



Northern California  
CCIM Chapter

CCIM



# Sponsorship Packet

# Who We Are

## CCIMs exceed their peers in transaction volume by 42%

The Northern California Chapter of CCIM Institute represents the most elite cohort of experienced commercial real estate brokers and agents in the market – leveraging the world's premier education in investment analysis. Our 250 members represent more than \$1 billion in annual transactions. Our membership includes entrepreneurial CRE professionals representing a wide range of disciplines and property types, bolstered by a supportive array of lenders, appraisers, exchangers, accountants, and attorneys. All are linked by a global referral network to source and transact deals in the

local markets and around the world. Our calendar of over 30 chapter and district events provide local and regional intel, as well as a ready network to explore new opportunities, transitioning leasing opportunities to investment sales, or even become investment partners in a transaction. A chapter of excellence for over 16 years, we were the first chapter in the CCIM Institute. Coupled with the most diverse, youthful professionals in the country, we provide a unique opportunity to showcase your company to the region's most respected deal-makers.



**250+** Members

**30+** Yearly Events

**2016** CCIM Chapter of Excellence

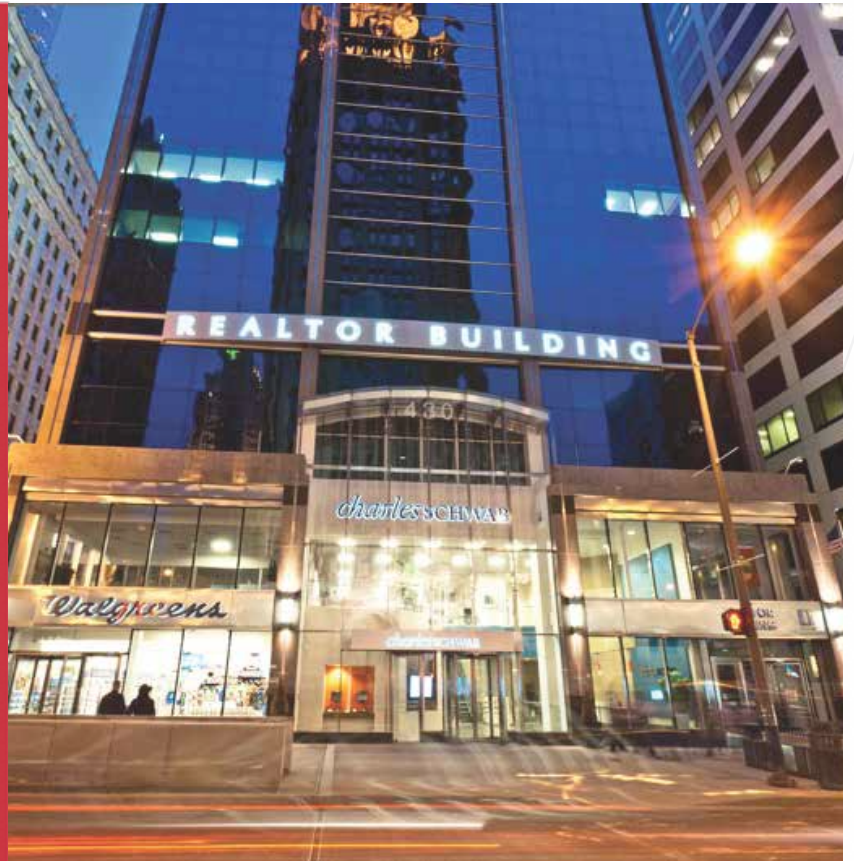
**2015** Presidents Cup

**#1** First Chapter in CCIM Institute



### CCIMs Are

- brokers
- property managers
- leasing professionals
- developers
- investment counselors
- institutional investors
- asset managers
- commercial lenders
- CRE executives
- appraisers
- attorneys
- bankers
- other allied professionals



# Real Estate's Premier Organization

Founded over a half century ago, CCIM Institute created the language of global real estate investment. Today, the organization, through its 50 chapters, continues to innovate best practices and elevate the commercial real estate professional through its core designation program to earn the CCIM pin—real estate's most coveted credential — and its real-world education courses offered through the Ward Center for Real Estate Studies. Today,

almost 70 percent of designees hold the title of owner, partner, principal, or president, representing an exclusive worldwide referral network of 13,000 members in 30 countries. Ultimately, CCIM Institute represents a larger vision of the commercial real estate provider, leveraging investment analysis, opinions of value, and underwriting to become a leader in sourcing capital, building a cash-flow vehicle, and ultimately creating value.

# Sponsorship Opportunities

## Monthly Luncheons

Network with deal-makers and service providers during our month chapter luncheons. Marketing and Mentoring Sessions at the beautiful Sequoyah Country Club in the Oakland Hills. Speakers and expert panels address a variety of timely topics.



## District Events

Increase the scope of your network by attending our regular luncheon meetings, marketing sessions, and networking mixers hosted by our Silicon Valley and Sacramento districts.

## Social & Networking

Add us to your social calendar as we explore wineries, breweries, and other fun sites as part of our Infrastructure and ReUse Tours. The Holiday Installation Dinner-Dance is a seasonal favorite, as is our annual fall golf tournament.

### Marquee Events

- Monthly Chapter Meetings
- Have/Want Marketing Sessions
- Mentoring Programs
- Timely Luncheon Programs
- Silicon Valley & Sacramento District Mixers & Luncheons
- Golf Tournament
- Broker Forum
- Infrastructure Tours
- Holiday Dinner & Installation

# CCIM Northern California Sponsorship Packages

## Platinum \$5,000

Elevate your company's exposure and branding to the very top with our Platinum Level Package. Marketing for nearly every event will feature your company's logo with a link to your website. A custom standup banner will be prominently displayed at chapter events, and you will have numerous opportunities to talk about your company's services. Included is a golf tournament sponsorship with a complimentary foursome. These and many other benefits make Platinum your best investment.

## Gold \$3,000

The Gold Package is the best-valued option for corporations that want the best return on investment. It provides an elevated marketing exposure with the most benefits. It includes a sponsorship at the annual golf tournament, tickets to the Holiday Installation Dinner, additional social media recognitions, and a number of other benefits.

## Silver \$2,000

This is the ideal package for companies that want to stand out among the competition. Does your company have more than one representative? Then this is the solution with two associate memberships. Check out the many other advantages of this Silver Package.

## Bronze \$1,000

Working from a limited budget? The Bronze Package is a real bargain with lots of exposure for your company, and unlimited access to chapter and district meetings and events. An associate membership ensures that you are in the loop!

Ad Hoc Sponsorships are also available for certain events. Contact us for details  
[NorCalCCIM@ccim.net](mailto:NorCalCCIM@ccim.net)

	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	\$5,000	\$3,000	\$2,000	\$1,000
Logo Display @ All Norcal CCIM Events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Display @ Chapter Luncheon Events & Mixers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Display @ Districts Luncheon Events & Mixers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Brokers Forum	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Holiday + Installation Dinner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Tournament 2 Players	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Tournament Premium Sponsorship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admission Tickets				
NorCal CCIM Chapter & District Luncheons & Mixers	5 tickets/event	3 tickets/event	2 tickets/event	1 ticket/event
Brokers Forum	5 tickets/event	3 tickets/event	2 tickets/event	1 ticket/event
Holiday + Installation Dinner	4 tickets	2 tickets	Discounted	Discounted
Events Speaking Opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mentoring Session (45 mins)	Guaranteed	As Available	As Available	As Available
Brokers Forum	10 minutes	5 minutes	-	-
Sponsor Web Page Benefits	Premier Placement	Premier Placement	Premier Placement	High Placement
Digital Marketing				
Online Ads	Logo and Contact	Logo and Contact	Logo Only	Logo Only
Social Media Pages	Logo and Contact, Special Mentions (2)	Logo and Contact, Special mention (1)	Logo Only	Logo
Email Marketing	Large Logo	Large Logo	Medium Logo	Small Logo
Sponsor Promotion Via Email Distribution	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsors Badge (by level)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Membership Roster	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customized Banner & Stand	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution of Printed Sponsor's Marketing Materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>TOTAL VALUE</b>	<b>\$13,730</b>	<b>\$9,700</b>	<b>\$7,450</b>	<b>\$6,500</b>

# Sponsor Us

## Yes, I want to sponsor the CCIM Northern California Chapter

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

**Main Contact** \_\_\_\_\_

**Position** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Email** \_\_\_\_\_

**Specialization** \_\_\_\_\_

**Job Function** \_\_\_\_\_

**Website** \_\_\_\_\_

**Indicate Payment Method Below:**

**Bill Me**

**Check for \$\_\_\_\_\_ enclosed**

**Mail To: Terry Shores**

NorCal CCIM  
6610 Merchant Street  
Petaluma, CA 94952  
United States

707-795-8095  
NorCalCCIM@ccim.net

**Payable To: Northern California CCIM Chapter**

**Pay Online: [www.norcalccim.com/become-a-sponsor/](http://www.norcalccim.com/become-a-sponsor/)**



# Contact Us

## Terry Shores

Executive Director  
NorCalCCIM@ccim.net  
707-795-8095



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