



**VS**

**UCI**

# **OC REAL ESTATE CHALLENGE**

**SPONSORSHIP OPPORTUNITIES**

# 2022



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UNIVERSITY

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# NAIOP SoCal OC Real Estate Challenge

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## Event and Program Details

Thursday, April 28th | 5:00 PM - 8:30 PM  
Chapman University

### PROGRAM FORMAT

- 5:00pm - Networking Open
- 5:30pm - Welcome and Opening Remarks
- 5:45pm - Program and Competition
- 7:00pm - Awarding of the Orange Cup!

### CHALLENGE

Student teams from the Paul Merage School of Business at UCI and the Argyros School of Business and Economics at Chapman University will compete head-to-head in a real estate challenge to present their vision of the highest and best use for a proposed site. The 2022 NAIOP SoCal OC Real Estate Challenge Project is an exciting opportunity involving multiple parcels totaling 6.9-acres and located in the Northern Downtown Anaheim area. 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!

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Website:  
Real Estate Challenge  
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## VALEDICTORIAN SPONSOR

**\$15,000 | (1) SPONSORSHIP AVAILABLE**

- Preferred Seating - Twenty (20) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Verbal recognition from the podium

## SALUTATORIAN SPONSOR

**\$10,000 | LINK**

- Preferred Seating - Ten (10) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

## MASTERS SPONSOR

**\$7,500 | PROLOGIS®**

- Five (5) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

## BACHELORS SPONSOR

**\$5,000 | REDA**  
REAL ESTATE DEVELOPMENT ASSOCIATION

- Two (2) tickets to event
- Logo recognition in on-site program and signage



## ACADEMIC SPONSOR

**\$5,000 | (1) SPONSORSHIP AVAILABLE**

- 50 Student Memberships to NAIOP SoCal
- Company recognition in on-site program and signage

**BECOME A SPONSOR  
TODAY!**

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## E-MAIL EXAMPLE

- Updated as sponsors are confirmed
- between 4-5 e-blast promotions are sent each year to database of over 3,000 commercial real estate professionals

**VALORIE KONDOS FIELD "MISS VAL"**  
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

**UCLA VS. USC REAL ESTATE CHALLENGE**

**CLAY HELTON**  
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

THANK YOU TO OUR SPONSORS:

**PROLOGIS**

**NEWMARK**

**DEDEAUX PROPERTIES**

**WATT COMPANIES**



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## PROGRAM EXAMPLE

- Handed out at event to all registered attendees
- Posted to event page on NAIOP SoCal website after event

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PRESENTING SPONSOR



STUDENT SPONSOR

NEWMARK

WIFI SPONSOR



CONTRIBUTOR SPONSOR



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# NAIOP SoCal OC Real Estate Challenge

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## SPONSOR LEVEL

☐

### VALEDICTORIAN SPONSOR

\$15,000 | 1 SPONSORSHIP AVAILABLE



### SALUTEATORIAN SPONSOR

\$10,000 | 1 SPONSORSHIP AVAILABLE



### MASTERS SPONSOR

\$7,500 | SPONSORSHIP UNAVAILABLE



### BACHELORS SPONSOR

\$5,000 | 1 SPONSORSHIP AVAILABLE

☐

### ACADEMIC SPONSOR

\$5,000 | 1 SPONSORSHIP AVAILABLE



## 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