

CRE Finance Council

2012 Sponsorship Opportunities



CRE Finance Council presents its 2012 Sponsorship Program.

We've made a few changes this year to create a program that will maximize your visibility and your benefits. You will also find our new format easier to navigate. For your convenience, we have maintained the familiar sponsorship structure: January Conference Sponsorship again has five levels, ranging from \$7,500 to \$25,000, while the June Conference continues to feature an Exhibit Hall, as well as individual sponsorship items.

WHAT'S NEW

We've added two new Annual Recognition Sponsorships: **Pinnacle** and **Sustaining**. Please find descriptions of each on the following pages.

CREFC will no longer offer the "right to renew" on June Conference Sponsorship items. We will accept preferences until September 30th. If there are several requests for the same item, selection will be made by lottery.
Note: Pinnacle Sponsors will have priority in choosing a June Conference Sponsorship item.



ONLY TWO
AVAILABLE

Pinnacle Annual Sponsorship

The Pinnacle Sponsor will support CREFC at the annual level of \$75,000.

Benefits

- **Recognition as a Sponsor** of the following:
 - January Conference: Premier Sponsor - logo on conference item (Value: \$25,000+)
 - June Conference: First choice on sponsorship item (Value: \$30,000)
 - After-Work Seminar Series: Includes entire 2012 Series (Value: \$7,500)
- **JW Marriott Presidential suite with huge balcony for your entertainment needs at the 2012 June Conference***
- **Priority Recognition on the home page of CREFC's website** throughout 2012
- **Company name on all CREFC blast e-mails** throughout 2012
- **Private Meeting Room** at the January and June Conferences**
- **Seven complimentary registrations** for each of the January and June Conferences (Value: minimum of \$16,100)
- **Early Registration Fee** for all paid registrations – Except Walk-ins
- **Two complimentary registrations** for each of CREFC's After-Work Seminars throughout the year (Value: minimum of \$1,000)
- **Full-page ad** in January and June Conference Books

Basic Benefits:

- Display corporate literature at Conferences
- Recognition on signage, e-mails and materials
- Company link on the CREFC website
- Recognition on all your company's attendees' name badges

** 1,755 square foot Suite PLUS large rooftop balcony can accommodate party for approximately 75 guests. Food and beverage costs not included.*

Suite available for day and evening of Monday, June 11 OR Tuesday, June 12.

***Meeting rooms are limited and will be available on a first-come, first-served basis. Food and beverage costs are not included.*

PLEASE NOTE: Annual commitments must be received by September 30, 2011

Pinnacle Annual Sponsorship

Pinnacle Annual Sponsorship



Sustaining Annual Sponsorship

The Sustaining Sponsor will support CREFC at the annual level of \$55,000 and up

Benefits

- **Recognition as a Sponsor** of the following:
 - January Conference: Premier Sponsor
 - June Conference
 - After-Work Seminar Series: Includes entire 2012 series
- **Recognition on the home page of CREFC's website** throughout 2012
- **Company name on all CREFC blast e-mails** throughout 2012
- **Private Meeting Room** at the January and June Conferences**
- **Seven complimentary registrations** for each of the January and June Conferences (Value: minimum of \$16,100)
- **Early Registration Fee** for all paid registrations – Except Walk-ins
- **One complimentary registration** for each of CREFC's After-Work Seminars throughout the year (Minimum value: \$500)
- **Full-page ad** in January and June Conference Books

Basic Benefits:

- Display corporate literature at Conferences
- Recognition on signage, e-mails and materials
- Company link on the CREFC website
- Recognition on all your company's attendees' name badges

***Meeting rooms are limited and will be available on a first-come, first-served basis. Food and beverage costs are not included.*

PLEASE NOTE: Annual commitments must be received by September 30, 2011

Sustaining Annual Sponsorship

Sustaining Annual Sponsorship



WHAT REMAINS THE SAME

You can still sponsor CREFC Conferences individually

Please review the descriptions of Sponsorships available and call to discuss how we can help you meet your goals. Below you will find a description of the benefits of sponsorship at the various levels.

2012 CRE FINANCE COUNCIL JANUARY CONFERENCE

January 9-11, 2012 – Loews Miami Beach Hotel, South Beach, FL

Basic Benefits:

Display corporate literature
Recognition on signage, e-mails and materials
Company link on the CREFC website
Recognition on all your company's attendees' name badges

Premier January Conference Sponsor \$25,000

Basic Benefits listed above PLUS:
Six complimentary registrations
Free Full-page ad in the Conference Book
Early Registration Fee for all paid registrations – Except Walk-ins

Platinum January Conference Sponsor \$20,000

Basic Benefits listed above PLUS:
Five complimentary registrations
Free Full-page ad in the Conference Book

Gold January Conference Sponsor \$15,000

Basic Benefits listed above PLUS:
Three complimentary registrations
Free ½ page ad in the Conference Book

Silver January Conference Sponsor \$10,000

Basic Benefits listed above PLUS:
Two complimentary registrations
Free ¼ page ad in the Conference Book

Bronze January Conference Sponsor \$7,500

Basic Benefits listed above PLUS:
One complimentary registration

PLEASE NOTE: Private Meeting Rooms are available ONLY to Annual Pinnacle and Sustaining Sponsors on a first-come, first-served basis.



2012 CRE FINANCE COUNCIL JUNE CONFERENCE

June 11-13 - JW Marriott Hotel, Washington, DC

	<i>Sole Sponsor</i>	<i>Co-Sponsorships</i>	
Tote Bag*	\$30,000	N/A	SOLD
USB Flash Drive*	\$30,000	N/A	SOLD
Cyber Café	\$30,000	3 4 at \$10,000	1 SOLD
Luncheon	\$30,000	2 at \$20,000	SOLD
Opening Networking Reception (Monday)	\$30,000	2 at \$20,000	
Networking Reception (Tuesday)	\$30,000	2 at \$20,000	
Concierge	\$25,000	N/A	
Door Prize: Case of Fine Wine	\$25,000	N/A	SOLD
South Beach Sunscreen: Save the Date*	\$25,000	N/A	SOLD
Water Bottles*	\$25,000	N/A	SOLD
Two General Sessions	\$25,000	N/A	
Hotel Key Card*	\$20,000	N/A	SOLD
Lanyard*	\$20,000	N/A	SOLD
Live Financial News Feed	\$20,000	N/A	
Novelty Item*	\$20,000	N/A	SOLD
Attendee List	\$20,000	N/A	SOLD
Boxed Lunches	\$20,000	2 3 at \$7,500	1 SOLD
Two Networking Breakfasts	\$20,000	1 3 at \$7,500	2 SOLD
At A Glance	\$15,000	N/A	SOLD
Back Cover Conference Book	\$15,000	N/A	SOLD
Notepad*	\$15,000	N/A	SOLD
Pen*	\$15,000	N/A	SOLD
Dessert Buffet	\$15,000	1 2 at \$10,000	1 SOLD
Registration Area	\$15,000	2 at \$10,000	SOLD
One General Session	\$15,000	N/A	
Night Cap	\$15,000	2 at \$10,000	
Conference Candy*	\$10,000	N/A	SOLD
Daily Newspaper	\$10,000	N/A	SOLD
Inside Back Cover Conference Book	\$10,000	N/A	
Educational Session	\$10,000	N/A	
Other Sponsors	N/A	\$5,000	

* Logo Items

Exhibit Hall Opportunities

Exhibit Booth (available for 2 days) \$4,000 each

You must be a sponsor to purchase an Exhibit Booth.



Basic Benefits:

- Display corporate literature at the June Conference
- Recognition on signage, e-mails and materials
- Company link on CREFC's website
- Recognition on all your company's attendees' name badges

\$25,000 and up

- Basic Benefits listed above PLUS:
- Six complimentary registrations
- Free Full-page ad in the Conference Book
- Guaranteed Early Registration Fee for all paid registrations – Except Walk-ins

\$20,000 and up

- Basic Benefits listed above PLUS:
- Five complimentary registrations
- Free Full-page ad in the Conference Book

\$15,000 up to \$19,999

- Basic Benefits listed above PLUS:
- Three complimentary registrations
- Free 1/2 page ad in the Conference Book

\$10,000 up to \$14,999

- Basic Benefits listed above PLUS
- Two complimentary registrations
- Free 1/4 page ad in the Conference Book

\$7,500 up to \$9,999

- Basic Benefits listed above PLUS:
- One complimentary registration

\$5,000 - Other Sponsors

- Other Sponsors will be listed in the Conference Book and on Conference signage

Program Book Advertising January OR June Conferences

Full-page Ad	\$ 2,000 Member \$ 3,000 Non-Member
Half-page Ad	\$ 1,000 Member \$ 1,500 Non-Member
Quarter-page Ad	\$ 500 Member \$ 750 Non-Member



AFTER-WORK SEMINAR SERIES

CREFC will hold monthly Seminars in cities around the country. These Seminars are highly regarded and frequently sell out. In addition, they are available to be viewed by webinar, an increasingly popular alternative. This sponsorship gives your company visibility throughout the year.

Benefits:

- Listing on all After-Work Seminar e-mail blasts and on signage at each Seminar
- One complimentary pass to each Seminar

Annual Sponsorship Levels

As always, your sponsorship of CREFC events accrues throughout the year, leading to Annual Recognition levels. The list below represents the sum of your sponsorship of CREFC events during 2012.

Pinnacle Sponsor	\$75,000 – <i>Only Two Available</i>
Sustaining Sponsor	\$55,000 and up
Supporting Sponsor	\$35,000 up to \$54,999
Contributing Sponsor	\$25,000 up to \$34,999
Assisting Sponsor	\$15,000 up to \$24,999
Sponsor	Under \$15,000

For questions or assistance, please contact
Patricia Geremia: 212.509.1939, pgeremia@crefc.org



RESPONSE FORM

Moving forward, CREFC will no longer offer the “right to renew” on June Conference Sponsorship items. We will accept preferences until September 30th. If there are several requests for the same item, selection will be made by lottery. Note: Pinnacle Sponsors will have priority in choosing a June Conference Sponsorship item.

Please select the event(s) you wish to sponsor:

- Pinnacle Sponsor** – Call CREFC to make your selection.
- January 2012 Conference** – January 9-11 – South Beach, FL
 Level Amount \$
- June 2012 Conference** – June 11-13 – Washington, DC
(Please see page 6 for a list of sponsorship opportunities)
 Day Item Amount \$
- Annual Convention Exhibit Booth:** \$4,000
- After-Work Seminars:** \$5,000
- Program Book Advertising** (Indicate event and ad size below)

Total 2012 Sponsorship Amount: \$

- Advertising
- | | | | |
|-----------------|---|---|--|
| Full-page Ad | <input type="checkbox"/> \$2,000 Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |
| | <input type="checkbox"/> \$3,000 Non-Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |
| Half-page Ad | <input type="checkbox"/> \$1,000 Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |
| | <input type="checkbox"/> \$1,500 Non-Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |
| Quarter-page Ad | <input type="checkbox"/> \$500 Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |
| | <input type="checkbox"/> \$750 Non-Member | <input type="checkbox"/> January Conference | <input type="checkbox"/> June Convention |

Once Sponsorship items have been confirmed, CREFC will send you an invoice.

Contact information for Sponsorships and Ads

.....
 Contact Name

.....
 Company *(Please list your company's name as it should appear in marketing materials)*

.....
 Address

.....
 City State Zip Code

.....
 Phone Fax E-mail

Return your completed sponsorship form via e-mail to pgeremia@crefc.org or fax to 212-509-1895.

