
- Up to 50 members - \$6,750
- Unlimited members - \$10,000

Educational Webinars

- 60-minute sessions - \$1,500
- Detailed webinar report including all registrants
- Cross-channel promotion via magazine, newsletter and emails

Promotional Emails

- Membership only email - \$1,000
- Marketing list email - \$2,000

Social Media Post

- Sharing across all social sites (Facebook, LinkedIn, Twitter, Instagram) - \$5,000



THANK YOU
for your support

 **NAMMB**