

## NAI Global Partnership Opportunities



Targeted Marketing



Focused Attendance



Decision Makers

Partnering with NAI Global provides you with a platform that will help you meet your goals and objectives to get the results you expect. Sign Up for our Partnership package to gain access to our professionals who WANT to meet you!

We are open to discussions to explore customizing a special offering to meet your specific needs/objectives.

If you have questions or would like to start the reservation process, please contact:

Bruce Grant  
Partnerships Development Director  
+1 646 603 6080  
[bgrant@naiglobal.com](mailto:bgrant@naiglobal.com)

### Top4 Brand\*

Global Commercial Real Estate

### Expansive Global Market Coverage

**5,100+** **300+**  
Professionals Offices

**200+** **750+**  
Marketing Executives  
Professionals & Directors

**1.1+** Billion  
Square Feet Managed

### Top Social Media Innovator

Commercial Real Estate Brand

\*Results from 2020 Lipsey Co. Survey

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# 2022 Sponsorship Tiers

## Platinum Tier

\$20,000 & Above

Guaranteed exhibit space  
at Convention.

## Gold Tier

\$12,500 - \$19,999

Guaranteed exhibit space  
at Convention.

## Silver Tier

\$6,500 - \$12,499

Guaranteed exhibit space  
at Convention.

## Bronze Tier

\$4,000 - \$6,499

Not guaranteed exhibit space at Convention.

## Supporter Tier

\$2,500

No exhibit space at convention

## Attendee

\$1,000

Per person, per conference.

Sponsorship Investment ✓ Check mark signifies a quantity of 1	Platinum	Gold	Silver	Bronze	Supporter
Full Registrations (Additional Registrant = \$500 each)	✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓
One Time Pre-Event Attendee List	With Email Addresses	With Email Addresses	Without Email Addresses	Without Email Addresses	
Post-Event Attendee List (Includes Email Addresses)	✓	✓	✓	✓	✓
Logo Signage at Event	✓	✓	✓	✓	✓
Logo on NAI Website & Intranet	✓	✓	✓	✓	✓
Logo on All Event Promotions (Pre & Post) *Will appear in each event promo beginning 1 week after contract is signed and payment is confirmed.	✓	✓	✓	✓	✓
Weeks of Exposure via Intranet Digital Advertising (\$2,000 value)	✓✓✓✓	✓✓✓	✓✓	✓✓	
Event Exhibit Table	✓	✓	✓	Available as Add-On	
Digital Ad Placement in Event App	300 x 600	300 x 600	300 x 300		
Speaking/Video Presentation Opportunity	✓	✓			
Premier Logo Placement in Program	✓				
Recognition by NAI Executive from Stage	✓				
Your Logo Added to a Choice of 1 Promotional Item *Items to be disclosed during discussions. Cannot be part of a barter sponsorship.	✓				



# 2022 Sponsorship Pricing

## Annual Convention Celebrating 30 Years!

New Orleans, LA  
Jan. 31st - Feb. 2nd,  
2022

### Exhibitor+ Package (\$9,000)

Attending our Annual Convention guarantees you exposure to the widest audience of NAI professionals from around the world! Exhibit at our Annual Convention and you will receive:

#### Exhibitor+ Package

- Two (2) full registrations (each additional registrant = \$500)
- Event exhibit space
- One time Pre-event attendee list (without email addresses)
- Post-Event attendee list (includes email addresses)
- Company logo on signage at event
- Logo on NAI website and Intranet
- Logo on all event promotions (Pre & Post)
- Featured in Online and PDF versions of the NAI Discounts and Savings platform
- Monthly Social Media Shout Outs and Highlights
- Eight (8) Opportunity Broadcasts
- Connections to four (4) NAI Offices of your choice
- Attendee list from most recent NAI Global Convention
- Three (3) weeks of exposure via intranet digital advertising on the homepage
- Four (4) guest blogs provided by your company (to be promoted on LinkedIn and our public website)

### Exhibit Space Only (\$6,000)

#### Exhibit Space Only

- Two (2) full registrations (each additional registrant = \$500)
- Event exhibit space
- One time Pre-event attendee list (without email addresses)
- Post-Event attendee list (includes email addresses)
- Company logo on signage at event
- Logo on NAI website and Intranet
- Logo on all event promotions (Pre & Post)

\*Will appear in each event promo beginning 1 week after contract is signed

SPRING 2022

# Convention Sponsorship Opportunities

Enhance your sponsorship booth package with one of these opportunities! These are also great for exposure if you don't want to have a booth!

## Tuesday Night Entertainment (\$55,000)

**POPULAR  
ITEM!**

Held on the second night of the conference, this is your chance to leave a lasting impression on guests and go out with a bang! Open bar with a ton of food – this is the event that no one misses. As the sponsor of this event you will receive:

- Company logo on signage at event
- Company logo on cocktail napkins
- Company logo on wristbands
- Thanked on stage by NAI executive the following morning at breakfast

## Opening Welcome Reception & Dinner (\$30,000)

Our Welcome Dinner Reception always draws a great crowd so be sure to get great exposure by sponsoring this popular networking event. As the sponsor of the Welcome Dinner Reception you will receive:

- Company logo on signage at event
- Company logo on cocktail napkins
- Thank you welcome address by NAI Global's President & CEO, Jay Olshonsky

## Event Wi-Fi (\$25,000)

Sponsoring this allows you to choose how attendees connect to the internet. Your company chooses the Wi-Fi name, the password for the Wi-Fi and is redirected to the website of your choice. As the sponsor of the Event Wi-Fi you will receive:

- Company logo on signage at event

## Tuesday General Session Sponsor (\$25,000)

Sponsoring one of our General Sessions is guaranteed to grant you maximum exposure to all NAI Leadership or Convention attendees. As the sponsor of this opportunity you will receive:

- Thank you welcome address by NAI Global's President & CEO, Jay Olshonsky
- Speaking/video opportunity
- Company logo on signage at event

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## Women's/DEI Package (\$20,000)

NAI Global professionals consist of impressive men and women from a variety of backgrounds. Sponsoring our Women's / DEI Package guarantees you exposure to a burgeoning group of people. Don't miss the boat! As the sponsor of this opportunity you will be sponsoring our Convention's:

- Women PDMs' Mastermind Workshop
- Diversity, Equity & Inclusion Council Reception
- Women's Alliance Dinner (Invite Only)
- Women's Alliance Workshop

## Coffee Lounge Sponsor (\$20,000)

**POPULAR  
ITEM!**

Want to be the center of attention? This coffee lounge placed in the middle of our exhibit hall is guaranteed to get you maximum exposure during Convention! As the sponsor of the Coffee Lounge you will receive:

- An espresso bar with cappuccino, mocha, latte, chai latte, handcrafted hot cocoa, and iced lattes
- Baristas serving guests
- Napkins with company logo
- Company logo on signage at coffee bar

## NAI French Quarter (\$20,000)

Sponsor this themed reception that is open to all attendees! As the sponsor of the French Quarter you will receive:

- Speaking opportunity
- TBD

## Registration Package (\$15,000)

As the sponsor of the Registration Package you will receive:

- Company logo on all lanyards given to attendees
- Leaderboard banner ad in our Know-Before-You-Go (KBYG) communications that are sent to all registrants before the event

## Professional Photographer & Headshots (\$15,000)

Have a professional photographer next to your booth and offer free headshots to all Convention attendees! As the sponsor of this opportunity you will receive:

- Signage during photography session with company logo
- List of all participants so you can be the one to provide them with their headshot

## Private Reception (\$15,000)

*2 spots available*

This reception is by invitation only. This is your opportunity to network and get in front of the NAI professionals of your choice. As the sponsor of a Private Reception you will receive:

- Meeting space for up to 50 guests; the reception will run for 60 minutes
- Company logo on signage at event
- During the reception there will be a raffle conducted with two prize winners. NAI Global will provide the prizes\*.

\* Prizes up to \$1,000 each

## Networking Combo Lunch - Monday & Tuesday (\$15,000)

The networking lunches held on Monday and Tuesday of Convention is for all attendees ensuring maximum exposure during the event. As the sponsor of the Networking lunches you will receive:

- Slide during lunch with company logo
- Cocktail napkins with company logo
- Signage during lunch with company logo

## Room Drop (Item from Sponsor) (\$12,500)\*

Drop marketing a promotional item in each attendee guest room. Limited to one item/ piece of collateral (e.g., one flyer, one giveaway, etc.)

\*This amount covers the cost to drop each item in the room. Sponsor is still responsible to provide the item.



## **Internationals & First Timers Welcome Reception**

**(\$12,500)**

This reception gives you the chance to connect with NAI professionals from around the globe, and our first time Convention attendees. As the sponsor of this Reception you will receive:

- Speaking opportunity during session
- Cocktail napkins with company logo
- Signage during reception with company logo

## **Young Professionals Reception**

**(\$12,500)**

This reception gives you the chance to connect with NAI's youngest and brightest professionals. As the sponsor of the Young Professionals Reception you will receive:

- Speaking opportunity during session
- Cocktail napkins with company logo
- Signage during reception with company logo

## **Hotel Key Cards**

**(\$11,000)**

Take this opportunity to be in every attendee's pocket by sponsoring their room key. As the sponsor of the Hotel Keycards you will receive:

- Company logo on room key
- Company logo on signage at event

## **C-Suite Outing**

**(\$10,000)**

Sponsoring the C-Suite Outing guarantees you an exclusive evening with NAI's top office leaders. This social event is themed around the Convention location and features premium cocktails. As the Sponsor of the C-Suite Outing you will receive:

- The outing will include up to 30 NAI Principals or Managers. Drinks only. Premium bar brand
- The outing will be held on Wednesday from 8:00-10:00PM
- Signage during event with company logo

## **Networking Breakfasts (\$10,000)**

The networking breakfasts held on the Tuesday and Wednesday of Convention are for all attendees ensuring maximum exposure during the event. As the sponsor of the Networking Breakfasts you will receive:

- Slide during breakfast with company logo
- Cocktail napkins with company logo
- Signage during breakfast with company logo

## **Presidential Private Dinner (\$10,000)**

This dinner is by invitation only. This is your opportunity to network and get in front of the NAI professionals of your choice. As the sponsor of a Private Dinner you will receive:

- Private room in a restaurant for up to 20 guests (We will share list of approved restaurants for you to choose). Exhibit space is not included.
- Company logo on signage at event
- Speaking Opportunity
- Company logo on menu cards
- Your company will work with our events management team on the dinner menu

## **Tote Bags (\$9,000)**

As the sponsor of the Tote Bags you will receive:

- Company logo on bag given to all attendees
- Company logo on signage at event

## **Charging Station (\$8,000)**

Sponsor this station and give attendees a charge when their phones need it most! As the sponsor of the Charging Station you will receive:

- Company logo on charging station
- Company logo on signage at event



## Council Breakout Session (\$4,000)

Do you have a specific sector group that you want to target? Sponsor one of our council sessions and get in front of the professionals that matter to you the most! (Our councils are as follows: **Retail, Property Management, Industrial, Investment, Office, Corporate Services** and **Marketing**. Limited to one sponsor per council.) As the sponsor of a Council Breakout Session you will receive:

- Speaking opportunity during session in front of the entire council
- Signage during council session with company logo

Sponsorships

# 2022 Corporate Sponsorship Form



## Sponsorship Packages (Choose One)

<b>Platinum Sponsor</b> (Exhibit Space at Convention)	\$20,000
<b>Gold Sponsor</b> (Exhibit Space at Convention)	\$12,500
<b>Silver Sponsor</b> (Exhibit Space at Convention)	\$6,500
<b>Bronze Sponsor</b> (No Exhibit Space at Convention)	\$4,000
<b>Supporter</b> (No Exhibit Space at Convention)	\$2,500

## Exhibitor Packages (Choose One)

<b>Exhibitor+ Package</b> (Convention Only)	\$9,000
<b>Exhibitor</b> (Convention Only)	\$6,000
<b>Attendee</b> (Per person)	\$1,000

*Please visit [NAIGlobalEvents.com](http://NAIGlobalEvents.com) to register.*

2022 Corporate Sponsorship Form



# 2022 Corporate Sponsorship Form



## Sponsorship Opportunities (Choose multiple if desired)

Tuesday Night Entertainment	\$55,000	Opening Reception & Dinner	\$30,000
Event Wifi	\$25,000	Tuesday General Session	\$25,000
Women's/DEI Package	\$20,000	Coffee Lounge	\$20,000
Networking Combo Lunch	\$15,000	Professional Photographer & Headshots	\$15,000
International & First Timers Welcome Reception	\$12,500	Room Drop	\$12,500
Young Professionals Reception	\$12,500	Hotel Key Card	\$11,000
Networking Breakfast - Tuesday or Wednesday	\$10,000	C-Suite Outing	\$10,000
Presidential Private Dinner	\$10,000	Tote Bags	\$9,000
Council Breakout Session	\$4,000		

SPONSORSHIP FORM

# 2022 Corporate Sponsorship Form



## Sponsor Information

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

Contract Signatory Name: \_\_\_\_\_

Contract Signatory Email Address: \_\_\_\_\_

Contract Signatory Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Main POC for sponsorship items (e.g. marketing person): \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Desired Sponsorship Opportunity: \_\_\_\_\_

To express your interest in sponsoring our events, please submit this form to  
**Bruce Grant at [bgrant@naiglobal.com](mailto:bgrant@naiglobal.com)**

SPONSORSHIP FORM



## Sponsor

We have been a top level sponsor with NAI Global for years and are committed into the future. We have grown our business with NAI Global year over year and find the opportunities to be in front of NAI Global's Firms in person and complimented by ongoing marketing is very effective in penetrating the offices and growing our volume.

Jim Cooley  
Sherwin Williams

# NAI Global Partners

<b>Platinum Sponsors</b>        	<b>Gold Sponsors</b>    	<b>Silver Sponsors</b>   	
<b>Bronze Sponsors</b>  	<b>Exhibitor</b>      	<b>Women's Alliance / DEI</b>   	<b>Corporate Sponsors</b>  

For more information on becoming a Sponsor  
or Exhibitor, please contact [bgrant@naiglobal.com](mailto:bgrant@naiglobal.com)