

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER

25th



-VS-



LA

REAL ESTATE

CHALLENGE

SPONSORSHIP OPPORTUNITIES

2022 NAIOP SoCal LA Real Estate Challenge



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Event and Program Details

Thursday, November 17th | 5:00 PM - 8:30 PM
Carnesale Commons, UCLA Campus

PROGRAM FORMAT

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

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
- **2021 City of Anaheim's redevelopment project in Northern Downtown Anaheim** - "To have had the opportunity to participate in the NAIOP SoCal Real Estate Challenge was a high point in my fifty years of real estate investing. The students and their advisors provided us with insights and creative ideas as to how best to utilize our property for the benefit of our community and our family for decades into the future. I look forward to continued involvement with this incredible group of professionals!"
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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VALEDICTORIAN SPONSOR

\$15,000 | UNAVAILABLE

- 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 | Unlimited Availability

- 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 | Unlimited Availability

- 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 | Unlimited Availability

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

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ACADEMIC SPONSOR

\$2,500 | UNAVAILABLE

- 25 Student Member tickets to NAIOP SoCal
- Company recognition in on-site program and signage

Thank You to our Confirmed Sponsors:

PROJECT SITE SPONSOR



VALEDICTORIAN SPONSOR



MASTERS SPONSOR



BACHELORS SPONSOR

NEWMARK

ACADEMIC SPONSORS



2022 NAIOP SoCal LA Real Estate Challenge



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

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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:



2022 NAIOP SoCal LA Real Estate Challenge



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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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SPONSOR LEVEL

SOLD VALEDICTORIAN SPONSOR
\$15,000 | SPONSORSHIP UNAVAILABLE

SALUTEATORIAN SPONSOR
\$10,000 | UNLIMITED AVAILABILITY

MASTERS SPONSOR
\$7,500 | UNLIMITED AVAILABILITY

BACHELORS SPONSOR
\$5,000 | UNLIMITED AVAILABILITY

SOLD ACADEMIC SPONSOR
\$2,500 | SPONSORSHIP UNAVAILABLE

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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

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

BILLING ADDRESS (if different from contact information)

Authorized Amount

Date