



COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

UTAH CHAPTER

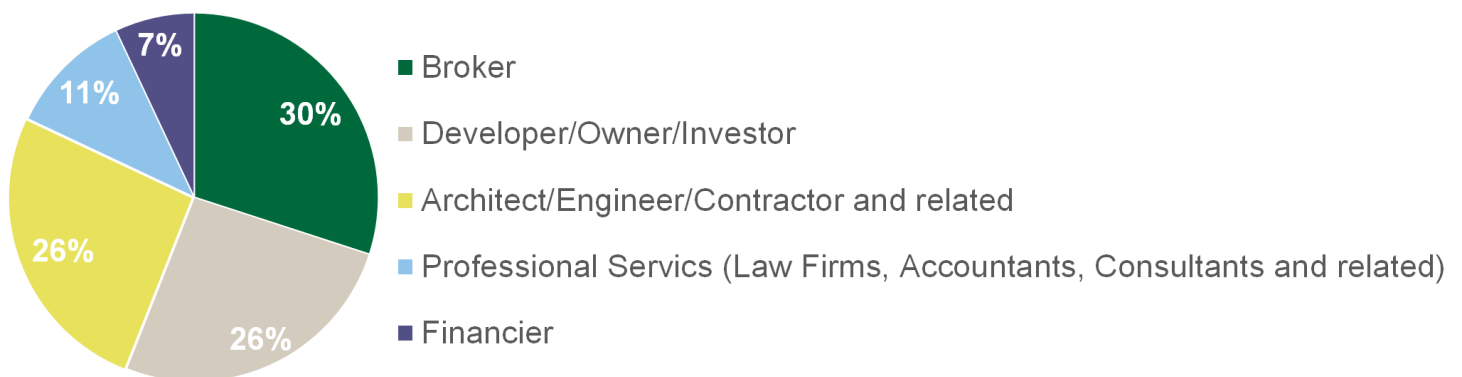
# LEAD AND BE SEEN 2021 SPONSORSHIPS

## Meet NAIOP Utah

NAIOP is the leading organization for developers, owners and investors of office, industrial, retail and mixed-use real estate. NAIOP is comprised of over 200 local and 19,000 national members.

Our diverse network includes developers, brokers, contractors, engineers, architects, property managers, and professional service providers, all influential within our market and industry.

### INDUSTRY



### ROLE



**Of the top 10 Utah developers, over half are NAIOP members.**  
**Of the top 5 brokerages, all have NAIOP members.**

NAIOP Utah provides unmatched programming and networking opportunities. This delivers an audience of more than 1,000 public and private commercial real estate professionals annually. Your sponsorship reaches a quality audience - 80% of members are in senior management. That's why 90% of NAIOP Utah sponsors renew each year - make the smart investment and watch your business grow.



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# LEAD AND BE SEEN 2021 SPONSORSHIPS

## 2020 Generous Sponsors

Ballard Spahr  
Big-D Construction  
The Boyer Company  
Business Depot Ogden  
CBRE  
CCG  
CCI Mechanical  
CertaPro Painters  
Cheney Law Group  
Colliers International  
Cottonwood Title  
Cushman & Wakefield  
Dakota Pacific  
Dunn & Associates  
FFKR Architects

GSBS Architects  
Hamilton Partners  
Harris Companies  
Hines  
InnovationPointe  
Integra Realty Resources  
Jacobsen Construction  
Koloa Landing  
Lawn Butler  
Layton Construction  
MHTN Architects  
Midwest Commercial Interiors  
Midwest D-Vision Solutions  
Mortenson  
New Concepts Construction

Newmark Knight Frank  
NorthMarq Capital  
Price Real Estate  
QuickTurn Concepts  
RBM Services  
RiverPark  
R&O Construction  
Rockworth Companies  
Stack Rock Group  
University of Utah MRED  
Utah Real Estate Challenge  
Valbridge  
Wadsworth Development Group  
Zions Bank  
170 South Main

## 2021 ANNUAL CHAPTER SPONSOR

Commit to annual chapter support and save an average of 20%. Past sponsors have right of first refusal. Due to COVID, some events may be canceled. Symposium, Golf Tournament and NAIOP Live are confirmed.



### PLATINUM | \$20,000

- Six Member Meeting/NAIOP Live/Mixer sponsor (\$2,500 value)
  - Verbal and social media recognition
  - Logo on naioputah.org, and event announcement, recap and video (if recorded)
- Five paid memberships



### GOLD | \$15,000

- Six Member Meeting/NAIOP Live/Mixer sponsor (\$2,500 value)
  - Verbal and social media recognition
  - Logo on naioputah.org, and event announcement, recap and video (if recorded)
- Three paid memberships



### SILVER | \$10,000

- Six Member Meeting/NAIOP Live/Mixer sponsor (\$2,500 value)
  - Verbal and social media recognition
  - Logo on naioputah.org, and event announcement, recap and video (if recorded)
- One paid membership



### BRONZE | \$7,000

- Six Member Meeting/NAIOP Live/Mixer sponsor (\$2,500 value)
  - Verbal and social media recognition
  - Logo on naioputah.org, and event announcement, recap and video (if recorded)

# LEAD AND BE SEEN

NAIOP UTAH COMMERCIAL REAL ESTATE

# symposium



*In partnership with*  
**Utah  
Business**



# Sponsorships

## ~~Marquee | \$12,000~~

- Top logo recognition on event signage, web and digital media
- Verbal recognition from the stage
- Naming rights on the Symposium Magazine
- 8 In-person tickets
- 10 virtual tickets
- Two full page ads in Symposium Magazine
- 20 copies of Symposium Magazine
- Logo inclusion on Virtual Ticket Page
- 30 second video to be played before the conference begins
- Logo inclusion on pre-symposium email
- Logo inclusion in the digital Symposium Magazine
- Logo inclusion on Lanyards

## Viewing Room Sponsor | \$6,000 (max of 75 attendees)

- Exclusive Host of the in-person viewing room
- Display Table inside the room
- Ability to pass out literature or promotional material to attendees in the viewing room
- Logo inclusion on event signage, website and digital media
- Sponsorship recognition from the stage
- 3 in-person tickets
- 5 virtual tickets
- One full page ad in the Symposium Magazine
- Logo inclusion in the digital Symposium Magazine
- 5 copies of Symposium Magazine

## Viewing Room Sponsor | \$7,000 (max of 100 attendees)

- Exclusive Host of the main in-person viewing room
- Logo branded host room
- Display Table inside the room- if they want it.
- Ability to pass out literature or promotional material to attendees in the viewing room
- Logo inclusion on event signage, website and digital media
- Sponsorship recognition from the stage
- 4 in-person tickets
- 6 virtual tickets
- One Full page ad in the Symposium Magazine
- Logo inclusion in the digital Symposium Magazine
- 10 copies of Symposium Magazine

## Viewing Room Sponsor | \$5,000 (max of 25 attendees)

- Exclusive Host of the in-person viewing room
- Logo branded host room
- Display Table inside the room
- Ability to pass out literature or promotional material to attendees in the viewing room
- Logo inclusion on event signage, website and digital media
- Sponsorship recognition from the stage
- 2 in-person tickets
- 4 virtual tickets
- One full page ad in the Symposium Magazine
- Logo inclusion in the digital Symposium Magazine
- 5 copies of Symposium Magazine





# Sponsorships



## **Market Partners- \$10,000 (4 available - multifamily, industrial, office, retail)**

- Opportunity to play 30 second video before the panel begins
- Branded logo background
- Logo inclusion on event signage, website and digital media
- Sponsorship recognition from the stage
- 6 in-person tickets
- 8 virtual tickets
- One full page ad in the Symposium Magazine
- Logo inclusion in the digital Symposium Magazine
- 15 copies of Symposium Magazine

## ~~**Associate | \$2,500**~~

- ~~• Exclusive sponsorship of ONE: Registration/Check-in, Event Promo Video, Lanyards, Coffee Bar, Breakfast Sponsor (2 available)~~
- Logo recognition on event signage, web and digital media
- 2 in-person tickets
- 4 virtual tickets

## **\$1,250 Giveaway Sponsor (1 of 4 available)**

- \$500 towards a giveaway to be given away during the virtual event
- Logo recognition on event signage, web and digital media
- 1 in-person ticket
- 2 virtual tickets

# Advertising

Symposium Mag will be circulated with *Utah Business Magazine* in March.

*Utah Business*' audience includes a monthly circulation of 18,000+ and a monthly readership of 120,000.

## Ad positions

Full Page | \$2,500

Half Page | \$1,500

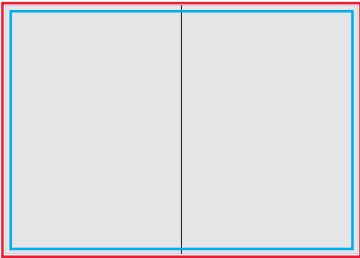
## Premium positions

Back Cover	\$5,000
Inside Front Cover	Add 20%
Pages 3, 5, 7, 9	Add 15%
Inside Back Cover	Add 20%

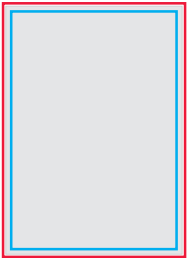
## Ad dimensions

	Width	Height
■ Full Page (bleed size)	8.625"	11.125"
■ Full Page (trim size)	8.375"	10.875"
■ Full Page (live area)	7.625"	10.125"
■ 1/2 Page Horizontal	7.5"	4.875"

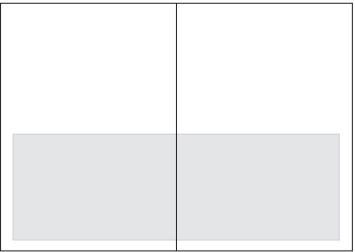
\*Crop marks are not necessary



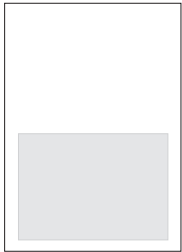
Full Page Spread



Full Page



1/2 Page Spread



1/2 Page H



# GOLF TOURNAMENT

One of the most enjoyable industry golf tournaments, this continually sold-out event at Willow Creek Country Club facilitates business development, relationship building, and provides an overall good time.

## MARQUEE

**\$6,000**

- Top logo recognition on event signage, web and digital media
- Verbal recognition
- Event comments
- T-Prize Store sponsor
- Two foursomes

## PARTNER

**\$5,000**

- Prominent recognition on event signage, web and digital media
- Verbal recognition
- Event comments
- T-Prize Store sponsor
- One foursome

## ASSOCIATE

**\$4,000**

Exclusive sponsorship of ONE: breakfast, lunch, trophy, grand prize

- Logo recognition on event signage, web and digital media
- Verbal recognition
- Event comments
- One exhibitor table
- One foursome

## INDUSTRY

**\$3,000**

Exclusive sponsorship of ONE: snack station(s), golf carts, putting course, course contest, course signage, hole-in-one

- Logo recognition on event signage, web and digital media
- Verbal recognition
- One exhibitor table
- One foursome

## HOLE

**\$2,000**

- Hole signage
- Verbal recognition
- One foursome
- Two additional seats at lunch for hole host

# LEAD AND BE SEEN



## DEVELOPER OF THE YEAR

This annual award and recognition program honors a prominent Utah developer based on current and legacy considerations for outstanding projects and services, adaptability to market conditions, and Industry support through NAIOP.

### MARQUEE

**\$4,000**

- Top logo recognition on event signage, web and digital media
- Verbal recognition
- Two reserved tables of 8 (or comped registration for 16)

### PARTNER

**\$3,000**

- Prominent logo recognition on event signage, web and digital media
- Verbal recognition
- One reserved table of 8 (or comped registration for 8)

### ASSOCIATE

**\$2,000**

- Logo recognition on event signage, web and digital media
- Verbal recognition
- One reserved table of 8 (or comped registration for 8)

*LEAD AND BE SEEN*

**NAIOP**  
COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION  
UTAH CHAPTER

# SPONSORSHIP PACKAGES

NAIOP Utah, in partnership with EDCUtah, presents to you NAIOPOLY!

**The industry will be there.  
Will you?**

## **WHAT:**

The ultimate real estate game just got an upgrade. Get in the game and up-to-date on CRE developments across the Wasatch Front.

## **WHO:**

Play the game with the industry elite. Among them will be developers, investors, site selectors, brokers, industry service providers, and a who's who of industry players.

## **WHEN:**

November

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## **HOTEL SPONSORSHIP - \$5,000**

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### **Corner Space - (3/4 available)**

- Prominent recognition: verbal, signage, digital
- 16' x 16' usable booth space with two front and back logoed curtains
- GO Space only: Logo on floor, full height side curtains with logo
- Four participant tickets

### **Venue Sponsor**

- Prominent recognition: verbal, signage, digital
- 10' x 12' usable booth space with front and back logoed curtain
- Four participant tickets

# SPONSORSHIP PACKAGES

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## HOUSE SPONSORSHIP - \$3,000

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### Chance Sponsor (Grand Prize Sponsor)

- Recognition: Verbal, signage, digital
- 3' x 6' table at registration
- Three participant tickets
- Choose grand prize for ultimate game winner

### Food & Beverage Sponsor

- Recognition: Verbal, signage, digital
- Logoed napkins
- Three participant tickets

### Money Sponsor

- Recognition: Verbal, signage, digital
- Logoed NAIOPOLY money
- Three participant tickets

### Gameboards Sponsor

- Logoed NAIOPOLY gameboard
- Recognition: Verbal, signage, digital
- Logoed participant gameboard
- Three participant tickets

### Furniture Sponsor

- Recognition: Verbal, signage, digital
- Logoed tent signage on tall-boys OR provide your own logoed table clothes (12)
- Three participant tickets

### Utilities Sponsor

- Recognition: Verbal, signage, digital
- Three participant tickets

# SPONSORSHIP PACKAGES

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## TOKEN SPONSORSHIP - \$2,500

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### Cities

- Recognition: Signage, digital
- 10' x 12' booth space with front and back logoed curtain
- Two participant tickets

### Railroad Spaces

- Recognition: Signage, digital
- 10' x 12' booth space with front and back logoed curtain
- Two participant tickets

### General Spaces - (19 available)

- Recognition: Signage, digital
- 10' x 12' booth space with front and back logoed curtain
- Two participant tickets

### Community Chest – No cost

- Recognition: Signage, digital
- 10' x 12' booth space with front and back logoed curtain
- Two participant tickets



## HOLIDAY JINGLE & MINGLE

This gathering pulls together the Utah NAIOP chapter for a seasonal celebration, as well as provides opportunity to support a local charity.

### MARQUEE

**\$4,000**

- Top logo recognition on event signage, web and digital media
- Verbal recognition
- Two reserved tables of 8 (or comped registration for 16)

### PARTNER

**\$3,000**

- Prominent logo recognition on event signage, web and digital media
- Verbal recognition
- One reserved table of 8 (or comped registration for 8)

### ASSOCIATE

**\$2,000**

- Logo recognition on event signage, web and digital media
- Verbal recognition
- One reserved table of 8 (or comped registration for 8)

*LEAD AND BE SEEN*

# SPONSORSHIP COMMITMENT



Please fill-out the following to confirm your sponsorship.  
Return completed forms to [naiop@naioputah.org](mailto:naiop@naioputah.org).

NAIOP Utah is a non-profit 501(c) 6.

Chapter donations to any non-profit 501(c) 3 are funded by registration fees. Sponsorships directly support the chapter, advocacy and events.

Past sponsors have right of first refusal.

## Contact Information:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact Email

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Address/City/State/Zip

## Sponsorships (specify level/amount):

Utah Commercial Real Estate Symposium: \_\_\_\_\_

Golf Tournament: \_\_\_\_\_

Developer of the Year: \_\_\_\_\_

NAIOPOLY: \_\_\_\_\_

Jingle & Mingle: \_\_\_\_\_

Annual Chapter Sponsor: \_\_\_\_\_

## Payment Information:

☐ Invoice for the entire year

☐ Invoice per event

☐ I will mail a check(s) made payable to NAIOP Utah

☐ I will pay via credit card and understand a 3.5% merchant fee will be added  
(call Lindsay Cleverly, 801.414.4210 to make payment via phone)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date