

# THE BENEFITS OF SPONSORSHIP

CRE sponsors receive visibility before the most experienced, high-level executives in the real estate industry, within the organization and beyond. Sponsorships not only provide valued benefit to program participants - but ensure global visibility for your company's brand.





## 2023 CRE SPONSORSHIPS

### ABOUT THE COUNSELORS OF REAL ESTATE® ORGANIZATION

The Counselors of Real Estate (CRE) is an international organization of high-profile property professionals which include principals of prominent real estate, financial, legal, and accounting firms as well as recognized leaders of government and academia.

The organization is characterized by its selective, powerful, highly functioning network of leading property professionals worldwide. Members who hold the CRE credential are senior real estate decision makers who represent a diverse, seasoned group encompassing a variety of backgrounds – developers, investors, appraisers, attorneys, financial experts, portfolio and pension fund managers, architects, etc. They also include ranking representatives of real estate consulting, legal and accounting firms as well as leaders of Wall Street, government and academia.

In addition to a strong North American base, The Counselors has expanded its global reach with a vibrant, international presence reflecting 20 countries. With so many of the world's most pressing issues rooted in real property, The Counselors takes seriously its involvement in matters relating to transportation, affordable housing, education, the environment, and more recently, economies in turmoil.

### SPONSOR VISIBILITY

CRE sponsors receive visibility before the most experienced, high-level executives in the real estate industry, within the organization and beyond. Sponsorships not only provide valued benefit to program participants - but ensure global visibility for your company's brand.

Sponsors also directly benefit the real estate industry by helping CRE bring top-quality thought leadership and essential information to members and to thousands of real estate professionals through the CRE website, virtual events, and publications.

*Thank you for your consideration,*

Brent Palmer, CRE, Sponsorship Team Leader  
Larisa Phillips, Director, Staff Liaison

BAPalmer12@outlook.com  
Lphillips@cre.org

## SPONSOR OPTIONS AND BENEFITS

Global Sponsor	\$20,000
Platinum Sponsor	\$15,000
Gold Sponsor	\$10,000
Silver Sponsor	\$7,500
Bronze	\$5,000

*Global, Platinum, and Gold Sponsors receive a complimentary attendance to the in-person Boston Annual Convention this fall 2022. There will also be an opportunity to meet with CRE leadership in Boston.*

*Sponsors will be promoted with different levels of "visibility" that would showcase the different tiers of sponsorship.*

By choosing to be a CRE Global, Platinum, or Gold Sponsor, your company will have high level presence throughout the year, in both in-person and virtual meetings. In addition, your participation and information will be highlighted to attendees at CRE events and platforms.

- CRE's national webinars - *Real Estate and the Life Experience*. These webinars have each had up to 800 registrants, of which over half are non-members! We host many of these webinars in partnership with other organizations, which broadens the exposure of CRE's thought leadership and showcases the CRE brand, its members, and sponsors to an entirely new audience.
- CRE's 2022 Annual Convention in Boston – September 11-14. The Counselors is pleased to hold its first face-to-face meeting since 2019! A "must be there" national meeting, with the appearance of CRE's own band – Sounds Counsel. Your company will have the ability to provide promotional materials in the registration area.
- Special Interest Group "Palooza" – February/March 2022; TBD later in 2022.
- Special Interest Group virtual meetings - intimate CRE-only discussions that have been highly popular.
- CRE's Podcast Series (also open to non-members).
- CRE's website. Our redesigned website receives 6,000+ hits a month.
- The CRE journal, *Real Estate Issues*, the prestigious real estate publication which has both member and nonmember subscribers and authors.
- Social Media Tags. CRE is very active in social media - Twitter, LinkedIn, Facebook, et al. Your company, together with quotes from your team, will be mentioned in these tweets and postings.
- CRE's signature Top Ten Issues.

## Annual Convention Special Event Sponsorships

By choosing to be an Annual Convention Sponsor, your company will be recognized at the particular event you select – both at the convention and in promotions prior to the in person program.

Welcome Reception	\$1,750 per conference
-------------------	------------------------

The Welcome Reception generates high attendance among members, new members, spouses and guests - a delightful way to kick off the convention.

CRE Celebration Dinner	\$2,500
------------------------	---------

The highlight of the CRE Annual Convention is the CRE Celebration Dinner. This special event is highly anticipated by Counselors as well as their spouses and guests, and will feature the CRE Band, Sound Counsel!

Farewell Event	\$1,750
----------------	---------

The venue is to be determined and will be a signature location unique to Boston. This event is popular with attendees as well as their spouses and guests.

CRE Breakfasts (three breakfasts/conference)	\$3,000	<b>SOLD</b>
---	---------	-------------

CRE Lunches (two sponsorships available)	\$1,500 per lunch	<b>SOLD</b>
---	-------------------	-------------

Cyber Café	\$1,500
------------	---------

Perhaps the most important convenience CRE can offer its members is a place to check email - to connect back home or to the office or to print a boarding pass for their trip home.

Hospitality Sponsors	\$1,200
----------------------	---------

Coffee and other beverages are served outside the General Session room at the meetings. This area is a hub of discussion and networking as well as a place where attendees read the newspaper and catch up with friends and is visited by many Counselors before, between and after sessions.

Development Tours	\$1,200 per Tour
-------------------	------------------

Development Tours take place at each National Meeting and are very popular with Counselors and their spouses/guests. Each Tour is approximately 2-to -3 hours in length and is considered to be an educational session for attendees. Tours feature a prominent local location with a briefing by a local expert and provides attendees an inside look at the development integral to the character of Boston.

**YES! I WOULD LIKE TO BE A CRE SPONSOR IN 2023.**

**CRE ANNUAL SPONSORSHIPS FOR VIRTUAL AND IN-PERSON MEETINGS**

- ☐ GLOBAL LEVEL (\$20,000)
- ☐ PLATINUM LEVEL (\$15,000)
- ☐ GOLD LEVEL (\$10,000)
- ☐ SILVER LEVEL (\$7,500)
- ☐ BRONZE LEVEL (\$5,000)

**CRE ANNUAL CONVENTION SPECIAL EVENT SPONSORSHIPS**

- ☐ HOSPITALITY SPONSORS \$1,200 PER CONFERENCE
- ☐ CRE BREAKFASTS SPONSOR **SOLD** \$3,000 (THREE BREAKFASTS/CONFERENCE)
- ☐ CRE LUNCH SPONSOR **SOLD** \$1,500 PER LUNCH (TWO SPONSORSHIPS PER CONFERENCE)
- ☐ DEVELOPMENT TOURS \$1,200 PER TOUR
- ☐ CYBER CAFÉ SPONSOR \$1,500
- ☐ WELCOME RECEPTION \$1,750
- ☐ CRE CELEBRATION DINNER \$2,500
- ☐ FAREWELL EVENT \$1,750



THE COUNSELORS  
OF REAL ESTATE®

**SPONSORSHIP AGREEMENT 2023**

On behalf of the Sponsor: \_\_\_\_\_

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Date: \_\_\_\_\_

On behalf of The Counselors of Real Estate: Larisa K. Phillips, Director

Signature: Larisa K. Phillips Date: \_\_\_\_\_

**SPONSORSHIP PAYMENT VIA CHECK:**

Mail check payable to: CRE, 430 N. Michigan Ave., Chicago, IL 60611-4089, Attention: Larisa Phillips

OR

**SPONSORSHIP PAYMENT BY CREDIT CARD:**

Member Name: \_\_\_\_\_ Name on Credit Card: \_\_\_\_\_

Type of Credit Card: Master Card      Visa      American Express      Discover

Credit Card Number: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please return this form to: Larisa Phillips at [Lphillips@cre.org](mailto:Lphillips@cre.org). Questions: 312-813-0776  
A receipt will be sent to you.