

2021 NAIOP SOCAL REAL ESTATE CHALLENGE

SPONSORSHIP OPPORTUNITY

EVENT AND PROGRAM DETAILS

THURSDAY, MARCH 4TH | 5:30PM | VIRTUAL

PROGRAM FORMAT

- 5:30pm - Welcome and Opening Remarks
- 5:45pm - Program and Competition
- 7:00pm - Awarding of Silver Shovel and Spirit Trophy

CHALLENGE

- Student teams from the Ziman Center at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will compete head-to-head in a real estate challenge on the highest and best use for a 9-acre, Los Angeles based site. Potential issues to be addressed may include financial feasibility, sustainable development and community impact.

SPONSORSHIP OPPORTUNITIES

- With a database of 3,000+ and 300+ industry professionals in attendance, the Real Estate Challenge provides significant promotional opportunities for sponsors both prior to and during the event.
- As a Sponsor, you are supporting an important academic event that showcases the talents and creativity of the next generation of real estate leadership.

PAST CHALLENGE PROJECTS & SPONSOR TESTIMONIALS

- **2016: City of Inglewood's redevelopment project near new NFL stadium** – "The City of Inglewood was honored to have the 2016 NAIOP Real Estate Challenge and the student teams from UCLA and USC competing to propose creative, highest and best options to redevelop vacant parcels within our City that have been fallow for nearly a decade. The student teams produced great ideas for redevelopment scenarios of these sites highlighting the opportunities for development within the City of Inglewood." James T. Butts, Mayor of Inglewood
- **2011: Clean City, Inc.'s redevelopment project in downtown Anaheim** – "The NAIOP Real Estate Challenge is, by far, the most comprehensive, cutting-edge, relevant real estate event I have ever experienced. Having the opportunity to serve as a major sponsor lifted the profile of my company in both the local and national marketplace. I would highly recommend the Real Estate Challenge to any and all professionals in the real estate industry!" William C. "Bill" Taormina, CEO & Founder, Clean City, Inc.
- **2009: Community Redevelopment Agency of the City of Los Angeles Avenue 26 site** – "The analyses done by the student teams was incisive and well thought out; it provided a clear understanding of the benefits and shortfalls of the proposed new jobs-related zoning initiatives, and set a stage for important refinements to those zones." Donald R. Spivack, Deputy Chief of Operations and Policy, Community Redevelopment Agency of the City of Los Angeles (CRA/LA)



VS.



BECOME A
SPONSOR TODAY!

Lexi Thompson
lthompson@naiopsocal.org
(714) 550-0309

Website:
Real Estate Challenge
www.naiopsocal.org

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PRESENTING SPONSOR

\$10,000 | (1) SPONSORSHIP AVAILABLE

- 30-second promotional video
- Corporate logo located on each screen
- Verbal recognition twice during program
- Corporate logo recognition on all promotional materials, email broadcasts and NAIOP SoCal website
- 15 complimentary registrations

STUDENT SPONSOR

\$5,000 | (2) SPONSORSHIPS AVAILABLE

- 15-second promotional video
- Corporate logo located on welcome and closing screen
- Verbal recognition once during program
- Corporate logo recognition on all promotional materials, email broadcasts and NAIOP SoCal website
- 10 complimentary registrations

WIFI SPONSOR

\$2,500 | (6) SPONSORSHIPS AVAILABLE

- 5-second promotional video
- Corporate logo located on welcome screen
- 5 complimentary registrations

CONTRIBUTOR SPONSOR

\$1,500 | UNLIMITED SPONSORSHIPS AVAILABLE

- Corporate logo on welcome screen
- 3 complimentary registrations

NEW! SCHOOL FANATIC

COMPETITION TO PROVE WHICH SCHOOL HAS THE PREMIER SCHOOL SPIRIT

- When purchasing your desired sponsorship level or individual ticket, you have the option to donate an additional amount toward your school of choice
- The school that raises the most money will receive the first-ever Spirit Trophy
- All funds raised will be dedicated to sponsor student memberships to NAIOP SoCal for 2021

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UCLA ANDERSON SCHOOL OF MANAGEMENT

Tim Kawahara, Executive Director Richard S. Ziman Center for Real Estate at UCLA
110 Westwood Plaza | Gold Hall, Suite B100 | Los Angeles, CA 90095-1481
Tel: (310) 206-9424

The UCLA Ziman Center for Real Estate is a joint center between the UCLA Anderson School of Management and UCLA School of Law. The Center seeks to advance thought leadership in the field of real estate by generating influential research, educating the next generation of business leaders and social entrepreneurs, and providing meaningful forums for industry professionals and policymakers. Through its various activities and programs, the Center employs a multidisciplinary and global approach to addressing the most critical real estate challenges facing our society today and in the future.

UCLA Anderson real estate certificate program seeks to provide students with conceptual and market frameworks, business methodologies and skill-sets, and institutional, legal, and regulatory knowledge pertinent to placement in this field. Participating students must fulfill the standard MBA general management requirements, but will also receive additional advanced training in the field of real estate.

USC LUSK CENTER FOR REAL ESTATE

Sonia Sovoularian, Associate Director, Programs in Real Estate, USC Price School
650 Childs Way, Suite 331 | Los Angeles, CA 90089-0626
Tel: 213-740-5000 | Fax: 213-740-6170

The USC Lusk Center for Real Estate seeks to advance real estate knowledge, inform business practice, and address timely issues that affect the real estate industry, the urban economy, and public policy. The Lusk Center works hand in hand with the Marshall School and the School of Policy, Planning, and Development to provide the highest quality academic degree programs that prepare students for tomorrow's real estate environment. The Lusk Center serves the professional development of our students and the real estate industry by conducting educational and networking programs for our students to connect them with the real estate community.

The Marshall School Program in Real Estate provides an environment in which the highest quality education in all aspects of the real estate industry can be pursued. The Marshall MBA Program provides a foundation for success by offering a business education that balances theory with real-world application. The hallmarks of the MBA program are its emphasis on entrepreneurial spirit, its global perspective, its incorporation of technological advances to expedite business practices, and its recognition of new areas of specialization in the business world. MBA students may choose to emphasize real estate by taking courses offered through the Department of Finance and Business Economics. The real estate electives are offered in the areas of real estate finance, investment, valuation, development, and the economics of real estate markets.


2021 NAIOP SoCal REAL ESTATE CHALLENGE

SPONSORSHIP OPPORTUNITY


EMAIL EXAMPLE

- Updated as Sponsors are confirmed
- 4-5 eblasts are sent to 3,000+ database

NAIOP SoCal PRESENTS



REAL ESTATE CHALLENGE
NOVEMBER 15, 2018
CARNESALE COMMONS, UCLA CAMPUS



news

The 2018 Challenge Site is Revealed!



On November 15, our graduate student teams from the Ziman Center for Real Estate at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will compete head-to-head in our real estate competition to determine the highest and best use for a unique land site in the city of Tustin.

This year's challenge involves two undeveloped parcels on 11 acres of land located at the southwest corner of Del Amo Avenue and Newport Avenue in Tustin. The city acquired the property in 2007 and it has been vacant since that time. The site is a highly-visible gateway infill location adjacent to the 55 freeway and near the massive Tustin Legacy, the 1600-acre former Tustin Marine Corps Air Station, which is currently being redeveloped. The site sits in a planning area of the Pacific Center East Specific Plan which is a major employment center in Tustin that will continue to grow.



Be there when the students present their ideas for the highest and best uses that are feasible for this unique Orange County site that sits near a major airport, freeways and beach-proximate neighborhoods. And while the students are planning, our committee is finalizing the list of high-profile industry leaders who will review the student's presentations and determine the winner of the coveted Silver Shovel!

It all takes place at Carnesale Commons on the UCLA campus. [Fantastic sponsorships](#) are available and also include tickets for the event. Show your support for these outstanding future leaders and gain extra exposure for your company. Online registration is also open – [click here](#) to register!

And follow us to stay up to date: #REChallenge2018




The Challenge is held in cooperation with:



THANKS TO OUR SPONSORS!

Presenting Sponsor:


Student Sponsor:


WiFi Sponsor:
C.J. SEGERSTROM • CITY OF TUSTIN • DEDEAU X PROPERTIES
SAA INTERIORS + ARCHITECTURE • WELLS FARGO COMMERCIAL REAL ESTATE

Contributor Sponsor:
Prologis • Watt Companies

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(714) 979-9131 | Fax: (714) 979-0400 | www.naiopsocal.org

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SPONSORSHIP OPPORTUNITY

PROGRAM EXAMPLE

- Emailed to all registered attendees prior to scheduled event
- Posted to event page on NAIOP SoCal website after event

THANKS TO OUR EVENT SPONSORS!

Presenting Sponsor:



Student Sponsor:



WiFi Sponsor:

C.J. SEGERSTROM ♦ DEDEAUX PROPERTIES
KTGY ARCHITECTURE + PLANNING ♦ OLIVER McMILLAN
SAA INTERIORS + ARCHITECTURE ♦ CITY OF TUSTIN
UCLA ZIMAN CENTER FOR REAL ESTATE
WELLS FARGO COMMERCIAL REAL ESTATE

Contributor Sponsor:

Holland & Knight ♦ Prologis ♦ Watt Companies

Media promotion courtesy of:



Special thanks to:

Daniel Cenicerros, Connect Media – Follow-Up Promotion
Tony Kawashima, Photography by Tony Kawashima, Inc. – Photography

2018 Real Estate Challenge Committee

Mark Mattis, Chair
PMRG
Jim McFadden, Vice Chair
Cushman & Wakefield
Angela Azizian, Advisor
Wells Fargo Commercial Real Estate
John Drachman
Stillwater Investment Group
Susan Orloff, Advisor
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Dermod Properties

Jessica Spaulding
The Spaulding Agency
Pamela Westhoff
Sheppard Mullin Richter & Hampton
Christian Redfearn & Sonia Savoulain
USC Lusk Center for Real Estate
Tim Kawahara, Paul Habibi & Peter Saephanh
UCLA Ziman Center for Real Estate
Cynthia Fusco and her team
NAIOP SoCal

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SPONSORSHIP OPPORTUNITY

EVENT SLIDES EXAMPLE

- Promotional videos to be played throughout the event
- Presenting Sponsor logo located at the bottom of each slide that is shown throughout the event



Presenting Sponsor logo to be on each slide

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SPONSORSHIP OPPORTUNITY

SPONSOR LEVEL

PRESENTING SPONSOR

\$10,000 | (1) SPONSORSHIP AVAILABLE

STUDENT SPONSOR

\$5,000 | (2) SPONSORSHIPS AVAILABLE

WIFI SPONSOR

\$2,500 | (6) SPONSORSHIPS AVAILABLE

CONTRIBUTOR SPONSOR

\$1,500 | UNLIMITED SPONSORSHIPS AVAILABLE

NEW! SCHOOL FANATIC

We have spirit, yes we do! We have spirit, how about you? Show your school spirit by donating an additional amount in honor of your school of choice. This friendly competition will prove which school has the premier school spirit. The winning school will receive the first-ever Spirit Trophy and all funds raised are dedicated to sponsor student memberships to NAIOP SoCal in 2021.

UCLA: \$ _____ USC: \$ _____

COMPANY PROFILE

NAME OF COMPANY

SPONSOR CONTACT

TITLE

ADDRESS (Street address, Ste. #, City, State/Province, Zip/Postal Code)

PHONE

EMAIL

WEBSITE

PAYMENT INFORMATION

VISA

MasterCard

AMEX

Discover

Check Enclosed (payable to NAIOP)

Please include application with check. Do not fax application and/or copy of check as it will not be processed without actual payment.

Credit Card Number

Exp. Date

Name of Cardholder

CVV

Signature

Billing Address (if different from contact information)

Authorized Amount

Date