



# 2023 SPONSORSHIP OPPORTUNITIES

NAI Global is pleased to have customized programs that enable companies like yours to promote to our vast community of commercial real estate professionals and their clients.



**Targeted  
Marketing**



**Focused  
Attendance**



**Decision  
Makers Onsite**

# About NAI Global

Partnering with NAI Global provides you with a platform that will help you meet your goals and objectives to get the results you expect. Join us at our events and 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:

## Zack Buchanan

Account Executive

p: 717.430.2291

e: zack.buchanan@theygsgroup.com

## The YGS Group

C/O NAI Global

3650 West Market Street

York, PA 17404

## THE COSMOPOLITAN LAS VEGAS, NV

NAI Global Annual Convention (Marketed to over 5,100 owners, executives, brokers, property managers, marketing professionals and attended by approximately 600 NAI buyers, brokers, executives, and key-influencers from around the world.)

**FEBRUARY 6-9, 2023**

## THE RITZ-CARLTON PENTAGON CITY (WASHINGTON D.C.)

Marketed to ALL NAI Office Leaders and Decision-Makers. Attended by approximately 150 NAI Leaders.

**October 16-18, 2023**



## Top 5 Brand\*

Global Commercial Real Estate



## Top Social Media Innovator

Commercial Real Estate Brand



**5,100+**

Professionals



**375+**

Offices



**1.1+ Billion**

Square Feet Managed



**750+**

Executives & Directors



**200+**

Marketing Professionals

## Expansive Global Market Coverage

\*Results from 2022 Lipsey Co. Survey

NAI Global will recognize sponsors based on total annual spend (sponsorship items and exhibit space) based on a five-tier system.

# Event Photos



# 2023 Sponsorship Tiers

SPONSORSHIP INVESTMENT	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
✓ Check Mark signifies a quantity of 1					
	\$35,000+	\$22,500 - \$34,999	\$12,500 - \$22,499	\$7,500 - \$12,499	\$6,000
Full Registrations (Additional Registrant = \$500 each)	✓✓✓✓	✓✓✓	✓✓	✓✓	✓✓
One Time Pre-Event Attendee List	With Email Addresses	With Email Addresses	Without 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 Portions (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	Both Events	Both Events	Both Events	Available as Add-On	
Digital Ad Placement in Event App	300x600 (6 weeks)	300x600 (4 weeks)	300x300 (2 weeks)		
Premier Logo Placement in Program	✓	✓			
Speaking Opportunity	✓				
Recognition by NAI Executive from Stage	✓				
Logo added to Tote Bag (Convention Only)	✓				
Blogs	4 blogs	2 blogs			
Featured in NAI Discounts & Savings *Contingent upon discount made available to NAI professionals	✓	✓	✓	✓	✓
Opportunity Broadcasts	8 posts	5 posts	2 posts		

# 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.

## WELCOME DINNER RECEPTION (\$75,000) MAX EXPOSURE

**Leadership Only (\$30,000) | Convention Only (\$50,000)**

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
- Speaking opportunity
- Thank you welcome address by NAI Global's President & CEO, Jay Olshonsk
- Max exposure

## TUESDAY NIGHT ENTERTAINMENT (\$60,000)

**Convention Only - (8 spots available - \$7,500 each)**

Club experience, anyone? Held on the second night of the conference, this is your chance to leave a lasting impression on our attendees and go out with a bang! Invite guests to your private area for drinks, raffles, and much more! 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
- Private section at After Hours party venue
- Thanked on stage by NAI executive the following morning at breakfast
- Max exposure

## COFFEE LOUNGE SPONSOR (\$50,000) MAX EXPOSURE

**Leadership Only (\$25,000) | Convention Only (\$30,000)**

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 Leadership and 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
- Max exposure

# Sponsorship Opportunities



## BEER GARDEN (\$40,000)

### Convention Only

This social event, open to all attendees, is themed around the conference location and features food, cocktails and entertainment.

- Speaking opportunity
- Company logo on signage at event
- Beer Coozies with company logo on them
- Max exposure



## EVENT WI-FI (\$35,000) MAX EXPOSURE

### Leadership Only (\$15,000) | Convention Only (\$25,000)

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

- Company logo on signage at event
- Every single prospect should be asked to contribute to this before the contract is drawn up



## TUESDAY GENERAL SESSION SPONSOR (\$27,500)

### Leadership Only (\$15,000) | Convention Only (\$15,000)

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 opportunity
- Company logo on signage at event
- Max exposure



## REGISTRATION PACKAGE (\$22,500)

### Leadership Only (\$10,000) | Convention Only (\$15,000)

As the sponsor of the Registration Package you will receive:

- 1 company logo on all lanyards given to attendees  
(Step & Repeat with NAI logo)
- Leaderboard banner ad in our Know-Before-You-Go (KBYG) communications that are sent to all registrants before the event
- Only 23 Leadership is still available
- Max exposure

# Sponsorship Opportunities



## MONDAY NIGHT DINNER (\$20,000) MAX EXPOSURE

### Leadership Only

This dinner is open to all NAI Principals, Directors and Managers. Leaving a good impression on these key professionals is a must! As the sponsor of this Tuesday Night Dinner you will receive:

- Company logo on signage at event
- Company logo on menu cards
- Speaking window to welcome dinner guests
- Max exposure



## HOTEL KEY CARDS (\$18,500)

### Leadership Only (\$7,500) | Convention Only (\$12,000)

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
- Every single prospect should be asked to contribute to this before the contract is drawn up



## PRESIDENTIAL RUN SPONSOR (\$15,000)

### Leadership Only (\$7,500) | Convention Only (\$10,000)

Start your day off with a 5K featuring NAI Global President & CEO, Jay Olshonsky! Held on Tuesday & Wednesday of Leadership and Convention. This is a great way to clear your mind and prepare for a full day of networking and learning. As the sponsor of this opportunity you will receive:

- Company logo on signage
- Logo on water bottles or T-shirts
- Every single prospect should be asked to contribute to this before the contract is drawn up



## PROFESSIONAL PHOTOGRAPHER & HEADSHOTS (\$15,000)

### Convention Only

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
- Max but build out what they get

# Sponsorship Opportunities



## PRIVATE RECEPTION MAX EXPOSURE

**Leadership Only (\$15,000) - 1 spot available**

**Convention Only (\$15,000) - 2 spots available**

This reception is by invitation only and 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
- Every single prospect should be asked to contribute to this before the contract is drawn up



## YOUNG PROFESSIONALS RECEPTION (\$15,000) MAX EXPOSURE

**Convention Only**

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 reception
- Wristbands with company logo
- Signage during reception with company logo
- Every single prospect should be asked to contribute to this before the contract is drawn up



## C-SUITE OUTING (\$15,000)

**Convention Only**

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 brands
- Signage during event with company logo
- Wristbands with company logo
- Every single prospect should be asked to contribute to this before the contract is drawn up

# Sponsorship Opportunities



## NETWORKING BREAKFASTS (\$15,000)

**Leadership Only (\$6,000) | Convention Only (\$10,000)**

The networking breakfasts held on the Tuesday and Wednesday of Leadership and 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
- Max



## PRIVATE DINNER

**Leadership Only (\$11,000) - 2 Spots Left | Convention Only (\$11,000)**

**- 4 Spots Left**

This dinner is by invitation only and is attended by NAI Global Professional. This is your opportunity to network and get in front of the NAI professionals of your choice. As the sponsor of the Presidential 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
- Company logo on menu cards
- Your company will work with our events management team on the dinner menu
- Max and bump price to 15k



## NETWORKING PLATED LUNCH - TUESDAY (\$10,000)

**Leadership Only (\$5,000) | Convention Only (\$7,000)**

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

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

# Sponsorship Opportunities

## COUNCIL BREAKOUT SESSION (\$5,000)

### Convention Only

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, Office, Industrial, Investment, Corporate Services and Marketing. Limited to one sponsor per session.) 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
- Every single prospect should be asked to contribute to this before the contract is drawn up

## DIVERSITY, EQUITY & INCLUSION (“DEI ALLY”) (\$1,000+)

### Convention or Leadership

This council was designed to show NAI professionals that NAI Global is committed to creating an inclusive environment where diverse voices are active in all aspects of the organization. This requires a culture of inclusion in which all individuals feel respected and are treated fairly; where different viewpoints, opinions, thoughts, and ideas are encouraged and embraced. As the sponsor of a Council Breakout Session you will receive:

- Logo will be placed on the footer and signage at the event
- Share 50-100 word blurb about why supporting this initiative is important to you and your firm.  
Blurb to be displayed on event app

## Sponsor Testimonial

“

The NAI Leadership Summit was instrumental in keeping the NAI Leadership team up to date of new offerings and insights added to LoopNet, the world's largest commercial real estate marketing platform, and CoStar the global leader in commercial real estate information and analytics. The NAI Leadership Summit was a great way to show NAI how LoopNet and CoStar can help them market their listings and win new business. The time we had with the NAI team has proved to strengthen our relationship with the NAI member offices and uncover ways that we can help each other grow as leaders in our industry.

Mark Galanti CoStar,  
*Senior Account Executive*

## NAI Global Partners

### Platinum Sponsors



### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Exhibitor



### Women's Alliance / DEI



### Supporting Sponsors



NAI Global