

2021 NAIOP SoCAL REAL ESTATE CHALLENGE

SPONSORSHIP OPPORTUNITY

EVENT AND PROGRAM DETAILS

THURSDAY, NOVEMBER 18TH | 5:00PM | VIRTUAL

PROGRAM FORMAT

- 5:00pm – Networking Open
- 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 to present their vision of the highest and best use for a proposed site. Potential issues to be addressed may include financial issues, sustainable development, and community impact.

SPONSORSHIP OPPORTUNITIES

- With a database of 3,000+ 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 & Found, Clean City, Inc.

BECOME A SPONSOR TODAY!

Xavier Castaneda
xcastaneda@naiopsocal.org
714.550.0309

Website:
Real Estate Challenge
www.naiopsocal.org

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SPONSORSHIP OPPORTUNITY

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

SILVER SPONSOR

\$5,000 | (1) SPONSORSHIP 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

BRONZE SPONSOR

\$2,500 | (1) **SOLD (5) SPONSORSHIPS AVAILABLE**

- 10 – second promotional video
- Corporate logo located on welcome screen
- Verbal recognition once during program
- 5 complimentary registrations

CONTRIBUTOR SPONSOR

\$1,500 | (6) SPONSORSHIP AVAILABLE

- Corporate logo located on welcome screen
- 3 complimentary registrations



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TODAY!**

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SCHOOL SPONSOR

**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 Spirit Trophy
- Funds raised will be dedicated to sponsor student memberships to NAIOP SoCal for 2022

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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

UCLA's 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 Savouljian, 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 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.

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EMAIL EXAMPLE

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

	<p>VALORIE KONDOS FIELD "MISS VAL"</p> <p>Hall of Fame former UCLA Women's Gymnastics Coach. "Miss Val" led the Bruins to 7 National Titles and was named NCAA Coach of the Century in 2018</p>	
	<p>UCLA VS. USC REAL ESTATE CHALLENGE</p>	
	<p>CLAY HELTON</p> <p>Current Head USC Football Coach and the first USC head coach to have 10-win seasons in his first 2 full seasons. He led the Trojans to a 19 home game winning streak</p>	

THANK YOU TO OUR SPONSORS:

		
		

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PROGRAM EXAMPLE

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

THANK YOU TO OUR
EVENT SPONSORS

PRESENTING SPONSOR



STUDENT SPONSOR

NEWMARK

WIFI SPONSOR



CONTRIBUTOR SPONSOR



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EVENT SLIDE EXAMPLES

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



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SPONSOR LEVEL

SOLD PRESENTING SPONSOR
\$10,000 | SPONSORSHIP UNAVAILABLE

SOLD SILVER SPONSOR
\$5,000 | SPONSORSHIP UNAVAILABLE

☐ BRONZE SPONSOR
\$2,500 | **(1) SOLD**
(5) SPONSORSHIPS AVAILABLE

☐ CONTRIBUTOR SPONSOR
\$1,500 | UNLIMITED SPONSORSHIPS AVAILABLE

☐ SCHOOL SPONSOR
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 Spirit Trophy and all funds raised are dedicated to sponsor student memberships to NAIOP SoCal in 2022.

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

CREDIT CARD EXP. DATE

NAME OF CARDHOLDER CVV

Billing Address (if different from contact information)

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.

Signature

Authorized Amount

Date