

A photograph of the Seattle skyline at dusk, featuring various skyscrapers and a marina with boats in the foreground. A semi-transparent teal box is overlaid on the center of the image, containing white text and a white border.

2018 SPONSORSHIP

Get your message seen and heard

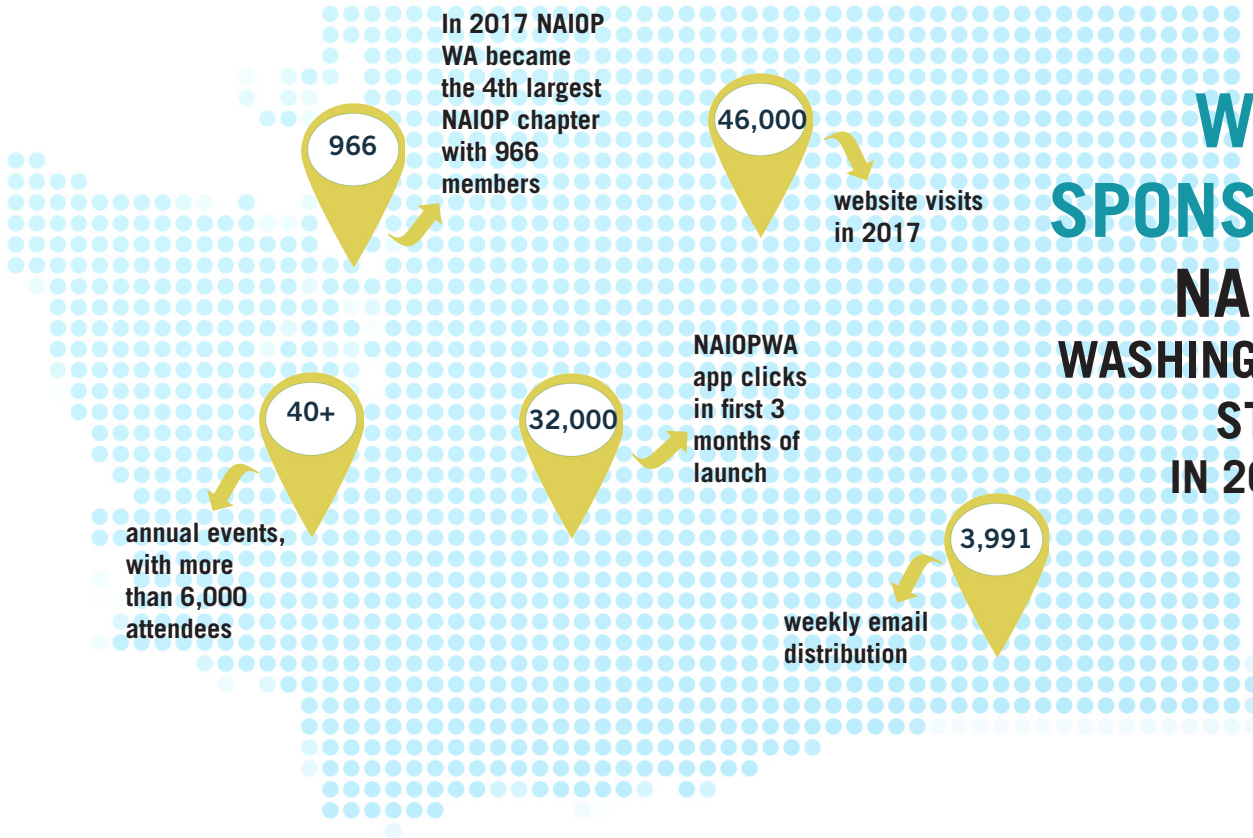
NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
WASHINGTON STATE CHAPTER

NAIOP WASHINGTON STATE SPONSORSHIP

Get your message seen and heard

WHY SPONSOR NAIOP WASHINGTON STATE IN 2018?

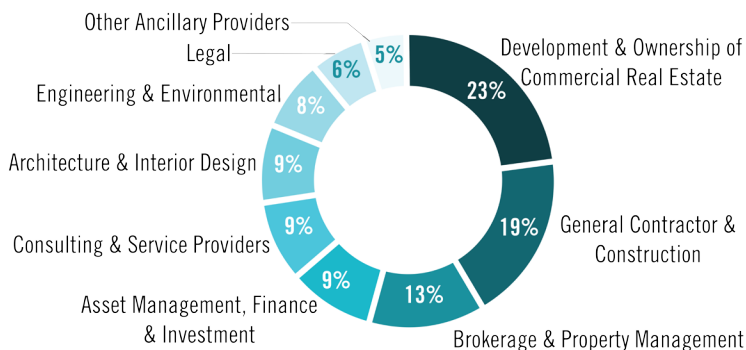


WE ARE BIG - AND GROWING

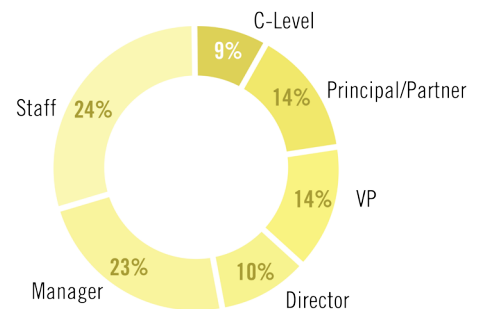
NAIOP Washington State is one of the fastest-growing chapters in the nation at more than 966 members strong. Our vision is straightforward—advancing responsible commercial real estate development, ownership and investment—and our approach is anything but ordinary.

Our diverse network includes developers, contractors, architects, engineers, designers, brokers and property managers, and is a Who's Who of the Puget Sound commercial real estate community.

INDUSTRIES



JOB ROLES



NAIOP WA APP FEATURES

Expand your connections

The first 365 and event app launched by a NAIOP chapter, the NAIOP WA app puts networking and communications in the hands of members and volunteer leadership—the leaders of commercial real estate. Be seen where members and event participants are most engaged with banner ads, in-app messaging and logo presence.



EVENT CALENDAR - 7,694 CLICKS

View event details, sponsors, attendees and experts, plus register.



NIGHT OF THE STARS - 6,446 CLICKS

Our first event app providing access to finalist information, event details, and sponsor recognition.



MEMBER DIRECTORY - 5,878 CLICKS

Members-only directory with messaging and advanced search features by location, industry and function.



LEADERS & STAFF - 2,527 CLICKS

Directory of volunteer leadership including emails and phone numbers for direct access.



COMMITTEES - 1,635 CLICKS

Launched in December, features rosters, committee materials and member-directed communications.



PARTNERS - 1,300 CLICKS

Sponsor profiles provide members with quick access to sponsor information.

APP OPPORTUNITIES FOR SPONSORS

SPECIAL EVENTS

Summer Social, Community Enhancement and Night of the Stars event app sponsorships include sponsor directory with featured app profile, banner ad and splash pages opportunities. Reach highly engaged users at these events!

EVENT SPONSORSHIP

With 40+ events/year, NAIOP WA's events calendar garners thousands of visits. Sponsor opportunities include app logo presence and enhanced event presence.

ENHANCED PRESENCE

Premier and organizational sponsors receive enhanced presence in our Partners module and online. Support NAIOP WA at the \$10,000 or higher level for premier positioning and content; organizational sponsors at \$3,000 and up receive their logo and link in the app.

ADVERTISING PACKAGES

Bundle popular NAIOP WA marketing options with new app opportunities:

- Featured app profiles – logo, company description, contact information & website
- Push notifications
- In-app news releases
- Rotating banner ads (exclusive to 4 concurrent sponsors)

SPONSORSHIP OPPORTUNITIES

Use your points to support these networking and educational events

1

NIGHT OF THE STARS

Sponsor Washington State's premier commercial real estate event. With more than 1,040 expected attendance in 2018, there is no better place to get in front of the outstanding individuals and companies who are changing the landscape of our CRE community.

6

SOUTH SOUND REACH

NAIOP hosts monthly educational and networking events addressing issues specific to the South Puget Sound area's commercial real estate market. Event attendance varies from 40 for intimate networking events to more than 200 for annual forecast and breakfast meetings.

2

BREAKFAST PROGRAMS

Sponsor NAIOP's well-known, unbiased monthly breakfast meetings. With more than 1,000 annual attendees, we offer timely industry information and networking opportunities featuring the region's most influential developers, service providers and community leaders.

7

DEVELOPING LEADERS FOCUS

NAIOP's Developing Leaders (DL) offers unparalleled networking opportunities for professionals age 35 and under. With more than 200 DL members, NAIOP hosts 10+ annual events to connect peers and industry leaders.

3

COMMUNITY ENHANCEMENT

In 2017, more than 475 individuals volunteered with Farmer Frog, a deserving non-profit organization in the Pacific Northwest for a day of community service. Participants came from more than 100 companies and donated labor and money in excess of \$210,000.

8

SUMMER SOCIAL GOLF TOURNAMENT

Nearly 400 golfers and sponsors enjoy the opportunity to get creative at this relaxed networking event that takes advantage of both courses at the scenic Golf Club at Newcastle. A post-tournament reception offers ample opportunity for visiting and networking.

4

PROPERTY TOUR

NAIOP's annual Property Tours explore flourishing neighborhoods and innovative development projects in the Puget Sound region. Tours range from 100-200 attendees and provide ample networking time with project experts and innovators.

9

REAL ESTATE CHALLENGE

Teams from regional universities' real estate programs bring fresh thinking to the CRE community in this annual competition that combines mentorship and real-world project experience. In 2018, students will design a project for the City of Tacoma.

5

MEMBERSHIP

NAIOP's Membership Committee has developed a slate of member-only events to engage and deepen membership engagement and increase member value. Exclusive to NAIOP's 960+ members, these quarterly networking events are very informal and typically free to new members.

10

SUSTAINABLE DEVELOPMENT

The Sustainable Development Committee hosts focused, high-value education and networking events. Sponsor Sustainable Development and connect with forward-thinking leaders in the commercial real estate industry, and show your brand is aligned with the sustainability considerations that are important to developers and owners.

PREMIER EVENT SPONSORSHIPS

Night of the Stars | November 2, 2018



GOLD SPONSOR - \$5,500

- Logo recognition on Night of the Stars marketing
- Night of the Stars event app marketing
- Rotating banner ad
- Podium recognition at the event
- Full-screen company recognition at dinner
- Special drink at event with company name
- Company logo on table
- Company name on NAIOP WA website
- Prioritized table placement at event, based on sponsor level and date of payment, if applicable

SILVER SPONSOR - \$3,500

- Half-screen company recognition at dinner
- Company name on table
- Company name on NAIOP WA website
- Prioritized table placement at event, based on sponsor level and date of payment, if applicable

BRONZE SPONSOR - \$2,000

- Company name on table
- Company name on NAIOP WA website
- Prioritized table placement at event, based on sponsor level and date of payment, if applicable

GALLERY SITE SPONSOR - \$3,000 (LIMIT OF 3) - SOLD

Night of the Stars announcements garner thousands of views and clicks, with significant time on the site. And our new People's Choice Award brings visitors back to the nomination gallery daily in September and October, giving your company additional exposure opportunities.

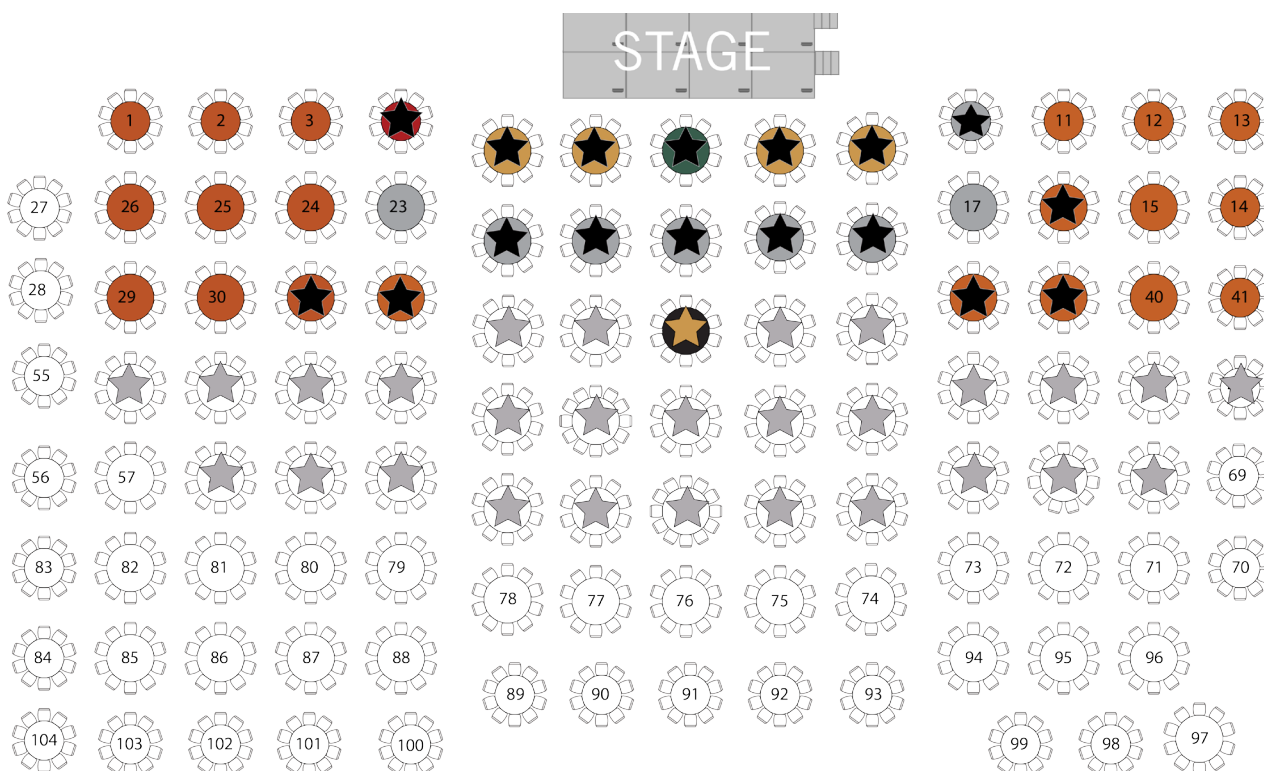
- Company recognition on nominations site
- Ad placement on online gallery site
- Bronze level sponsor recognition

WINE SPONSOR - \$3,000 (LIMIT OF 3) - SOLD

- Company logo recognition at tables
- Bronze level sponsor recognition

TABLE PURCHASE - EVENT & ORGANIZATIONAL SPONSORS ONLY - \$2,300

- **Gold, Silver and Bronze sponsors must purchase tables separately.**
- Table purchases are available to sponsors only at this time; general sales will be available in late August.
- Table assignments are based on: Night of the Stars sponsorship level, organizational sponsorship level, date of purchase



ORGANIZATIONAL SPONSORSHIP

Benefits in 2018

\$10,000

PREMIER SPONSOR

Featured recognition on NAIOP WA app

1 month ad placement on NAIOP Washington State website

Logo and sponsored content opportunity in weekly newsletter for 1 month

\$15,000

PREMIER PLATINUM SPONSOR

Featured recognition on NAIOP WA app

3 month ad placement on NAIOP Washington State website

Logo and sponsored content opportunity in weekly newsletter for 3 months

Media Advertising Package

\$12,500

PREMIER PLUS SPONSOR

Featured recognition on NAIOP WA app

2 month ad placement on NAIOP Washington State website

Logo and sponsored content opportunity in weekly newsletter for 2 months

Standard Advertising Package

\$7,500

PREMIER SPONSOR

Featured recognition on NAIOP WA app

Premier placement of company link and logo on NAIOP Washington State homepage

SPONSORSHIP BENEFITS COMPARISON

HOW IT WORKS: Simply select your preferred sponsorship level. Depending on your level of investment, your company receives points to spend on items such as tickets to upcoming chapter events, advertising benefits, or your choice of specific event sponsorships!

SPONSORSHIP BENEFITS	PREMIER PLATINUM	PREMIER PLUS	PREMIER		ORGANIZATIONAL	
	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,000
Points to spend on the menu of benefits to personalize your sponsorship	1,500	1,250	1,000	750	500	300
Registration discount to all NAIOP Washington State events for company employees	15%	10%				
Company listing on NAIOP WA app	Featured	Featured	Featured	Featured	Logo & contact info	Logo & contact info
Company link and logo on NAIOP Washington State homepage	Premier placement	Premier placement	Premier placement	Premier placement	Secondary placement	Secondary Placement
Social media recognition for your company press releases and news	X	X	X			
NAIOP Washington State Advertising Package	Media	Standard	Basic			
Show off your space: host a members-only networking event in 2018 (based on availability)	X	X	X	X		
Registration benefits to NAIOP Washington State Breakfast Meetings	3 season tickets	2 season tickets	2 season tickets	1 season ticket	5 comp. breakfasts	3 comp. breakfasts

ORGANIZATIONAL SPONSORSHIP

Menu of Benefits

- Check the box next to the items you wish to purchase with your allotted points. Email this form to Brooke Griffith at brooke@naiopwa.org.
- Selections in bold indicate **EXCLUSIVE** opportunities.
- All sponsorship opportunities are first come, first served from the date payment is received.
- All Summer Social sponsorships include a foursome.
- Only one Night of the Stars table and one Summer Social foursome will count towards organizational sponsor benefits.

Company Name: _____

SUMMER SOCIAL

- NEW! Mobile Scoring Sponsor - 370 points
- Hole Sponsor - 220 points
- Water Bottle Sponsor - 270 points
- Lunch Sponsor - 200 points
- Golf Cart Sponsor - 200 points
- Putting Course Sponsor - 300 points**
- Balcony Sponsor - 220 points**
- Goodie Bag Sponsor - 270 points**
- DJ Sponsor - 220 points**
- Turnberry's Sponsor - 270 points**
- Coffee Sponsor - 280 points**
- Bar Sponsor - 270 points**
- Driving Range Sponsor - 220 points**
- Six Penny Lane Sponsor - 200 points**
- Cart Path Sponsor - 280 points**
- Registration Sponsor - 280 points**
- Beverage Cart Sponsor - 290 points
- Bag Drop Sponsor - 200 points
- Reception Sponsor - 290 points
- 150-Yard Marker Sponsor - 280 points
- 18th Green Sponsor - 200 points
- Golf Ball Sponsor - 270 points

EDUCATION

BREAKFAST MEETINGS

- Platinum Annual Sponsor - 1000 points
- Annual Meeting Sponsor - 400 points
- Breakfast Exhibitor - 50 points
- Breakfast Meeting Season Pass - 50 points

SUSTAINABLE DEVELOPMENT

- Annual Sponsor - 100 points
- Round Table Sponsor - 80 points
- Networking/Breakfast Sponsor - 50 points

NETWORK

NIGHT OF THE STARS

- Platinum Sponsor - 1250 points**
 - Gold Sponsor - 550 points*
 - Silver Sponsor - 350 points*
 - Bronze Sponsor - 200 points*
 - Wine Sponsor - 300 points*
 - Nominations Site Sponsor - 300 points*
 - Table Purchase - 230 points
- *Table purchase not included in sponsorship*

MEMBERSHIP

- Premier Annual Sponsor - 300 points**
- Annual Member Networking Sponsor - 150 points

SUMMER PROPERTY TOUR

- Platinum Sponsor - 300 points
- Gold Sponsor - 200 points
- Silver Sponsor - 150 points
- Bronze Sponsor - 100 points

COMMUNITY

COMMUNITY ENHANCEMENT

- Platinum Sponsor - 500 points
 - Gold Sponsor - 300 points
 - Silver Sponsor - 200 points
 - Bronze Sponsor - 100 points
 - Copper Sponsor - 50 points
 - Incremental Donation of 10-25 points
- Total points to donate: _____

POLITICAL ACTION COMMITTEE

- Incremental Donation of 10-25 points
- Total points to donate: _____

NEXUS PROGRAM

- Gold Sponsor - 300 points
- Silver Sponsor - 150 points
- Bronze Sponsor - 80 points

DEVELOPING LEADERS

- Premier Annual Sponsor - 500 points**
- Annual Networking Sponsor - 250 points
- Event Sponsorships - 75 points each
 - DealMakers Happy Hour - NEW!!
 - May Networking Event
 - Oktoberfest Event
 - Mentor Program

SOUTH SOUND

- Annual South Sound Sponsorship - 250 points
 - REC-Bronze Sponsor - 50 points
- Economic Forecast Sponsor - 80 points
- Quarterly Breakfast Sponsor - 35 points
- Networking Sponsor - 35 points
- South Sound Premier Property Tour - 50 points
- South Sound Property Tour - 35 points

ADVERTISE

ADVERTISING PACKAGES

- Media Advertising Package - 500 points
- Premium Advertising Package - 350 points
- Standard Advertising Package - 200 points
- Basic Advertising Package - 100 points
- App Advertising Enhancement
 - (exclusive to Media and Premium packages)*
 - Landing Page Ad - 50 points
 - Timed splash page ad - 50 points

NAIOP WASHINGTON STATE SPONSORSHIP

2018 Commitment Form

To confirm your sponsorship, please return this form along with the Menu of Benefits Selections to the NAIOP Washington State office.

CONTACT INFORMATION

Contact: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Contact Email: _____

Website: _____

SPONSORSHIP LEVEL SELECTION

- | | |
|---|--|
| <input type="checkbox"/> Premier Plus Sponsor \$12,500 (1,250 points) | <input type="checkbox"/> Organizational Sponsor \$5,000 (500 points) |
| <input type="checkbox"/> Premier Sponsor \$10,000 (1,000 points) | <input type="checkbox"/> Organizational Sponsor \$3,000 (300 points) |
| <input type="checkbox"/> Premier Sponsor \$7,500 (750 points) | <input type="checkbox"/> Other Amount: _____ |

MENU SELECTIONS

Depending on your level of investment, your company receives points to spend on items such as tickets to upcoming chapter events or your choice of specific event sponsorships. Please use the check boxes to select your desired options from the Menu of Benefits page and return a copy to our office with this commitment form. Sponsorships can be fully customized and between levels. For example, if your sponsorship is \$5,750, you would be recognized at the \$5,000 level.

TERMS & CONDITIONS

1. All sponsorship opportunities are first come, first served from the date payment is received. To reserve your sponsorship, return this form immediately via email to NAIOP Washington State.
2. Payment is required in full before sponsorship benefits begin. Upon receipt of this application, NAIOP Washington State will provide an invoice.
3. You will pay the total amount and agree to the Invoice Policy as written below. All payments are non-refundable.
4. All payments are due within 30 days from the above listed invoice date or 10 days before the event date, whichever is earlier.

PAYMENT INFORMATION

- | | |
|---|---|
| <input type="checkbox"/> Visa, MasterCard, AMEX | <input type="checkbox"/> Check Enclosed |
| Credit Card Number: _____ | <input type="checkbox"/> Invoice Me |
| Expiration Date: ____/____ Security Code _____ | |

All payments are due within 30 days from the above listed invoice date or 10 days before the event date, whichever is earlier.

Sponsorships will not be recognized until payment is made in full.

Please email or mail this form with payment to NAIOP Washington State:
P.O. Box 24183, Seattle, WA 98124
brooke@naiopwa.org