



NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

WASHINGTON STATE CHAPTER

▲
2019
SPONSORSHIP
OPPORTUNITIES

WWW.NAIOPWA.ORG



WE ARE BIG - AND GROWING

NAIOP Washington State is one of the fastest-growing chapters in the nation at more than 1016 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.

1016
MEMBERS

4th
LARGEST CHAPTER

40+
ANNUAL EVENTS

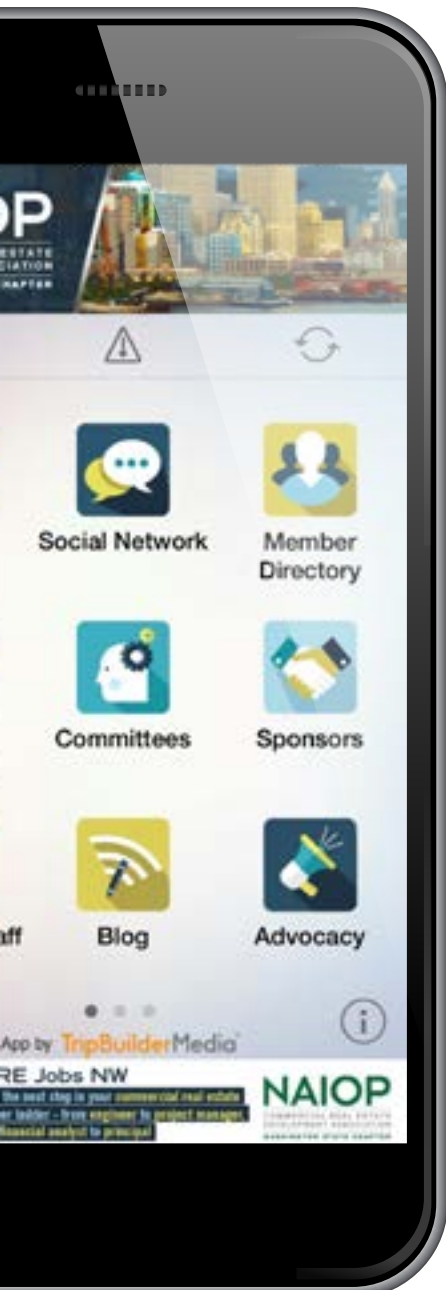
2018
PREMIER
PLATINUM
SPONSORS




Benaroya

WWW.NAIOPWA.ORG

NAIOP WA ADVERTISING OPTIONS



SPECIAL EVENTS

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

- **SUMMER SOCIAL** - August 5
- **NIGHT OF THE STARS** - November 8

EVENT SPONSORSHIP

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

- **SOUTH SOUND ECONOMIC FORECAST** - January 24
- **REAL ESTATE CHALLENGE** - March 19 & 20
- **ST PATRICK'S NETWORKING** - March 19

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 the \$3,000 and up receive their logo and link in the app.

ADVERTISING PACKAGES

Bundle popular NAIOP WA marketing options with 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)

WEEKLY UPDATE AD
711 x 178 pixels

WEBSITE AD
220 x 220 pixels

**NAIOP WA APP
LANDING PAGE AD**
multiple sizes based on
device

WEBSITE AD
220 x 220 pixels

NAIOP WA APP ROTATING BANNER AD
multiple sizes needed based on device

MEDIA PACKAGE 500 points
includes weekly update ad, website ad, app rotating banner ad
and landing page ad

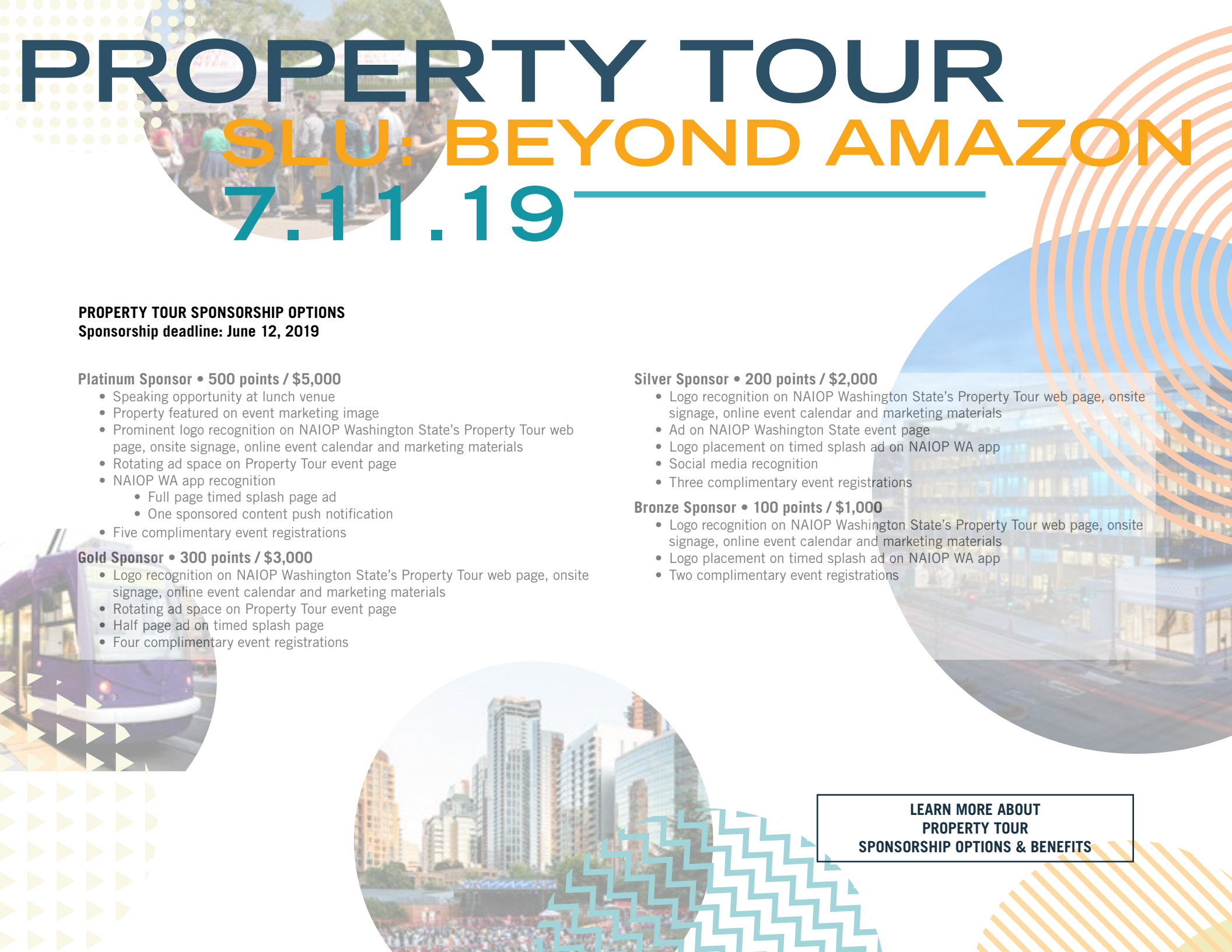
PREMIUM PACKAGE 350 points
includes weekly update ad, website ad, app rotating banner ad
and optional purchase of landing page ad for \$500

STANDARD PACKAGE 200 points
includes weekly update ad and website ad

BASIC PACKAGE 100 points
includes weekly update ad and website ad

For more details on advertising packages please see NAIOPWA.org/
sponsorship-advertising.

Advertising is limited to 4 sponsors per month; advertising will be
scheduled by NAIOPWA Staff.



PROPERTY TOUR

SLU: BEYOND AMAZON

7.11.19

PROPERTY TOUR SPONSORSHIP OPTIONS

Sponsorship deadline: June 12, 2019

Platinum Sponsor • 500 points / \$5,000

- Speaking opportunity at lunch venue
- Property featured on event marketing image
- Prominent logo recognition on NAIOP Washington State's Property Tour web page, onsite signage, online event calendar and marketing materials
- Rotating ad space on Property Tour event page
- NAIOP WA app recognition
 - Full page timed splash page ad
 - One sponsored content push notification
- Five complimentary event registrations

Gold Sponsor • 300 points / \$3,000

- Logo recognition on NAIOP Washington State's Property Tour web page, onsite signage, online event calendar and marketing materials
- Rotating ad space on Property Tour event page
- Half page ad on timed splash page
- Four complimentary event registrations

Silver Sponsor • 200 points / \$2,000

- Logo recognition on NAIOP Washington State's Property Tour web page, onsite signage, online event calendar and marketing materials
- Ad on NAIOP Washington State event page
- Logo placement on timed splash ad on NAIOP WA app
- Social media recognition
- Three complimentary event registrations

Bronze Sponsor • 100 points / \$1,000

- Logo recognition on NAIOP Washington State's Property Tour web page, onsite signage, online event calendar and marketing materials
- Logo placement on timed splash ad on NAIOP WA app
- Two complimentary event registrations

LEARN MORE ABOUT
PROPERTY TOUR
SPONSORSHIP OPTIONS & BENEFITS

SUMMER SOCIAL GOLF TOURNAMENT



MONDAY

8.5.19

HOLE SPONSOR - \$2,200

Interact & present company services to golfers
Includes table & two chairs at sponsor tee
Company name on sign at sponsored golf hole
Includes 1 boxed lunch

MOBILE SCORING SPONSOR - \$3,700 (LIMIT 2)

Logo recognition on scoring tablets located in golf carts
Logo recognition on leaderboard at reception
Logo recognition on signage throughout the course
Banner ad on NAIOP WA app to run day of tournament

BEVERAGE CART SPONSOR

Company logo on beverage carts
Exposure at all 36 holes throughout the day

18TH GREEN SPONSOR - \$2,000

Interact & present company services to golfers
Includes table & two chairs at sponsor tee
Company name on sign at sponsored golf hole
Includes 1 boxed lunch

WATER BOTTLE SPONSOR - \$2,700 (LIMIT 4)

Company logo on reusable water bottles that are placed on each golf cart
Exposure to 288+ golfers and participants

BAR SPONSOR - \$2,700 (EXCLUSIVE)

Company logo on signage at each of the bars
Sponsor option to provide course with branded cocktail cups used at the bars

RECEPTION SPONSOR PACKAGE - \$2,900 (LIMIT 2)

Company banner display during dinner
Option to provide centerpieces or giveaways

BAG DROP SPONSOR - \$2,000 (LIMIT 2)

Company banner at bag drop area
Immediate exposure to 288+ golfers

DJ SPONSOR - \$2,200 (LIMIT 2)

Company banner at DJ table

**ALL SPONSORSHIPS
INCLUDE FOURSOME**

MARY'S PLACE SATURDAY, OCTOBER 5 COMMUNITY ENHANCEMENT

The title 'MARY'S PLACE SATURDAY, OCTOBER 5 COMMUNITY ENHANCEMENT' is rendered in large, stylized letters. 'MARY'S PLACE' is in orange, 'SATURDAY, OCTOBER 5' is in white, and 'COMMUNITY ENHANCEMENT' is in blue and orange. Small illustrations of people in overalls are integrated with the letters: one on a ladder for the 'M', one on a block for the 'U', one kneeling for the 'E', and one holding a paintbrush for the 'T'.

Platinum Sponsor - 500 points / \$5,000

Premier logo recognition on the NAIOP WA online event calendar and marketing materials
Premier logo recognition on event signage
Company logo on event T-shirt
Event gloves naming rights
Sponsorship recognition through NAIOP WA's social media platforms

Gold Sponsor - 300 points / \$3,000

Premier logo recognition on the NAIOP WA online event calendar and marketing materials
Premier logo recognition on event signage
Company logo on event T-shirt

Silver Sponsor - 200 points / \$2,000

Premier logo recognition on the NAIOP WA online event calendar and marketing materials
Company listed on event signage
Company listed on event T-shirt

Bronze Sponsor - 100 points / \$1,000

Company listed on event signage
Company listed on event T-shirt
Company listed on NAIOP WA online event calendar and marketing materials

Copper Sponsor - 50 points / \$500

Company listed on event T-shirt
Company listed on NAIOP WA online event calendar and marketing materials

BREAKFAST SPONSORSHIP OPPORTUNITIES

BE SEEN WITH EDUCATION SPONSORSHIP

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. Attendance ranges from 200-300+ and offers ample networking time to develop one-on-one connections. Topics range from financing and leasing to technology, to government and regulatory policy.

ANNUAL BREAKFAST SPONSOR 400 points

- Logo Recognition - NAIOP WA website, marketing platforms and onsite for all 2019 breakfast
- Video Presence - 30-second recognition on video shown at the beginning of every program
- Promotional Opportunities - Opportunity to bring marketing materials to display at registration desk and/or on exhibit tables outside the room at two breakfast meetings
- Complimentary Registrations - Two complimentary, transferable 2019 breakfast meeting season passes

SINGLE BREAKFAST SPONSOR..... 150 points

- Table Presence - Vendor table in foyer during networking and coffee session
- Promotional Opportunities - Ability to place marketing materials inside event at
- Logo Recognition - Logo displayed at event and on online marketing
- Complimentary Registrations - Two complimentary, transferable 2019 breakfast meeting season passes

**2019
ANNUAL
EDUCATION
SPONSORS** ►

CALLISON RTKL
A DESIGN CONSULTANCY OF ARCADIS

 **CenterPoint**
centerpoint.com

 **CoStar**

Gateway
CONSTRUCTION SERVICES


GRAPHITE
ARCHITECTURE • INTERIOR DESIGN •


HART CROWSER

HITT


SOUTHPORT
ON LAKE WASHINGTON

\$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
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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

2019 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

- ☐ Mobile Scoring Sponsor - 370 points
- ☒ Hole Sponsor - 220 points
- ☐ Water Bottle Sponsor - 270 points
- ☒ Lunch Sponsor - 200 points
- ☒ Golf Cart Sponsor - 200 points
- ☒ Media Sponsor - 370 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
- ☐ Single Breakfast Meeting Sponsor - 150 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 - 250 points
- *Table purchase not included in sponsorship*

MEMBERSHIP

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

PROPERTY TOUR

- ☐ Platinum Sponsor - 500 points
- ☐ Gold Sponsor - 300 points
- ☐ Silver Sponsor - 200 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 10-45 points
- Total points to donate: _____

DIVERSITY & INCLUSION

- ☐ Platinum Sponsor - 500 points
- ☐ Gold Sponsor - 200 points
- ☐ Silver Sponsor - 100 points
- ☐ Bronze Sponsor - 50 points

REAL ESTATE CHALLENGE

- ☒ Gold Sponsor - 200 points
- ☒ Silver Sponsor - 100 points
- ☒ Bronze Sponsor - 50 points

DEVELOPING LEADERS

- ☐ Premier Annual Sponsor - 500 points
- ☐ Annual Networking Sponsor - 250 points
- ☐ Event Sponsorships - 75 points each
 - ☐ DealMakers Happy Hour - NEW!!
 - ☒ St. Patrick's Networking
 - ☐ May Networking Event
 - ☐ Oktoberfest Event
 - ☒ Mentor Program

SOUTH SOUND

- ☐ Annual South Sound Sponsorship - 250 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

ADVOCACY

POLITICAL ACTION COMMITTEE

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

NAIOP WASHINGTON STATE SPONSORSHIP

2019 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: _____
Additional Contact: _____

MENU OF BENEFITS - TOTALS

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.

TOTAL POINTS FROM MENU OF BENEFITS _____ (100 points = \$1,000)

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

☐ Visa, MasterCard, AMEX ☐ Check Enclosed
Credit Card Number: _____ ☐ Invoice Me
Expiration Date: ____/____ Security Code _____

SPONSORSHIP LEVEL SELECTION - FOR INTERNAL USE

<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: _____

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