

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
SoCAL CHAPTER

The esteemed challenge returns for a second year...



**Argyros School of
Business and Economics**

-VS-

**UCI Paul Merage
School of Business**
Center for Real Estate



C

**REAL ESTATE
CHALLENGE**

SPONSORSHIP OPPORTUNITIES

2023

NAIOP SoCal

Real Estate Challenge

CHAPMAN
UNIVERSITY

Argyros School of
Business and Economics

-VS-

UCI Paul Merage
School of Business
Center for Real Estate

Event and Program Details

Thursday, April 20th | 5:00 PM - 8:30 PM
University of California, Irvine

PROGRAM FORMAT

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

CHALLENGE

Student teams from the Argyros School of Business and Economics at Chapman University and Paul Merage School of Business at University of California, Irvine 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, 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

- **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.*
- **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*

BECOME A SPONSOR
TODAY!

Becky Ezell
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714.550.0309

Website:
Real Estate Challenge
www.naiopsocal.org

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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 | 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 | SOLD

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

Thank You to our Confirmed Sponsors:

SALUTATORIAN SPONSORS



MASTERS SPONSOR



BACHELORS SPONSORS



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ACADEMIC SPONSORS



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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

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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 2016



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:



2023

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OC Real Estate Challenge

CHAPMAN
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PROGRAM EXAMPLE

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

THANK YOU TO OUR
2022 EVENT SPONSORS!

PROJECT SPONSOR



SALUTATORIAN SPONSOR



MASTERS SPONSOR



BACHELORS SPONSOR



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