

### THE REAL ESTATE COUNCIL



### **SPONSORSHIP PROSPECTUS**

2025



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For more information, please contact Jennifer Schmiel, Senior Director of The Real Estate Council jschmiel@recouncil.com, (214) 580-1678.





# Introduction

Dear Prospective Sponsor,

I am delighted to introduce you to The Real Estate Council, a leader in the commercial real estate industry dedicated to the cultivation of relationships that further leadership development, public policy, and community investment within the North Texas region. As the CEO of this dynamic organization, I am proud of our achievements in these areas and look forward to the events and programming that will further our mission and enrich our member experience in 2025.

We are thrilled to present multiple sponsorship opportunities in 2025. These events and programs are designed to advance our mission while providing our sponsors with a platform for significant exposure and engagement with our members and the greater North Texas community. Your support as a sponsor is vital to our success. We offer a range of sponsorship packages, each crafted to maximize value and visibility for your brand. Benefits include prominent brand recognition, speaking opportunities, and more. We are eager to discuss how we can tailor a sponsorship package to meet your needs.

Thank you for considering this opportunity. We look forward to collaborating with you in a successful and impactful partnership.

Jamee Golly Jamee Jolly

President & CEO The Real Estate Council

# Mission **Statements**



THE REAL ESTATE COUNCIL

COMMUNIT INVESTORS

### TREC's Mission

The Real Estate Council's mission is to cultivate relationships in the commercial real estate industry, catalyze community investment, influence policy, propel careers, and develop the leaders of tomorrow.

We believe relationships are the lifeblood of career success, community investment, and civic responsibility.

### TREC Community Investors' Mission

TREC Community Investors joins forces with underserved communities to invest in the disinvested, energize neighborhoods, and change lives. Through access to flexible capital and real estate expertise, we make an unwavering commitment to build a lasting impact in the communities we serve.



# **Educational Programs**

| industry<br>insights                         | <ul> <li>Industry Insights educates investor-level members about specific segments and projects within the commercial real estate industry. In each session, experts share timely information about what is happening in different areas of the industry and our city.</li> <li>Target Audience: Investor-level and above members Expected Attendance: 25 - 35 per session Frequency: Seven per year</li> </ul>  |
|--|--|
|  |  |
| MARKET<br>MATTERS                            | <ul> <li>Market Matters breakfasts provide guests access to unparalleled expert<br/>insights from leading decision makers in the capital markets and across the<br/>office, industrial, retail, and multifamily sectors of the industry.</li> <li>Target Audience: TREC members, C-suite executives, and the business<br/>community</li> <li>Expected Attendance: 200 - 300 per event<br/>Frequency: Two per year</li> </ul>   |
|  |  |
| SPEAKER<br>SERIES                            | <ul> <li>Speaker Series, TREC's largest educational program series, features commercial real estate leaders and industry experts addressing timely topics that impact the industry and shape the region.</li> <li>Target Audience: TREC members, C-suite executives, business community, media, and community partners         Expected Attendance: 400 - 500 per event         Frequency: Three per year     </li> </ul>  |
|  |  |
| THE DEAL:<br>AQUISITION<br>TO<br>DISPOSITION | <ul> <li>The Deal is a five-part program designed to teach the full scope of a commercial real estate transaction. The course explores concepts like site selection, structuring capital, disposition, and more. This program is eligible for up to 10 hours of Continuing Education Credit through the Texas Real Estate Commission as course #48003.</li> <li>Target Audience: TREC members, city officials, and the business community Expected Attendance: 30 - 40</li> <li>Frequency: Five program days per year</li> </ul> |

### Sponsorship Benefits Educational Programs



|   | IIIIe        | Session      |
|---|--------------|--------------|
| INDUSTRY INSIGHTS   |              |              |
|   | SOLD         | Available    |
| Company name & logo featured on event landing page, weekly newsletter, and social media marketing | $\checkmark$ | $\checkmark$ |
| Company logo on event day materials, e-invitation, and TREC website                               | $\checkmark$ | $\checkmark$ |
| Recognition during the program  | $\checkmark$ |              |
| Speaking opportunity before or after event  | $\checkmark$ |              |
| Complimentary tickets   | 2            |              |
| Sponsor Investment  | \$10,000     | \$2,000      |

|   | Title         | Series        | Gold            | Silver          | Bronze          | Media         | Session |
|---|---------------|---------------|-----------------|-----------------|-----------------|---------------|---------|
| MARKET MATTERS  |               |               |                 |                 |                 |               |         |
|   | Available     | Available     | Available       | Available       | Available       | SOLD          | -       |
| Sponsorship for:  | Two<br>Events | Two<br>Events | Single<br>Event | Single<br>Event | Single<br>Event | Two<br>Events |         |
| Company name & logo featured on event<br>landing page, weekly newsletter, and social<br>media marketing | $\checkmark$  | <b>~</b>      | $\checkmark$    | $\checkmark$    | Name Only       |               |         |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 | $\checkmark$  | $\checkmark$  | $\checkmark$    | $\checkmark$    | Name Only       |               |         |
| Company name in title - TREC Market<br>Matters presented by "XYZ Company"                               | $\checkmark$  |               |                 |                 |                 |               |         |
| Speaking opportunity before or after event  | $\checkmark$  |               |                 |                 |                 |               |         |
| Recognition during program  | $\checkmark$  | $\checkmark$  | $\checkmark$    | $\checkmark$    | $\checkmark$    |               |         |
| Reserved seating  | Table for 10  | Table for 10  | Table for 10    | Table for 10    | Table for 10    |               |         |
| Seat at head table  | $\checkmark$  | $\checkmark$  |                 |                 |                 |               |         |
| 15-second promo in TRECcast replay<br>episode   | 2             | 1             |                 |                 |                 |               |         |
| Sponsor Investment  | \$25,000      | \$15,000      | \$5,000         | \$2,500         | \$1,500         | SOLD          | -       |

### Sponsorship Benefits Educational Programs



|   | Title                    | Series                   | Gold                    | Silver                  | Bronze                  | Media  | Session          |
|---|--------------------------|--------------------------|-------------------------|-------------------------|-------------------------|--------|------------------|
| SPEAKER SERIES  |                          |                          |                         |                         |                         |        |                  |
|   | SOLD                     | SOLD                     | Available               | Available               | Available               | SOLD   | -                |
| Sponsorship for:  | Series                   | Series                   | Single Event            | Single Event            | Single Event            | Series |                  |
| Company name & logo featured on event<br>landing page, weekly newsletter, and social<br>media marketing | $\checkmark$             | $\checkmark$             | $\checkmark$            | $\checkmark$            | Name Only               |        |                  |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 | $\checkmark$             | $\checkmark$             |                         |                         | Name Only               |        |                  |
| Company name in title, "Speaker Series presented by XYZ Company."                                       | $\checkmark$             |                          |                         |                         |                         |        |                  |
| Recognition during the program  | $\checkmark$             | $\checkmark$             | $\checkmark$            | $\checkmark$            |                         |        |                  |
| Speaking opportunity before or after event  | $\checkmark$             |                          |                         |                         |                         |        |                  |
| Reserved seating  | Table for 10<br>3 events | Table for 10<br>3 events | Table for 10<br>1 Event | Table for 10<br>1 Event | Table for 10<br>1 Event |        |                  |
| 15-second promos in TRECcast event replay   | 2                        | 1                        |                         |                         |                         |        |                  |
| Seat at the head table  | $\checkmark$             | $\checkmark$             |                         |                         |                         |        |                  |
| Sponsor Investment  | \$55,000                 | \$20,000                 | \$5,000                 | \$2,500                 | \$1,500                 | SOLD   | -                |
| THE DEAL: AQUISITION TO DIS   | POSITION                 |                          |                         |                         |                         |        |                  |
|   | Available                | -                        | Available               | Available               | -                       | -      | Available        |
| Sponsorship for:  | Full Series              | -                        | Full Series             | Full Series             |                         |        | One Class        |
| Company name & logo featured on event<br>landing page, weekly newsletter, and social<br>media marketing | $\checkmark$             |                          | $\checkmark$            | $\checkmark$            |                         |        |                  |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 | $\checkmark$             |                          | $\checkmark$            | $\checkmark$            |                         |        | Class Day        |
| Speaking opportunity before or after event  | $\checkmark$             |                          |                         |                         |                         |        |                  |
| Recognition during program  | $\checkmark$             |                          | $\checkmark$            | $\checkmark$            |                         |        | Class Day        |
| Program participants  | 2                        |                          | 2                       | 1                       |                         |        | 1 per<br>session |
| Sponsor Investment  | \$7,500                  | -                        | \$5,000                 | \$2,500                 | -                       | -      | \$1,500          |



# Leadership Development

| ASSOCIATE<br>LEADERSHIP<br>COUNCIL | <ul><li>In December the graduates of our leadership program, the Associate<br/>Leadership Council (ALC), celebrate gained knowledge and professional<br/>networks with a ceremonial graduation.</li><li>Target Audience: TREC members, ALC applicants, ALC Class<br/>Expected Attendance: 30 class members, 20 speakers, 15 steering committee<br/>Frequency: 10-month program</li></ul> |
|------------------------------------|--|
| CLASH OF<br>THE CLASSES            | Leadership Alumni host this annual trivia night, dubbed the "Battle for the<br>Best Class Ever." This event tests participants knowledge of Dallas, the<br>commercial real estate industry, and each other.<br>Target Audience: Leadership Alumni<br>Expected Attendance: 150<br>Frequency: January 2025   |
| networking<br>events               | Invest in the future leaders of the commercial real estate industry and the<br>region by supporting one or more of their networking events.<br>Target Audience: Leadership Alumni and current ALC Class participants<br>Expected Attendance: 60-120<br>Frequency: Multiple dates   |

### Sponsorship Benefits Leadership Alumni



|   | Title                | Series | Gold         | Silver       | Bronze       | Session      |
|---|----------------------|--------|--------------|--------------|--------------|--------------|
| ASSOCIATE LEADERSHIP COUNC  | IL                   |        |              |              |              |              |
|   | Available            | -      | Available    | -            | -            | Available    |
| Company logo on event day materials,<br>e-invitation, and TREC website                                  | $\checkmark$         |        | $\checkmark$ |              |              | $\checkmark$ |
| Recognition during the program  | $\checkmark$         |        | $\checkmark$ |              |              | $\checkmark$ |
| Speaking opportunity before or after event  | $\checkmark$         |        |              |              |              |              |
| Sponsorship of TRECcast episode on leadership   | $\checkmark$         |        |              |              |              |              |
| Sponsor Investment  | \$15,000             | -      | \$5,000      | -            | -            | \$2,500      |
| CLASH OF THE CLASSES  |                      |        |              |              |              |              |
|   | Available            | -      | Available    | Available    | Available    | -            |
| Company name & logo featured on event landing<br>page, weekly newsletter, and social media<br>marketing | $\checkmark$         |        | $\checkmark$ | $\checkmark$ | Name Only    |              |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 | $\checkmark$         |        | $\checkmark$ | $\checkmark$ | Name Only    |              |
| Speaking opportunity before or after event  | $\checkmark$         |        | $\checkmark$ | $\checkmark$ | $\checkmark$ |              |
| Recognition during program  | <ul> <li></li> </ul> |        |              |              |              |              |
| Complimentary tickets   | 6                    |        | 3            | 2            | 2            |              |
| Sponsor Investment  | \$7,500              | -      | \$5,000      | \$2,500      | \$1,500      | -            |
| NETWORKING EVENTS   |                      |        |              |              |              |              |
|   | -                    | -      | Available    | Available    | Available    | -            |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 |                      |        | $\checkmark$ | $\checkmark$ | Name Only    |              |
| Company logo on event day materials, e-<br>invitation, and TREC website                                 |                      |        | $\checkmark$ | $\checkmark$ | Name Only    |              |
| Speaking opportunity before or after event  |                      |        | $\checkmark$ |              |              |              |
| Recognition during program  |                      |        | $\checkmark$ | $\checkmark$ | $\checkmark$ |              |
| Complimentary tickets   |                      |        | 6            | 3            | 2            |              |
| Sponsor Investment  | -                    | -      | \$5,000      | \$2,500      | \$1,500      | -            |



# **Public Policy**

### AUSTIN LOBBY DAYS

Showcase your brand during Austin Lobby Days, TREC PAC's biennial trip to Austin to meet with North Texas legislators to discuss priorities for the commercial real estate industry. Not only do participants have the opportunity to meet elected officials and staff, but they also have the opportunity to network with fellow commercial real estate professionals from across the state representing the Real Estate Councils of Austin, Fort Worth, Houston, and San Antonio (RECsTX). The event includes a full day of meetings with legislators in their offices and a special attendee dinner.

Target Audience: TREC PAC members

Expected Attendance: 30

Date: February 25-26, 2025

### PUBLIC POLICY PILLAR

To achieve The Real Estate Council's vision of a world-class and livable North Texas, TREC advocates for public policy issues that impact our industry and promote long-term economic growth and vitality throughout the region. Your support of our public policy pillar is critical to helping us educate members, amplify our voices, support candidates, and impact policy.

Target Audience: TREC members, community partners, Leadership Alumni, TREC PAC members, policy professionals and experts, elected officials, and the media

Expected Attendance: N/A

Frequency: Year long

### Sponsorship Benefits Public Policy



THE REAL ESTATE COUNCIL

|  |                  |          | Title        |              | Gold   |  |
|--|------------------|----------|--------------|--------------|--|--|
| AUSTIN LOBBY DAY   |                  |          |              |              |  |  |
|  |                  |          | Availabl     | e            | Available  |  |
| Company name and logo featured on event landing page, blog posts, e-newsletter, event promotion, and social media posts        |                  |          | $\checkmark$ |              | $\checkmark$   |  |
| Company name and logo on materials, including signage  | e at TREC hosted | d events | $\checkmark$ |              | $\checkmark$   |  |
| Recognition during TREC dinner and lunch   |                  |          | $\checkmark$ |              | <ul> <li>Image: A second s</li></ul> |  |
| Option for company remarks during dinner   |                  |          | $\checkmark$ |              |  |  |
| Ability to attend RECsTX hosted events and functions.  |                  |          |              |              | $\checkmark$   |  |
| Ability to send one company representative to Austin Lo  | bby Days         |          |              |              |  |  |
| Sponsor Investment   |                  |          | \$10,000     | )            | \$5,000  |  |
|  | Title            | Series   | Gold         | Silver       | Bronze   |  |
| PUBLIC POLICY PILLAR   |                  |          |              |              |  |  |
|  | Available        | -        | Available    | Available    | Available  |  |
| TREC Public Policy powered by LOGO (name)<br>on TREC website, printed materials, and<br>electronic invitations                 | $\checkmark$     |          |              |              |  |  |
| Company logo on Public Policy Newsletter - The<br>Download thru December 2025  | $\checkmark$     |          |              |              |  |  |
| Logo on meeting agendas  | $\sim$           |          |              |              |  |  |
| TRECcast podcast - topic of company's choosing<br>(TREC approval needed)   | $\checkmark$     |          |              |              |  |  |
| Recognition as TREC Public Policy presenting sponsor<br>on slide decks at TREC Programs - Speaker Series and<br>Market Matters | $\checkmark$     |          |              |              |  |  |
| Company name and logo featured on pre-event<br>marketing including event pages, electronic invitations,<br>and social media    | $\checkmark$     |          | $\checkmark$ | ~            | Name only  |  |
| Recognition during Public Policy Briefings   |                  |          |              | $\checkmark$ | $\checkmark$   |  |
| Opportunity to speak before or after Public Policy<br>Briefings  | $\checkmark$     |          |              |              |  |  |
| Complimentary tickets to Public Policy Briefings   | Six              |          | Six          | Four         | Two  |  |
| Blog post on TREC website 2x per year  | $\checkmark$     |          |              |              |  |  |
| Sponsor Investment   | \$15,000         | -        | \$5,000      | \$2,500      | \$1,500  |  |



# Young Guns

| YOUNG<br>GUNS<br>PROGRAM        | <ul><li>TREC Young Guns are a group of commercial real estate professionals (ages 21-35) who come together to build relationships, grow their careers, and make an impact in the North Texas region. Your support of the Young Guns program gets your brand out in front of a highly desirable demographic.</li><li>Target Audience: Young professionals (ages 21-35)</li><li>Expected Attendance: 1,000 Young Guns members</li><li>Frequency: Year long</li></ul>                         |
|---------------------------------|--|
|                                 | The Young Guns Networking Sponsorship provides sponsor exposure at   |
| YOUNG<br>GUNS<br>NETWORKING     | <ul> <li>File Foung Guns Rectworking sponsorship provides sponsor exposure at multiple Young Guns networking events throughout the year including Young Guns Kickoff, Mid-Year Happy Hour and Young Guns Breakfast Groups.</li> <li>Target Audience: Young professionals (ages 21-35)</li> <li>Expected Attendance: 200 per event</li> </ul>   |
|                                 | Frequency: Year long   |
|                                 |  |
| YOUNG<br>GUNS<br>EDUCATION      | <ul> <li>The Young Guns Education Sponsorship provides sponsor exposure at multiple Young Guns educational events throughout the year including Forum, Rising to the Top, and four About Town tours.</li> <li>Target Audience: Young professionals (ages 21-35)</li> <li>Expected Attendance: 100+ for Forum &amp; Rising to the Top; approximately 30 per About Town tour</li> <li>Frequency: Forum &amp; Rising to the Top - Annually; About Town tours - three-four per year</li> </ul> |
|                                 |  |
| FORUM &<br>RISING TO<br>THE TOP | Maximize your sponsorship investment by signing up to sponsor two of the<br>Young Guns' most popular educational programs. Commit to two programs<br>and save! (See event descriptions on next page.)<br>Target Audience: Young professionals (ages 21-35)<br>Expected Attendance: 100+ per event<br>Frequency: Two per year   |



# Young Guns

| YOUNG<br>GUNS<br>FORUM                     | <ul> <li>TREC's annual Young Guns Forum offers young professionals the opportunity to learn about the evolution of a Dallas neighborhood from a panel of key players in the development process while networking with their peers.</li> <li>Target Audience: Young professionals (ages 21-35)</li> <li>Expected Attendance: 100+</li> <li>Frequency: Annually (November)</li> </ul> |  |  |  |  |  |
|--|---|--|--|--|--|--|
|  |   |  |  |  |  |  |
| YOUNG<br>GUNS<br>KICKOFF                   | This "can't miss" event kicks off the new year for TREC Young Guns.<br>During Kickoff, young professionals have the opportunity to network, meet<br>key Young Guns leadership, and learn how to get involved in all TREC has<br>to offer.<br>Target Audience: Young professionals (ages 21-35)  |  |  |  |  |  |
| NICKOTT                                    | Expected Attendance: 200<br>Date: January 22, 2025  |  |  |  |  |  |
|  |   |  |  |  |  |  |
| YOUNG<br>GUNS<br>MID-YEAR<br>HAPPY<br>HOUR | Each August TREC Young Guns gather to network and mingle as summer<br>turns into fall. No one is ever ready to say goodbye to summer, but this end-<br>of-summer happy hour and networking event makes it a little easier.  |  |  |  |  |  |
|  | Target Audience: Young professionals (ages 21-25)<br>Expected Attendance: 100<br>Frequency: Annually (August)   |  |  |  |  |  |
|  |   |  |  |  |  |  |
| YOUNG<br>GUNS<br>RISING TO                 | Find out what it takes to reach the highest levels of the commercial real estate<br>industry with our annual Rising to the Top panel event. Young professionals<br>get the no-nonsense advice they need to grow their career from a diverse<br>speaker lineup of developers, investors, brokers, and designers.<br>Target Audience: Young professionals (ages 21-35)                |  |  |  |  |  |
| THE TOP                                    | Expected Attendance: 100+   |  |  |  |  |  |

Frequency: Annually (June)

### Sponsorship Benefits Young Guns



|   | Young Guns<br>Premier<br>Program | Young Guns<br>Networking<br>Series | Young Guns<br>Educational<br>Series |
|---|----------------------------------|------------------------------------|-------------------------------------|
| YOUNG GUNS PREMIER SPONSORSHIPS   |                                  |                                    |                                     |
|   | Available                        | Available                          | Available                           |
| TREC Young Guns presented by LOGO (name) on TREC website, printed materials, and electronic invitations   | $\checkmark$                     |                                    |                                     |
| Real Brief Newsletter - sponsor message 2x per year   | $\checkmark$                     |                                    |                                     |
| Logo on meeting agendas at Young Guns specific meetings   | $\checkmark$                     |                                    |                                     |
| Recognized as TREC Young Guns presenting sponsor on slide decks at TREC events - Speaker Series and Market Matters                                    | $\checkmark$                     |                                    |                                     |
| Young Guns Core Committee - program speaker in June   | $\checkmark$                     |                                    |                                     |
| TREC Young Guns Kickoff: Premier logo placement, exhibit table, opportunity to address the audience   | $\checkmark$                     |                                    |                                     |
| For sponsored TREC Young Guns events - listed secondarily as TREC Young Guns Program sponsor  | $\checkmark$                     |                                    |                                     |
| Recognition at Young Guns Kickoff as Premier or Series Sponsor  | Premier                          | Networking Series                  | Educational Series                  |
| Company name and logo recognition as the TREC Young Guns Networking<br>Sponsor on TREC website, printed materials, and electronic invitations         |                                  | $\checkmark$                       |                                     |
| Publicity on networking event webpages as TREC Young Guns Happy Hour (2 per year); TREC Young Guns New Member Coffees (6 per year).                   |                                  | $\checkmark$                       |                                     |
| Opportunity to address the audience and have an exhibit table at Happy Hour events  |                                  | $\checkmark$                       |                                     |
| Company name and logo recognition as the TREC Young Guns Educational<br>Series Sponsor on TREC website, printed materials, and electronic invitations |                                  |                                    | $\checkmark$                        |
| Publicity on TREC Young Guns educational events webpages as TREC Young<br>Guns Educational Series Sponsor   |                                  |                                    |                                     |
| Opportunity to address the audience at both Forum and Rising to the Top   |                                  |                                    | $\checkmark$                        |
| Opportunity to include panelist at Rising to the Top (if applicable)  |                                  |                                    | $\checkmark$                        |
| Blog post with TREC and highlight in the Real Brief Newsletter  | 1                                | 1                                  | 1                                   |
| Casino Night Sponsorship credit of \$1,500 for any sponsorship valued \$3,000+ or 10 tickets  | $\checkmark$                     | -                                  | -                                   |
| Tickets to Young Guns Casino Night  | *                                | 2                                  | 2                                   |
| Tickets to each Rising to the Top & Forum   | 4                                | 4                                  | 4                                   |
| Ticket(s) to About Town tours (per event)   | -                                | -                                  | 1                                   |
| Young Guns memberships (Valued at \$450 each)   | 10                               | 4                                  | 4                                   |
| Sponsor Investment  | \$25,000                         | \$15,000                           | \$15,000                            |

### Sponsorship Benefits Young Guns



|  | Gold   | Silver       | Bronze   | Venue*       | Parking*     | Food*        | Bar*         |
|--|--|--------------|--|--------------|--------------|--------------|--------------|
| Joint Forum & Rising to the Top  | )  |              |  |              |              |              |              |
|  | Available  | Available    | Available  | -            | -            | -            | -            |
| Company name and logo featured on event<br>landing page, blog posts, e-newsletter, event<br>promotions, and social media | $\checkmark$   | $\checkmark$ | <ul> <li>Image: A second s</li></ul> |              |              |              |              |
| Company logo on applicable event day<br>materials including signage, program, and<br>electronic communications           | $\checkmark$   | $\checkmark$ | $\checkmark$   |              |              |              |              |
| Recognition during the program   | $\checkmark$   | $\checkmark$ | <b>_</b>   |              |              |              |              |
| Company listed in event program at applicable level  | <ul> <li>Image: A second s</li></ul> | <b>~</b>     | <ul> <li>Image: A second s</li></ul> |              |              |              |              |
| Company logo on souvenir cups (TREC provided, print deadlines apply)   | $\checkmark$   |              |  |              |              |              |              |
| Opportunity to address the audience before or after program(s)   | $\checkmark$   |              |  |              |              |              |              |
| Tickets to each program  | 6  | 3            | 2  |              |              |              |              |
| Sponsor Investment   | \$8,500  | \$5,000      | \$3,000  | -            | -            | -            | -            |
| Young Guns Forum   |  |              |  |              |              |              |              |
|  | Available  | Available    | Available  | Available    | Available    | Available    | Available    |
| Company name and logo featured on event<br>landing page, blog posts, e-newsletter, event<br>promotions, and social media | $\checkmark$   | $\checkmark$ | <ul> <li>Image: A second s</li></ul> | $\checkmark$ |              |              |              |
| Company logo on applicable event day<br>materials including signage, program, and<br>electronic communications           | $\checkmark$   | $\checkmark$ | $\checkmark$   | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Recognition during the program   | $\checkmark$   | $\checkmark$ | $\checkmark$   | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company listed in event program at applicable level  | $\checkmark$   | $\checkmark$ | $\checkmark$   | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Opportunity to address the audience before or after program(s)   | $\checkmark$   |              |  |              |              |              |              |

4

\$3,000

2

\$2,500

2

\$1,500

Sponsor Investment

Tickets to program

\*Eligible for In-Kind sponsorship

6

\$5,000

3

\$2,500

2

\$1,500

2

\$1,500

### Sponsorship Benefits Young Guns



Rar\*

Venue\* Parkina\*

|  | COIG         | 311401       | DIGHZC       | VCHOC        | I GIRING     | rood         | DGI          |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Young Guns Rising to the Top   |              |              |              |              |              |              |              |
|  | Available    |
| Company name and logo featured on event<br>landing page, blog posts, e-newsletter, event<br>promotions, and social media | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |              |              |              |
| Company logo on applicable event day materials<br>including signage, program, and electronic<br>communications           | $\checkmark$ |
| Recognition during the program   | $\checkmark$ |
| Company listed in event program at applicable level  | $\checkmark$ |
| Opportunity to address the audience before or after program(s)   | $\checkmark$ |              |              |              |              |              |              |
| Tickets to program   | 6            | 3            | 2            | 4            | 2            | 2            | 2            |
| Sponsor Investment   | \$5,000      | \$2,500      | \$1,500      | \$3,000      | \$2,500      | \$1,500      | \$1,500      |

Bronze

Young Guns Kickoff & Happy Hour (Sponsorship Investment per event. Please select Kickoff or Happy Hour on contract.)

|  | Available    |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Company name and logo featured on event<br>landing page, blog posts, e-newsletter, event<br>promotions, and social media | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$ |              |              |              |
| Company logo on applicable event day materials<br>including signage, program, and electronic<br>communications           | $\checkmark$ |
| Recognition during the program   | $\checkmark$ |
| Company listed in event program at applicable level  | $\checkmark$ |
| Opportunity to address the audience before or after program(s)   | $\checkmark$ |              |              |              |              |              |              |
| Complimentary tickets  | 6            | 3            | 2            | 4            | 2            | 2            | 2            |
| Sponsor Investment   | \$5,000      | \$2,500      | \$1,500      | \$3,000      | \$2,500      | \$1,500      | \$1,500      |

\*Eligible for In-Kind sponsorship





# **Community Investment**

### REAL ESTATE 101 FOR NONPROFITS

Our annual Real Estate 101 for Nonprofits course helps educate top nonprofit decisionmakers about the nuances of buying, selling, and leasing commercial real estate. The course consists of five, two-hour workshops throughout the fall and features lectures, case studies, and group discussions with experienced real estate professionals and nonprofit executives that have recently navigated major real estate decisions. REAL ESTATE BOOTCAMP

Our highly acclaimed and one-of-a-kind Real Estate Bootcamp course introduces participants to the development process. Over six program modules participants receive the skills, training, and industry contacts necessary to bring to life a real estate project that creates a positive impact on their communities.

Target Audience: Nonprofit leaders and community partners

Expected Attendance: 30

Frequency: Five class days (Fall)

Target Audience: Community partners, aspiring community-focused developers

Expected Attendance: 30

Frequency: Six class days (Spring)





# **Community Investment**

| ALC<br>RIBBON<br>CUTTING           | <ul> <li>Celebrate the culmination of the Associate Leadership Council's (ALC) 10-<br/>month leadership development program with a ribbon-cutting event<br/>showcasing their impactful community investment project and the dedication<br/>of these rising commercial real estate professionals.</li> <li>Target Audience: TREC &amp; TREC CI Board members, Leadership Alumni,<br/>community stakeholders, ALC Class members</li> <li>Expected Attendance: 50+<br/>Frequency: Annually</li> </ul> |
|------------------------------------|--|
| YOUNG<br>GUNS<br>RIBBON<br>CUTTING | <ul> <li>This event celebrates the dedication and impact of TREC Young Guns as they unveil their annual community investment project. This special ceremony highlights the innovation and drive of the next generation of industry leaders. Be part of this inspiring celebration.</li> <li>Target Audience: Young professionals (ages 21-35), TREC &amp; TREC CI Board members, community stakeholders</li> <li>Expected Attendance: 30+</li> <li>Frequency: Annually</li> </ul>                  |
| ALC CLASS<br>WORK<br>DAYS          | Support the ALC Class as they bring their community investment project to<br>fruition through a dedicated volunteer workday. Sponsorship empowers ALC<br>Class members efforts and provides the tools, materials, and resources needed<br>to make this day a success.<br>Target Audience: ALC Class members (ages 30-40)<br>Expected Attendance: 25+<br>Frequency: Three to four per year  |
| YOUNG<br>GUNS<br>WORK DAY          | Support Young Guns as they bring their community investment project to life.<br>This event highlights the commitment of young real estate professionals as<br>they collaborate to complete impactful tasks for the community. Sponsorship<br>provides the tools, materials, and resources needed to make this day a success.<br>Target Audience: Young professionals (ages 21-35), community stakeholders<br>Expected Attendance: 25+<br>Frequency: Annually                                       |

### Sponsorship Benefits COMMUNITY Community Investment\*

|  | Gold         | Silver       | Bronze       |
|--|--------------|--------------|--------------|
| Real Estate 101 for Nonprofits   |              |              |              |
|  | Available    | Available    | Available    |
| Company name in the event title, "Real Estate 101 for Nonprofits presented by        | $\checkmark$ |              |              |
| Company logo on program communications, social media, and website                    | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company logo on program day materials and signage                                    | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Opportunity for inclusion in TREC CI blog about the program                          | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Recognition during the training days   |              |              | $\checkmark$ |
| Opportunity to provide marketing or promotional materials to class participants      |              |              |              |
| Opportunity to address the class participants before or after training series        | $\checkmark$ | $\checkmark$ |              |
| Opportunity for firm representative to collaborate in offering training presentation | $\checkmark$ |              |              |
| Sponsor Investment   | \$8,000      | \$5,000      | \$2,000      |
| Real Estate Bootcamp   |              |              |              |
|  | Available    | Available    | Available    |
| Company name in the event title, "Real Estate 101 for Nonprofits presented by        | $\checkmark$ |              |              |
| Company logo on program communications, social media, and website                    | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company logo on program day materials and signage                                    | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Opportunity for inclusion in TREC CI blog about the program                          | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Recognition during the training days   | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Opportunity to provide marketing or promotional materials to class participants      | $\checkmark$ | $\checkmark$ |              |
| Opportunity to address the class participants before or after training series        | $\checkmark$ | $\checkmark$ |              |
| Opportunity for firm representative to collaborate in offering training presentation | $\checkmark$ |              |              |
| Sponsor Investment   | \$8,000      | \$5,000      | \$2,000      |

# Sponsorship Benefits

|  | Gold         | Silver       | Bronze       |
|--|--------------|--------------|--------------|
| Ribbon Cuttings - ALC or Young Guns  |              |              |              |
|  | Available    | Available    | Available    |
| Company name and logo featured on event landing page, blog posts, e-<br>newsletter, event promotions, and social media | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company logo on applicable event day materials including signage, program, and electronic communications               | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Recognition during the program   | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company listed in event program at applicable level  | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Opportunity to address the audience before or after program(s)   | $\checkmark$ |              |              |
| Sponsor Investment   | \$5,000      | \$2,500      | \$1,500      |
| Workdays - ALC or Young Guns   |              |              |              |
|  | Available    | Available    | Available    |
| Company name and logo featured on website, and post-workday social media post  | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company logo on applicable event day materials including signage, and electronic communications                        | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Recognition during pre-workday meeting   | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Company listed in ribbon cutting program as a workday sponsor  | $\checkmark$ | $\checkmark$ | $\checkmark$ |
| Sponsor Investment   | \$5,000      | \$2,500      | \$1,500      |

\*TREC Community Investors is a 501(c) 3 nonprofit organization and gifts may be tax deductible.

## **Sponsorship Contract**



#### **Sponsor Information** Full Company Name / Name to Appear on Marketing Materials:

| 1 2                  | 11 | 0      |  |
|----------------------|----|--------|--|
| Sponsorship Contact: |    |        |  |
| Phone Number:        |    | Email: |  |
| Mailing Address:     |    |        |  |
| Signature:           |    |        |  |

#### **Payment Information**

Please check your preferred payment method.

ACH (TREC's preferred payment method)

Bank name: Bank of Texas | Bank Account: 8097565344 | ACH ABA Transit: 111014325

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Credit Card - Credit card charges subject to 3.25% processing fee. TREC will send a payment link.

#### **Educational Programs**

#### Industry Insights

| Industry Insights              |          |  |  |
|--------------------------------|----------|--|--|
| □ Title Sponsor                | SOLD     |  |  |
| □ Session Sponsor              | \$2,000  |  |  |
| Market Matters                 |          |  |  |
| □ Title Sponsor                | \$25,000 |  |  |
| □ Series Sponsor               | \$15,000 |  |  |
| Gold Sponsor                   | \$5,000  |  |  |
| □ Silver Sponsor               | \$2,500  |  |  |
| □ Bronze Sponsor               | \$1,500  |  |  |
| Media Sponsor                  | SOLD     |  |  |
| Speaker Series                 |          |  |  |
| Title Sponsor                  | SOLD     |  |  |
| Series Sponsor                 | SOLD     |  |  |
| Gold Sponsor                   | \$5,000  |  |  |
| □ Silver Sponsor               | \$2,500  |  |  |
| □ Bronze Sponsor               | \$1,500  |  |  |
| Media Sponsor                  | SOLD     |  |  |
| The Deal:                      |          |  |  |
| <b>Aquisition to Dispos</b>    | sition   |  |  |
| □ Title Sponsor                | \$7,500  |  |  |
| □ Gold Sponsor                 | \$5,000  |  |  |
| □ Silver Sponsor               | \$2,500  |  |  |
| □ Session Sponsor              | \$1,500  |  |  |
| eadership Devel                | opment   |  |  |
| Associate Leadership Council C |          |  |  |

#### Le 1

| Associate Leadership      | Council Class |
|---------------------------|---------------|
| □ Title Sponsor           | \$15,000      |
| □ Gold Sponsor            | \$5,000       |
| $\square$ Session Sponsor | \$2,500       |
| Clash of the Classes      |               |
| □ Title Sponsor           | \$7,500       |
| □ Gold Sponsor            | \$5,000       |
|                           | #0 500        |

□ Silver Sponsor \$2,500 □ Bronze Sponsor \$1,500

\*Eligible for In-Kind sponsorship

#### Le

| ea  | dership Develo     | pment        |
|-----|--------------------|--------------|
| Net | tworking Events    | \$5,000      |
|     | Gold Sponsor       | \$5,000      |
|     | Silver Sponsor     | \$2,500      |
|     | Bronze Sponsor     | \$1,500      |
| υb  | lic Policy         |              |
| Aus | stin Lobby Days    |              |
|     | Title Sponsor      | \$10,000     |
|     | Gold Sponsor       | \$5,000      |
| Pul | blic Policy Pillar |              |
|     | Priority Sponsor   | \$15,000     |
| ου  | ng Guns            |              |
| Pre | emier Sponsorship  |              |
|     | Presenting Sponsor | \$25,000     |
|     | Networking Sponso  | r \$15,000   |
|     | Education Sponsor  | \$15,000     |
| Joi | nt Forum & Risin   | g to the Top |
|     | Gold Sponsor       | \$8,500      |
|     | Silver Sponsor     | \$5,000      |
|     | Bronze Sponsor     | \$3,000      |
| Yo  | ung Guns Forum     |              |
|     | Gold Sponsor       | \$5,000      |
|     | Silver Sponsor     | \$2,500      |
|     | Bronze Sponsor     | \$1,500      |
|     | Venue Sponsor*     | \$3,000      |
|     | Parking Sponsor*   | \$2,500      |
|     | Food Sponsor*      | \$1,500      |
|     | Bar Sponsor*       | \$1,500      |
| You | ung Guns Rising to | the Top      |
|     | Gold Sponsor       | \$5,000      |
|     | Silver Sponsor     | \$2,500      |
|     | Bronze Sponsor     | \$1,500      |
|     | Venue Sponsor*     | \$3,000      |
|     | Parking Sponsor*   | \$2,500      |
|     | Food Sponsor*      | \$1,500      |
|     | Bar Sponsor*       | \$1,500      |
|     |                    |              |

#### **Young Guns**

Check - Please send me an invoice and I'll pay via check

### Young Guns Kickoff

| Toung Guns Inchos     |         |  |  |
|-----------------------|---------|--|--|
|                       | \$5,000 |  |  |
| □ Silver Sponsor      | \$2,500 |  |  |
| □ Bronze Sponsor      | \$1,500 |  |  |
| □ Venue Sponsor*      | \$3,000 |  |  |
| □ Parking Sponsor*    |         |  |  |
| □ Food Sponsor*       | \$1,500 |  |  |
| □ Bar Sponsor*        | \$1,500 |  |  |
| Young Guns Happy Hour |         |  |  |

- □ Gold Sponsor \$5,000
- □ Silver Sponsor \$2,500
- □ Bronze Sponsor \$1,500
- \$3,000 □ Venue Sponsor\*
- □ Parking Sponsor\* \$2,500
- \$1,500 □ Food Sponsor\*
- \$1,500 □ Bar Sponsor\*

### **Community Investors**

#### **Educational Programs**

| RE 101 for Non-profits |         |  |  |
|------------------------|---------|--|--|
| □ Gold Sponsor         | \$8,000 |  |  |
| □ Silver Sponsor       | \$5,000 |  |  |
| □ Bronze Day           | \$2,000 |  |  |
| <b>RE Bootcamp</b>     |         |  |  |
| □ Gold Sponsor         | \$8,000 |  |  |
| □ Silver Sponsor       | \$5,000 |  |  |
| Bronze Sponsor         | \$2,000 |  |  |
| DCP: Mill City Pi      | ojects  |  |  |

#### **Community Workday - ALC or YG**

| □ Gold Sponsor     | \$5,000   |
|--------------------|-----------|
| □ Silver Sponsor   | \$2,500   |
| □ Bronze Sponsor   | \$1,500   |
| Ribbon Cutting - A | ALC or YG |
| □ Gold Sponsor     | \$5,000   |
| □ Silver Sponsor   | \$2,500   |
| □ Bronze Sponsor   | \$1,500   |
|                    |           |

Please visit the programs and events page on recouncil.com for information on fundraising events - FightNight and Casino Night.