

Team up with
NAIOP SFBA!



Over 700 Members, making
NAIOP SFBA the **8th largest**
NAIOP Chapter!



Representing over **270 Bay Area**
commercial real estate
companies.



Over **50 events** per year,
including the new Zoom-In
Virtual series!



3,300 event registrations with
over **2,300** attendees.



Monitoring **1,170 legislative and**
regulatory measures to keep
you informed and represent
your public policy interests!



NAIOP San Francisco Bay Area

Your source for networking,
advocacy, and education.



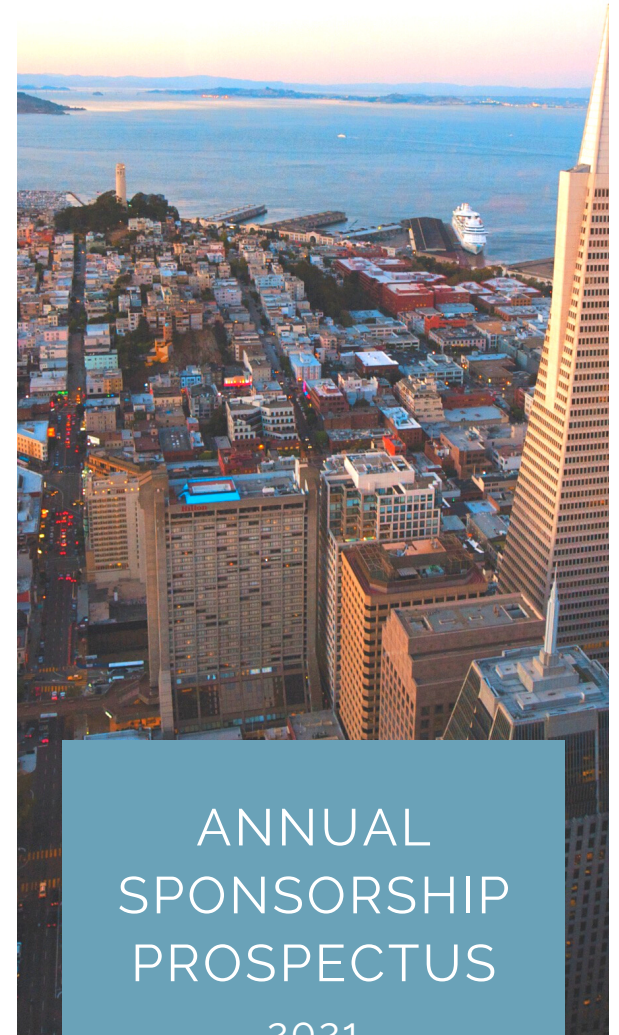
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NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SAN FRANCISCO BAY AREA CHAPTER



ANNUAL SPONSORSHIP PROSPECTUS

2021



WHY NAIOP SFBA

NAIOP San Francisco Bay Area Chapter (NAIOP SFBA) is the leading organization for commercial real estate developers, owners and related professionals in office, industrial and mixed-use real estate. The Chapter offers a full calendar of educational programs, as well as social and networking events for its 700+ members. NAIOP SFBA, in concert with NAIOP Corporate, the NAIOP State Council and our Sacramento representative, California Business Properties Association (CBPA), also represents the voice of the Bay Area real estate community through its local legislative efforts.

BRAND

Place your brand front and center of the Bay Area's leading CRE deal makers.

NETWORK

Cultivate new relationships and strengthen existing ones by participating in our over 50 events per year.

LEARN

Gain insights into developing trends in all facets of CRE through our specialized educational opportunities, including industrial and multi-family developments.

PUBLIC POLICY

Receive regular legislative updates covering federal, state, and local issues, as well as advocacy on behalf of the commercial real estate industry in our region and the state via NAIOP SFBA's local and state lobbyists.

*IMPORTANT: NAIOP SFBA reserves the right to convert live events to virtual events. If events are virtual, sponsors will be given the equivalent (or greater) number of tickets and recognition.

SPONSORSHIP OPPORTUNITIES

Sponsorships are valid from January 1, 2021 - December 31, 2021. All sponsors receive priority registration to NAIOP marquee events.

	PLATINUM \$12,500	GOLD \$9,500	SILVER \$6,250	FRIEND \$3,750
Corporate Membership	4	4	4	2
Best of the Bay CRE Awards Dinner* AND Capital Markets Luncheon*	Full table of 8 Podium recognition Logo recognition on presentation screens Logo projected on wall Sponsor ribbon	4 Tickets Podium recognition Logo recognition on presentation screens Logo projected on wall Sponsor ribbon	2 Tickets Logo recognition on presentation screens Sponsor ribbon	1 Ticket Name recognition on presentation screens Sponsor ribbon
Real Estate Challenge Luncheon*	Full table of 10 Podium recognition Logo recognition on presentation screens Logo projected on wall Sponsor ribbon Full-page ad in program	5 Tickets Podium recognition Logo recognition on presentation screens Sponsor ribbon 1/2-page ad in program	2 Tickets Logo recognition on presentation screens Sponsor ribbon 1/4-page ad in program	1 Ticket Name recognition on presentation screens Sponsor ribbon
Dealmakers Uncorked*	4 Tickets Sponsor identification ribbon	3 Tickets Sponsor identification ribbon	2 Tickets Sponsor identification ribbon	1 Ticket Sponsor identification ribbon
Regular, Educational, & Public Affairs Events* Includes: Spring/Fall Industrial Panel, Fleet Week Social, and Legislative Panel	8 Tickets Podium recognition Logo recognition on presentation screens Sponsor identification ribbon	4 Tickets Podium recognition Logo recognition on presentation screens Sponsor identification ribbon	2 Tickets Logo recognition on presentation screens Sponsor identification ribbon	1 Ticket Name recognition on presentation screens Sponsor identification ribbon
Golf Tournament	Foursome	Twosome	Twosome	1 Golfer
Zoom-In Webinar	Logo and verbal recognition as Chapter Sponsor	Logo and verbal recognition as Chapter Sponsor	Logo recognition as Chapter Sponsor	Logo recognition as Chapter Sponsor
Project Tour Feature one of your projects during a Behind the Scenes tour OR host a networking event at your project. Subject to NAIOP SFBA approval.	✓	✓	✓	✓

Turn the page for more benefits

NEW MEDIA BENEFITS

New for 2021 are opportunities for media exposure.

	PLATINUM \$12,500	GOLD \$9,500	SILVER \$6,250	FRIEND \$3,750
Web Recognition	Rotating logo presence on homepage Top placement on sponsor page Logo presence on rotating side bar on all pages of website Rotating Website Banner Ad on interior pages for 6 months	Rotating logo presence on homepage Prime placement on sponsor page Logo presence on rotating side bar on all pages of website Rotating Website Banner Ad on interior pages for 3 months	Rotating logo presence on homepage Logo placement on sponsor page Logo presence on rotating side bar on all pages of website Rotating Website Banner Ad on interior pages for 1 month	Logo placement on sponsor page
E-Newsletter In addition to access to the monthly e-newsletter with updates on local events and industry coverage, sponsors will have the opportunity to have a featured article. The article can highlight a: <ul style="list-style-type: none"> • project • deal • award • initiative • staff member or • thought-leadership piece 	9 E-News Features / Year (includes correlating article on SFBA website) Logo Placement in e-news and all event emails	6 E-News Features / Year (includes correlating article on SFBA website)	3 E-News Features / Year	1 E-News Feature / Year
Social Media Social media recognition for company press releases & news, upon request.	Up to 12 Times / Year	Up to 6 Times / Year	Up to 2 Times / Year	Up to 1 Time / Year
Featured Guest Opportunity on the NAIOP SFBA Podcast *All program details must be coordinated with and approved by NAIOP SFBA.	Topic and guest selection* On air mention of firm and brief company description or tagline Logo on all promotional materials, emails, and Podcast webpages Mention in social media posts related to featured Podcast Podcast advertisement in NAIOP newsletter	Topic and guest selection* On air mention of firm and brief company description or tagline Mention in social media posts related to featured Podcast		