

# TREC SPONSORSHIP OPPORTUNITIES



Access to  
Industry  
Leaders



Target marketing  
within TREC's  
variety of membership  
demographics



Brand  
Exposures



Access to over  
2,200 members and  
600 member  
companies



30-500 person  
attendance at over  
20 events and  
programs annually

## MARKETING PLATFORMS



**\$1.5k-\$10k**

Maximize your brand exposure and distinction as an industry leader through consistent and targeted opportunities for visibility in TREC's emails, invitations, website and more.

## EDUCATIONAL PROGRAMS



**\$2.5k-\$55k**

Network with thought leaders and build brand recognition at these 30 to 500-person events.

## LEADERSHIP INITIATIVES



**\$5k-\$10k**

Leave a lasting impression on the leaders of tomorrow and elevate your own leadership mission by sponsoring TREC's suite of leadership development initiatives.

## Exposure

THROUGH OUR MEDIA PARTNERS  
ACROSS NORTH TEXAS

dallasnews.com  
The Dallas Morning News

**216,000** Monday-Friday  
subscribers  
**295,000** Sunday  
subscribers  
**10.8m** unique monthly  
visitors to website  
**\$96,800** average HHI

**D**  
CEO

**20k** circulation  
**\$1.85m** average reader  
net worth  
**69%** of readers have  
C-Suite title  
**88%** of readers influence  
purchasing

DALLAS - FORT WORTH  
**REAL ESTATE**  
REVIEW

**103k** annual  
readers  
**25,000** executives read  
each issue  
**39%** of readers have  
C-Suite title  
**33%** of readers are  
senior executives  
**16%** of readers are  
business owners



Imagine.  
Empower.  
Impact.

THE REAL ESTATE COUNCIL

FOR MORE INFORMATION CONTACT

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At the intersection of career and community, only one group provides the opportunity to impact the lives of others while developing the leaders of tomorrow. The Real Estate Council's more than 2000 members and 600 member companies representing 95% of the CRE commercial real estate industry in North Texas spark community transformation, influence policy and propel careers in DFW and beyond).

# Reach

THE INDUSTRY THROUGH  
OUR DIGITAL  
COMMUNICATIONS



**2,200** members

reached through biweekly email blasts. This includes additional logo exposure via hyperlink.

# CEOs & Influencers

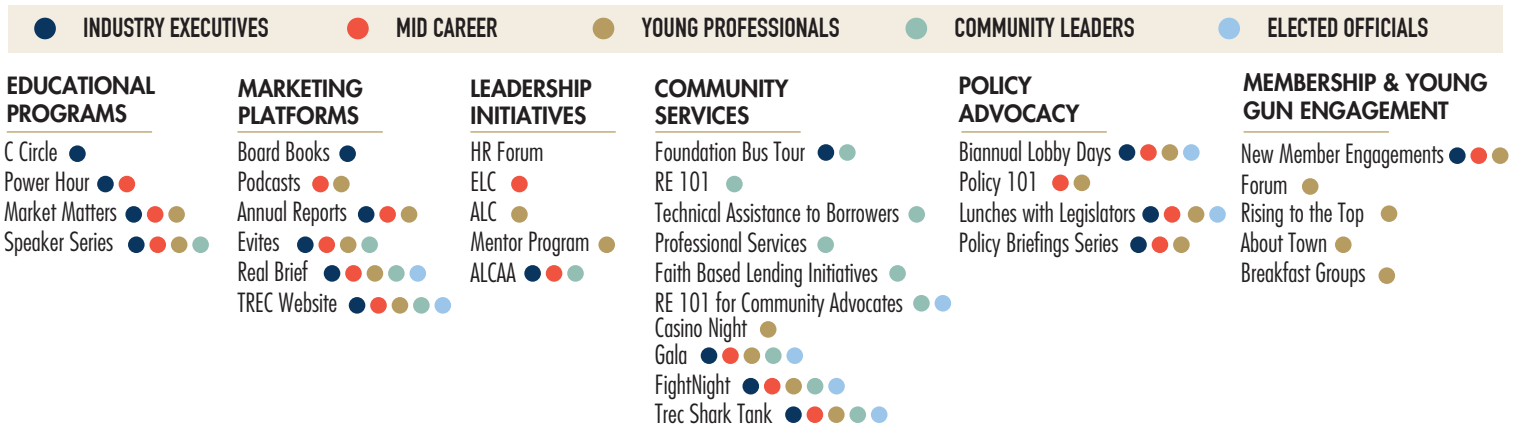
ENGAGED AND FEATURED AT  
TREC PROGRAMS



- **Speaker Series** 6 leaders per year
- **Market Matters** over 20 leaders per year
- **Power Hour** over 6 leaders per year
- **C Circle** over 20 leaders per year

# Attendance Breakdown

Use this color-coded index to search for TREC events that align with audiences you wish to target.



# TREC MEMBERSHIP REPRESENTATION *by Industry*

