



# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

WASHINGTON STATE CHAPTER

▲  
2019  
SPONSORSHIP  
OPPORTUNITIES

[WWW.NAIOPWA.ORG](http://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

**4<sup>th</sup>**  
LARGEST CHAPTER

**40+**  
ANNUAL EVENTS

**2018  
PREMIER  
PLATINUM  
SPONSORS**



# 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**

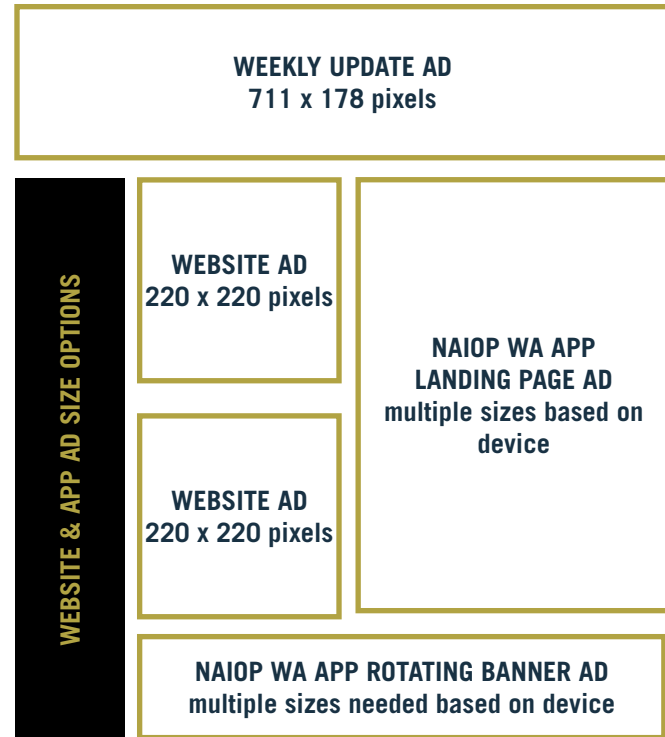
## ENHANCED PRESENCE

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)



**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](http://NAIOPWA.org)/sponsorship-advertising.

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

## NEW IN 2019 - DIVERSITY & INCLUSION

In 2018, NAIOPWA formed a new Diversity & Inclusion Committee to support both its strategic plan, and build and develop a diverse and inclusive culture within the commercial real estate industry in the Puget Sound. The Diversity & Inclusion Committee was established to ensure that the chapter's programming, events and other activities reflect the cultural, gender, age and other aspects of our diverse market. The focus is on acting as a resource and leveraging partnerships in order to attract and develop diverse talent industry-wide.

As an annual sponsor of NAIOP's D&I efforts, your support will fund a 2019 roundtable discussion to support diversity in the current CRE community; a program to introduce high-performing minority high school students to careers in commercial real estate; and the development of an annual internship program for diverse candidates.

**LEARN MORE ABOUT  
DIVERSITY & INCLUSION  
SPONSORSHIP OPTIONS & BENEFITS**



Students & Participants at the 2018 NEXUS Program introducing high school students to CRE.

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## REAL ESTATE CHALLENGE 2019

The 2019 Pacific Northwest NAIOP Real Estate Challenge concerns a site at 5th and Bell owned by this year's sponsor, Gary Merlino Construction. Three select student teams collected from The University of Washington, Portland State University and The University of Vancouver real estate programs will be presented with site information, market details and be work with local market subject matter experts in order to formulate a full development analysis and pursue the best achievable return. They will formulate a final development analysis and present both in front of a panel of judges active in the local market and the NAIOP membership at the Seattle March breakfast event.

**LEARN MORE ABOUT  
REAL ESTATE CHALLENGE  
SPONSORSHIP OPTIONS & BENEFITS**

**2019  
REC  
FEATURED SITE  
SPONSOR** ▶

**MERLINO**  
PROPERTIES

# 2019 PROPERTY TOUR • JULY 25

# SOUTH LAKE UNION

## BEYOND AMAZON



### PROPERTY TOUR SPONSORSHIP OPTIONS

Sponsorship deadline: July 1, 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**

# BE SEEN WITH ANNUAL 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.

## PREMIUM ANNUAL SEASON SPONSOR ..... 1000 points

- NAIOP WA App - Sole recognition on NAIOP WA app as Platinum Annual Breakfast Meetings Sponsor
- Video Presence - One-minute 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 of the room at two breakfast meetings
- Logo Recognition - Logo on all Breakfast Meeting name badges for the year
- Company logo printed on lanyard worn by all NAIOP WA members
- Speaking Opportunities - Podium time (2-3 minutes) to highlight your company and projects to NAIOP's 200-300+ monthly attendees at two breakfast meetings
- Complimentary Registrations - Four complimentary, transferable 2019 breakfast meeting season passes

## ANNUAL SEASON 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



For more details on advertising packages please see [NAIOPWA.org/breakfast-meeting-sponsorship](http://NAIOPWA.org/breakfast-meeting-sponsorship)

**2018  
EDUCATION  
SPONSORS**

**CALLISON RTKL**  
A DESIGN CONSULTANCY OF ARCADIS

**CenterPoint**  
centerpoint.com

**Gateway**  
CONSTRUCTION SERVICES

**GRAPHITE**

**JLL**

**McKinstry**  
For The Life Of Your Building

**PYATT | BROADMARK**  
MANAGEMENT, LLC

**RYAN**

**SOUTHPORT**  
ON LAKE WASHINGTON

**STIMSON BAY**

OFFICE CAMPUS

**\$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

# 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
- 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 Meeting Season Pass - 45 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!!
  - 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 OPTIONS

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

Premier Plus Sponsor \$12,500 (1,250 points)

Organizational Sponsor \$5,000 (500 points)

Premier Sponsor \$10,000 (1,000 points)

Organizational Sponsor \$3,000 (300 points)

Premier Sponsor \$7,500 (750 points)

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