



NATIONAL ASSOCIATION OF
THE REMODELING INDUSTRY
**Industry Partner Member
Packages**

WHY PARTNER WITH NARI?

The National Association of the Remodeling Industry (NARI) is the only association dedicated solely to the remodeling industry. NARI members earn over 3 times more than the remodeling industry average!* Industry Partner membership helps vendors, suppliers, and service providers connect with NARI members by increasing their brand presence in an engaged, nationwide remodeling community.

We value our Industry Partners who provide quality products and services, and help our members stay on top of industry trends. NARI Industry Partners represent a diverse group of organization who are national in scope, that support the remodeling industry and NARI member companies alike. Every NARI Industry Partner company is eligible to participate in the NARI Industry Partner Council, a quarterly Zoom meeting for all NARI Industry Partners to meet, collaborate, and discuss relevant NARI items.

Our goal is to help you drive brand awareness, increase qualified sales leads, and elevate your company as a trusted resource within the remodeling industry. To accomplish this goal, we offer the ability to customize your membership package.



MEMBERSHIP AT A GLANCE

Flexible options designed to fit your goals.

Tiers

- Select from four prepackaged, discounted tiers
- Or build your own with a la carte marketing benefits

A La Carte

- Add or drop items from any tier to align with your company's needs
- Base minimum Industry Partner membership: **\$1,750**

Customization

- Digital Marketing exposure, social media, blogs, newsletters, event access, and more
- Each benefit comes with a clear description and deliverable

Notes

- All benefits must be used within the membership year
- All partner content requires approval by NARI before publishing
- Chapter memberships are available separately

MEMBERSHIP TIERS

- Platinum — \$25,000
- Gold — \$15,000
- Silver — \$7,500
- Bronze — \$2,500

Benefit	Platinum	Gold	Silver	Bronze
Listing on www.NARI.org linking to company website	Included	Included	Included	Included
NARI Tradewing Access	Included	Included	Included	Included
NARI NewsWatch (weekly newsletter) Spotlight Feature	Included	Included	Included	Included
NARI NewsWatch (weekly newsletter) Recognition	Included	Included	Included	Included
Post on NARI social platforms: Facebook, Instagram, LinkedIn, and Twitter	3 posts	3 posts	2 posts	1 post
NARI NewsWatch (weekly newsletter) Educational Article	6 articles	6 articles	4 articles	2 articles
NARI Industry-facing Blog	4 blogs	2 blogs	2 blogs	1 blog
NARI Consumer-facing Blog	2 blogs	2 blogs	2 blogs	1 blog
NARI NewsWatch (weekly newsletter) Banner Ad	4 ads	3 ads	2 ads	1 ad
Website Banner Ad on www.NARI.org	4 ads	4 ads	3 ads	X
Targeted Social Media Ad	2 ads	1 ad	1 ad	X
Direct Mail Piece	1 mailing	1 mailing	X	X
Direct Email to all NARI Members	2 emails	1 email	X	X

BUILD YOUR OWN PACKAGE

Add specific benefits to expand your reach

Digital Exposure

Social Media Post – \$1,500

- Showcase your product or initiative across NARI's channels

NewsWatch Educational Article – \$200

- Share expertise with 10,000+ industry professionals

Industry Blog – \$250

- Position your brand with thought leadership on LinkedIn

Consumer Blog – \$250

- Educate homeowners, featured on NARI's Facebook

Advertising & Visibility

Banner Ad (NewsWatch) – \$750

- Eye-catching newsletter placement

Website Banner Ad (NARI.org) – \$500

- Visibility on NARI's most-visited pages

Quarterly Email Ad – \$2,000

- Insert your brand in member-wide updates

Direct Outreach

Direct Mail Piece – \$3,500

- Send a custom mailing to 4,000+ members

Direct Email to Members – \$4,500

- Reach the entire NARI membership with a dedicated send

Get in Touch

FOR QUESTIONS AND SUGGESTIONS



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Website

www.nari.org