

EDUCATIONAL PROGRAMS

The Real Estate Council's educational programs offer timely insights, expert-led discussions, and hands-on learning. These programs foster professional growth and industry awareness. Sponsorship provides high-visibility brand placement and direct engagement with decision-makers and rising leaders in the Dallas real estate community.

INDUSTRY INSIGHTS

Industry Insights delivers timely analysis and expert perspectives on market trends, and development activity. Sponsors gain exposure to a highly engaged audience of industry professionals.

SPEAKER SERIES

TREC's largest educational program series features influential voices from across real estate, business, and civic leadership, fostering dialogue on key issues shaping our region. Sponsors are recognized as champions of innovation and community impact.

THE DEAL: FROM ACQUISITION TO DISPOSITION

A dynamic five-part program designed to break down real-world transactions to reveal the strategy, collaboration, and complexity behind successful development. Sponsors benefit from brand alignment with high-level dealmakers and decision-makers.

CAPITAL MARKETS UPDATE

The Capital Markets Update delivers timely, expert-driven insights into the financial forces shaping commercial real estate. Sponsoring this program positions your brand alongside trusted thought leadership and provides direct visibility to key decision-makers navigating investment strategy and market volatility.



EDUCATIONAL PROGRAMS



EVENT / PROGRAM	AUDIENCE	ATTENDANCE & FREQUENCY
Industry Insights	Investor-Level Members and Above	25-35 per Session Seven per Year
Speaker Series	C-Suite Executives, Business Leaders, TREC Members	300+ Attendees Three per Year
The Deal: From Acquisition to Disposition	Business Community, City Officials, TREC Members	30-40 Students Five Program Days
Capital Markets Update	C-Suite Executives, Business Leaders, TREC Members	300+ Attendees Annually



EDUCATIONAL PROGRAMS

SPONSORSHIP BENEFITS

	Title	Series	Gold	Silver	Bronze	Session
Industry Insights	SOLD					Available
Company name & logo featured on pre-program promotional materials	●					●
Company name on day of program materials	●					●
Recognition during the program	●					
Speaking opportunity before or after program	●					
Complimentary tickets	2					2
Sponsorship Investment	-	-	-	-	-	\$2,000
Speaker Series	Available	Sold	Available	Available	Available	
Sponsorship for	Series	Series	Single Event	Single Event	Single Event	-
Company name in program title, "Speaker Series Presented by YOUR Company"	●					
Company name & logo featured on pre-program promotional materials	●	●	●	●	Name Only	
Company name on day-of-program materials	●	●	●	●	Name Only	
Recognition during the program	●	●	●	●	●	
Speaking opportunity before or after program	●					
Reserved seating	Table for 10 3 events	Table for 10 3 events	Table for 10 1 event	Table for 10 1 event	Table for 10 1 event	
Promo in TRECcast replay	2	1				
Seat at head table	●	●				
Sponsorship Investment	\$75,000*	-	\$5,000	\$2,500	\$1,500	-

*Ask about multi-year partnership opportunities.

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SPONSORSHIP BENEFITS

	Title	Gold	Silver	Bronze	Session
The Deal: Acquisition to Disposition					
	Available	Available	Available		Available
Sponsorship for	Series	Series	Series		One Class
Company name & logo featured on pre-program promotional materials	●	●	●		
Company name & logo featured on day-of-program promotional materials	●	●	●		Class Day
Recognition during the program	●	●	●		
Speaking opportunity before or after program	●				Class Day
Program Participant	2	2	1		1 On Sponsored Day
Sponsorship Investment	\$7,500	\$5,000	\$2,500		\$1,500
Capital Markets Update					
	Available	Available	Available	Available	-
Company name in program title, "Capital Markets Update Presented by YOUR Company"	●				
Company name & logo featured on pre-program promotional materials	●	●	●		Name Only
Company name on day-of-program materials	●	●	●		Name Only
Recognition during the program	●	●	●	●	
Speaking opportunity before or after program	●				
Reserved seating	Table for 10	Table for 10	Table for 10	Table for 10	
Promo in TRECcast replay	2	1			
Seat at head table	2	2	1		
Sponsorship Investment	\$20,000	\$5,000	\$2,500	\$1,500	-

Sponsorship Contract



THE REAL ESTATE COUNCIL

Sponsor Information

Full Company Name / Name to Appear on Marketing Materials: _____

Sponsorship Contact: _____

Phone Number: _____ Email: _____

Mailing Address: _____

Signature: _____

Payment Information

Please check your preferred payment method.

ACH (TREC's preferred payment method) Check - Please send me an invoice and I'll pay via check

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

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

Educational Programs

Industry Insights

- Title Sponsor SOLD
- Session Sponsor \$2,000

Speaker Series

- Title Sponsor \$75,000
- Series Sponsor SOLD
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

The Deal: Acquisition to Disposition

- Title Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Session Sponsor \$1,500

Capital Markets Update

- Title Sponsor \$20,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Public Policy

Public Policy Pillar

- Title Sponsor \$20,000

Advocacy Reception

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Leadership Development

Associate Leadership Council Program

- Title Sponsor \$20,000

Leadership Alumni Program

- Title Sponsor \$7,500

ALC Program Day

- Day Sponsor \$2,500

Clash of the Classes

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Young Guns

Young Guns Program Sponsor

- Title Sponsor \$20,000

Joint Forum & Rising to the Top

- Gold Sponsor \$8,500
- Silver Sponsor \$5,000
- Bronze Sponsor \$3,000

Young Guns Kickoff

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Young Guns Forum

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Young Guns Rising to the Top

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Sponsorship Contract



Community Investors*

Real Estate 101 for Nonprofits

- Title Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Real Estate Bootcamp

- Title Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Ribbon Cutting - ALC

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Ribbon Cutting - Young Guns

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Volunteer Workday - ALC

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

Volunteer Workday - Young Guns

- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,500

FightNight*

World Champion Sponsor

- Title Sponsor \$50,000

Super Heavy Weight Sponsors

- Counter Punch \$35,000
- Knockout SOLD

Title Fight Sponsors

- Bar \$30,000
- Boxer \$30,000
- Casino \$30,000

Championship Fight Sponsors

- Betting \$25,000
- Cup & Napkin \$25,000
- Lounge (Two) \$25,000
- Photobooth \$25,000
- Program \$25,000
- Raffle \$25,000
- Valet \$25,000
- Video \$25,000

Prize Fight Sponsors

- Party Deck (Eight) \$20,000
- Boxer (Two) \$20,000

Casino Night*

- Presenting \$15,000
- High Roller (Four) \$5,000
- Bar (Two) \$4,000
- Cup \$4,000
- Entertainment \$4,000
- Photobooth \$4,000
- Parking \$4,000
- Water Bottle \$4,000
- Koozie \$3,000
- Lounge (Three) \$3,000
- Napkin \$3,000
- Casino Chip \$3,000
- Raffle \$2,500
- Blackjack \$2,000
- Texas Hold'em \$2,000
- Late Night Snack \$2,000
- Gold \$1,500

Communications

Real Brief Sponsor

- Annual Sponsor \$10,000

TRECCast

- Series \$10,000
- Single Episode \$1,000

*TREC Community Investors and TREC Special Events are 501 (c)(3) nonprofit organizations. Contributions may be tax-deductible.