



2021 SPONSORSHIP PROSPECTUS



BUILDING OWNERS AND MANAGERS ASSOCIATION OF CHICAGO

ABOUT BOMA/CHICAGO

2021 SPONSORSHIP PROSPECTUS

Who We Are

BOMA/Chicago is a trade association that has represented the interests of the Chicago office building industry since 1902. Membership includes nearly 240 commercial office, institutional and public buildings and nearly 170 companies that provide commercial building services to support operational excellence. BOMA/Chicago building members constitute approximately 80 percent of all rentable space and more than 98 percent of rentable office space in Class A buildings downtown.

Our Mission

BOMA/Chicago's mission is to enhance the value and impact of the commercial real estate industry and its professionals through thought leadership, advocacy, professional development, research and civic engagement.



PREMIER PARTNERS

2021 SPONSORSHIP OPPORTUNITIES

Maximize your sponsorship investment by becoming a BOMA/Chicago sponsor. Our networking events have traditionally been one of our strengths, helping to build new relationships and a strong sense of community between our Building and Affiliate Members.

As we work through a pandemic and restrictions on in-person events in 2021, our sponsorship packages will provide you with an amplified level of exposure to the BOMA/Chicago Building and Affiliate network. We have developed these sponsorship tiers so you can plan your company's involvement for the entire year including both larger virtual events and smaller, more intimate gatherings, along with at least two live events during the second half of the year.

Each sponsorship includes tickets to the events (whether virtual or live) that your company can use or that can be given to existing or prospective clients, along with a range of other benefits. Sponsors may purchase additional tickets for even greater exposure to building members. These sponsorship offerings will provide you an entire year of visibility. If and when we are able to meet again in person, sponsorships will carry over to live events accordingly.

Secure Your Sponsorship: You can customize your involvement by choosing from one or more of the sponsorships below and completing our [2021 Sponsorship and Advertising Form](#). For more information, contact Beth Halat, Director of Member Services, at bhalat@bomachicago.org or (312) 870-9606.

Premier Partner \$10,000

Premier Partner is the highest level of brand exposure and value for our Affiliate Members that truly want to maximize their participation. This tier includes all Emerging Leader and Education events. Benefits include:

- Company name/logo posted on the homepage of the BOMA/Chicago website.
- Inclusion of company logo in The Blueprint and Advocate newsletters.
- Verbal recognition by BOMA/Chicago leadership at Annual Meeting and other major events.
- Logo on print marketing materials promoting all BOMA/Chicago events, including Emerging Leader and Education Programs.
- Priority reservations for in-person events.
- Signage at in-person signature events.
- Two complimentary tickets to all BOMA/Chicago events and four complimentary tickets to virtual events. Tickets include Emerging Leader Events but exclude golf and trade show. Tickets can be used by sponsor company or given to any BOMA/Chicago member.
- One feature company profile on the BOMA/Chicago Blog.
- Two exclusive Premier Partner networking events with select BOMA/Chicago Officers and/or Board Members
- List of attendees in advance of select events.
- Social media recognition each quarter specific to your company.



EVENTS PARTNERS

2021 SPONSORSHIP OPPORTUNITIES

Events Partner \$5,000

Our annual events provide outstanding opportunities to target market your goods and services, connect with industry decision makers and grow your business. While event programming will vary, this sponsorship includes our signature events including the TOBY Gold Circle Gala, Golf Classic, and Annual Meeting. Additionally, your company logo will be included on our virtual events and panel discussions.

- Company name/logo posted on the event landing page and registration pages of the BOMA/Chicago website.
- Logo on print marketing materials promoting BOMA/Chicago events, excluding Emerging Leader and Education Programs.
- Two complimentary tickets to all BOMA/Chicago events and four complimentary tickets to virtual events. Tickets exclude golf and trade show. Tickets can be used by sponsor company or given to any BOMA/Chicago member,
- List of attendees in advance of select events.
- Two exclusive Event Sponsors networking events (virtual/live) with the Events Committee and industry leaders from Building Management.
- Verbal recognition at all BOMA/Chicago events.
- Signage at all BOMA/Chicago events.
- Social media recognition each quarter, along with other Event Partners.

Live Events: All Events Partners will be represented as a general event sponsor. BOMA/Chicago reserves the right to sell specialty sponsorships for live gatherings. Event partnership does not include recognition at Emerging Leader or Education events.

Golf Classic Naming Rights Sponsorship - August, 2021

Held at nationally-acclaimed public golf courses like Cog Hill Golf & Country Club, the annual Golf Classic sells out year after year with over 300 golfers, and sponsorships go quickly. The first-tier sponsorship — Naming Rights — provides an unprecedented level of exposure, is tailored to the sponsor's needs and is offered at \$10,000.

Additional sponsorships for golf cart, golf ball, beverage cart, lunch, par three and first time hole are also available.

For more information, contact Paul Jost at pjost@bomachicago.org or (312) 870-9609.

EDUCATION PARTNERS

2021 SPONSORSHIP OPPORTUNITIES

Education Partner \$3,000

BOMA/Chicago's educational offerings are robust and high impact. We are proud to have one of the best education programs among all BOMA locals in the country. Our members are lifelong learners – and you can support them on their educational journey. In 2021, we will offer monthly webinars and eight education courses. Please note that all education programs will be virtual at least through July 2021. This partnership is an opportunity to have your logo in the marketing materials for these education programs. You will also be recognized by decision makers on the Education Committee and you will interact with students who will one day be the top leaders in our industry. You can view the [2021 education calendar here](#).

- Education Partner profile webpage featuring your company logo, website, bio and headshot of your main contact, and an education-focused testimonial. A link to this webpage will be featured in the BOMA/Chicago Director of Education's email signature block.
- Company name/logo posted on the education landing and registration pages of the BOMA/Chicago website.
- Inclusion of company name/logo in e-mails and newsletters for education programs.
- Verbal recognition at all webinars.
- List of attendees for webinars.
- Priority scheduling to host one webinar in 2021 (pending approval of application, slides and fee).
- Verbal recognition at the start of all 2021 RPA/HP/Foundations/Estimating Series classes, access to class rosters and the opportunity to briefly speak at the start of a class. In total we will offer eight classes in 2021.
- Virtual meet and greet with Education Committee.
- Scheduled access to Education Committee Chairs for insights.
- Verbal recognition at all Education Committee meetings.

If you would like to learn more, please contact Jaclynne Madden, Director of Education, at jmadden@bomachicago.org or at (312) 870-9608.



EMERGING LEADER PARTNERS

2021 SPONSORSHIP OPPORTUNITIES



Emerging Leader Partner \$2,000

One of our more popular sponsorship categories. This opportunity networks directly with those up and coming in the industry. Includes four Emerging Leader Events.

- Company name/logo posted on the emerging leader landing and registration pages of the BOMA/Chicago website.
- Verbal recognition at all Emerging Leader events.
- Signage at all Emerging Leader Events.
- Company logo on all Emerging Leader emails, online marketing materials, and reservation confirmations.
- Two complimentary tickets to all Emerging Leader events and four complimentary tickets to all Emerging Leader virtual events. Tickets can be used by sponsor company or given to any BOMA/Chicago member.
- Social media recognition each quarter, along with other Emerging Leader sponsors.
- List of attendees for Emerging Leader events.
- Exclusive Emerging Leader Sponsor networking event (virtual/live) with Emerging Leader Committee.



ONLINE ADVERTISING

2021 ADVERTISING OPPORTUNITIES

ONLINE ADVERTISING

Increase your brand awareness through our online advertising opportunities. Drive viewers to your company and generate higher contact rates by advertising on the BOMA/Chicago website and/or service provider directory.

Sponsored Content \$1,000

Sponsored content includes a featured article in our Blueprint newsletter that links to an article provided by your company published on the BOMA/Chicago blog. The sponsored content will also be promoted through BOMA/Chicago social media.

Online Advertising on One of Our Signature Pages \$1,000

Website advertising allows you to take advantage of the heavy visitor traffic on BOMA/Chicago's new mobile-friendly website. With nearly 12,000 views per month, this sponsorship program provides outstanding brand visibility and exposure on our signature pages garnering some of the highest page views. Sponsorship includes an ad placement on the right side with a customized link for one quarter of the calendar year on one of our specific signature pages, including

- Events Listing
- Calendar
- Member Directory
- Blog

Reserve your online advertising on our [2021 Sponsorship and Advertising Form](#). For more information about online advertising, contact Amy Masters, Director of Marketing and Communications, at amasters@bomachicago.org or (312) 870-9612.





BUILDING OWNERS AND MANAGERS ASSOCIATION OF CHICAGO

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