

# NAIOP Colorado

## 2021 CHAPTER MARKETING OPPORTUNITIES AND PUBLIC POLICY INVESTMENTS

From investors, owners and developers to architects, brokers, engineers and other professionals...

### **NAIOP IS COMMERCIAL REAL ESTATE.**

With over 700 members serving the local Denver Metro and larger Colorado market, the **NAIOP COLORADO CHAPTER** has the people, knowledge and education to help you find connections, stay ahead of the curve, and make deals, particularly during these challenging times.

### **CONNECT WITH PARTNERS AND TOOLS THAT MATTER.**

NAIOP Colorado easily connects you to the key players and valuable resources that can have a meaningful impact on your business. That means you don't have to waste time, energy and money aimlessly searching for these productive connections on your own.

- Over 38% of our membership are developers, owners, investors and asset managers.
- Average combined yearly attendance of over 4,300 people at local Chapter events and programs. The virtual and hybrid events held in 2020 maintained high attendance and visibility for partners.
- NAIOP Members are a unique audience; over 80% do NOT belong to other organizations such as ULI, BOMA and ICSC.

### **WE DRIVE LEGISLATIVE AND POLITICAL ACTION.**

We take a stand on legislative and political issues affecting your business, and we drive solutions that are best for the industry and Colorado. We boldly initiate productive conversation on your behalf to remove barriers and shape policy and regulations so that you can do business in a profitable, efficient and responsible way.

- Took an active role on the Denver Climate Action Task Force which published a 100+ page report on how to move Denver toward energy efficiency and a reduction in greenhouse gas emissions. This included placing a sales tax measure on the ballot in place of a proposed energy tax.
- Participate in a coalition opposing the proposed Limited Growth Ballot Initiative that would limit new housing permits to 1% per year. Twice this has resulted in the proposal being pulled from the ballot.
- Supported Amendment B to remove the Gallagher Amendment from the Constitution making Property Tax Reform possible to provide relief to commercial real estate.
- Hold a leadership position in the Colorado Real Estate Alliance (CREA), a coalition of 17 real estate related organizations who work together on issues.



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

1391 Speer Boulevard, Suite 450

Denver, CO 80204

(303) 782-0155 | [NAIOP-Colorado.org](http://NAIOP-Colorado.org)

# NAIOP Colorado

## 2021 CHAPTER MARKETING OPPORTUNITIES

### IT'S SOCIAL AND FUN.

We're serious about commercial real estate, but we're also serious about your health. You can be socially present while being physically distant and build valuable business relationships with powerful industry influencers.

- We annually host over 20 educational events: The Rocky Mountain Real Estate Challenge; an Annual Property Tour highlighting office, retail, hospitality, multi-housing and industrial projects; plus, numerous meetings focused on real estate technology, market forecasts, public policy and more. We produces unique events like Fight Night and the Winter Classic Hockey, Curling and Skiing adventures which not only provide networking opportunities, they also raise funds in support of local charities such as Children's Hospital Colorado and Denver Active 20-30 Children's Foundation.
- We provide numerous networking events for NAIOP members and sponsors through quarterly Real Estate on the Rocks, Member Only programming and the Annual Holiday Party.
- While many of these had to be reimaged in 2020, we are planning a vibrant body of programming in 2021.

### WE ADDRESS DIVERSITY, EQUITY AND INCLUSIVITY.

We have taken active steps to address diversity in our industry by partnering with the Denver Public Schools Career Connect program and joining the Graduate Real Estate Association at CU to produce an educational series on Social Equity in Real Estate. We have also created a Diversity, Equity and Inclusivity Committee to continue to address these issues.

### INVEST IN NAIOP COLORADO. BECOME A SPONSOR.

We encourage you to partner with us in joining as a Sponsor. As a sponsor, your company will receive name recognition at events, exposure in promotional materials, and exclusive invitations to select Chapter events and programming.

LEVEL	SPONSORSHIP BENEFITS	EARLY BIRD INVESTMENT (Before January 31, 2021)	LATE INVESTMENT (Starts February 1, 2021)
SUSTAINING	Top recognition as Sustaining sponsor of Chapter events to include (select one option): (A) Economic Forecast; Golf Tournament and Fall Education Series; (B) Mid-Year Forecast, Property Tour and Spring Breakfast; OR (C) Developing Leader Programming and Events. Tickets for guests at sponsored events, plus registrations to attend: Annual Awards of Achievement (full table for 10); Rocky Mountain Real Estate Challenge (full table for 10); and option to purchase additional event registrations at discounted rates.	\$12,000	\$12,500
SUPPORTING	Premium recognition as Supporting sponsor of Chapter events to include (select one option): (A) Economic Forecast; Golf Tournament and Fall Education Series; (B) Mid-Year Forecast, Property Tour and Spring Breakfast; OR (C) Developing Leader Programming and Events. Tickets for guests at sponsored events, plus registrations to attend: Annual Awards of Achievement (half table for 5); Rocky Mountain Real Estate Challenge (half table for 5); and option to purchase additional event registrations at discounted rates.	\$8,000	\$8,500
CHAPTER	Year-round recognition and registrations to attend: Annual Awards of Achievement (half table for 5); Rocky Mountain Real Estate Challenge (half table for 5); NAIOP Golf Classic (2 Players with Hole Sponsorship); and option to purchase additional event registrations at discounted rates.	\$4,500	\$4,750

**ALL SPONSORSHIPS INCLUDE:** Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.

**EARLY BIRD RATES:** Complete the following Chapter Sponsor Form or contact NAIOP Colorado by **January 31, 2021** to secure discount rates. Rates increase on February 1st.

### QUESTIONS, PLEASE CONTACT:

Ian Nichols, NAIOP Finance Chair  
ian.nichols@flywheelcap.com | 303.374.4383

Jayma File, NAIOP Managing Director  
jfile@wmrdenver.org | 303-782-0155 ext. 114

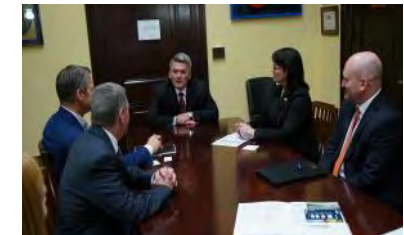
# NAIOP Colorado

## 2021 PUBLIC POLICY FUND INVESTMENT OPPORTUNITIES

The goal of NAIOP Colorado’s public policy efforts is to insure that owners and developers of office, industrial, mixed-use, retail and related real estate are protected from the ever present threats of both legislation action and ballot initiative processes that attempt to hinder and/or unfairly burden the commercial real estate industry. By protecting owners and developers, the livelihoods of all real estate service providers, and the cost exposure of tenants, are protected as well. In addition, NAIOP Colorado proactively drafts, sponsors, and works to pass legislation and initiatives that benefit the commercial real estate industry.

There are many ways to invest in the Public Policy Fund. You can invest a designated amount, you can give based on the number of buildings in your portfolio, or you can invest based on the square footage you own. Your level of investment will determine the benefits your company receives.

LEVEL	INVESTMENT BENEFITS	INVESTMENT
PACKAGE A	Presenting Sponsor of the Public Policy Educational Series; Co-Sponsor of the Legislative Event; Co-Sponsor of the PAC Fundraiser; Weekly Updates from Lobbyist Firm; Invitation to attend the Annual Federal Legislative Update Dinner; Invitation to attend the Quarterly State Legislative Update Meetings; Invitation to have Company Representative on the Public Policy Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>Minimum \$10,000</b>
PACKAGE B	Supporting Sponsor of the Public Policy Educational Series; Tickets for two to attend the Legislative Event; Tickets for two to attend the PAC Fundraiser; Weekly Updates from Lobbyist Firm; Invitation to attend the Annual Federal Legislative Update Dinner; Invitation to attend the Quarterly State Legislative Update Meetings; Invitation to have Company Representative on the Public Policy Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>Minimum \$7,500</b>
PACKAGE C	One ticket to attend the Legislative Event; One ticket to attend the PAC Fundraiser; Invitation to attend the Quarterly State Legislative Update Meetings; Invitation to have Company Representative on the Public Policy Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>Minimum \$5,000</b>
PACKAGE D	One Ticket to attend the Legislative Event; One ticket to attend the PAC Fundraiser; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>Minimum \$2,500</b>
PACKAGE E	One Ticket to attend the Legislative Event; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>Minimum \$1,000</b>
PACKAGE F	Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.	<b>\$999 and Under</b>





# NAIOP Colorado

## 2021 CHAPTER MARKETING OPPORTUNITIES



### 2021 COLORADO CHAPTER Events and Programs:

- January 6 Public Policy Series: What's Next? A Look Ahead to 2021
- January 12 Economic Forecast Breakfast
- January 28 Virtual Tour Series: Parc Santa Fe
- February Member Only Event
- February 25 Annual Awards of Achievement
- March 3 Winter Classic Skiing with the Icons at Winter Park
- April Winter Classic Curling Tournament
- April Economic Town Hall
- April Real Estate on the Rocks
- April 29 Rocky Mountain Real Estate Challenge presented by Land Title
- May DL Half-Day Community Outreach Event + Real Estate on the Rocks
- May Member Social
- June DL Bike Bar Tour
- June NAIOP Golf Classic at Fossil Trace Golf Club
- July DL Real Estate on the Rocks
- July Mid Year Forecast Breakfast
- July DL Mentor Program Game Night/Team Building Event
- August Winter Classic Hockey Event at The Ice Ranch, Littleton
- Fall Annual Property Tour Series (3-4 sessions)
- Fall Fall Education Series (4 sessions)
- Fall Public Policy Series (2-3 sessions)
- September DL Half-Day Community Outreach Event
- October DL Mentor Program Speaking & Networking Coach
- October Fight Night 2021 Weigh-In Party
- October Fight Night 2021 presented by Fidelity National Title National Commercial Service
- October DL Real Estate on the Rocks
- November DL Mentor Program Wrap Up Party
- December Annual Holiday Party & Charitable Giving Drive-Thru

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 #naiopcolorado

**SPONSORSHIP INVESTMENT**

<u>Level</u>	<u>Package Selection</u>	<b>EARLY BIRD</b> <u>Investment</u> <small>Before January 31, 2021</small>	<u>Investment</u> <small>Late Starts February 1, 2021</small>	<u>Availability</u>
<input type="checkbox"/> SUSTAINING SPONSOR	<input type="checkbox"/> Package A <input checked="" type="checkbox"/> <del>Package B</del> <input checked="" type="checkbox"/> <del>Package C</del>	\$12,000	\$12,500	1 of 3
<input type="checkbox"/> SUPPORTING SPONSOR	<input checked="" type="checkbox"/> <del>Package A</del> <input checked="" type="checkbox"/> <del>Package B</del> <input checked="" type="checkbox"/> <del>Package C</del>	\$8,000	\$8,500	SOLD OUT
<input type="checkbox"/> CHAPTER SPONSOR		\$4,500	\$4,750	15 of 45

**PUBLIC POLICY FUND INVESTMENT**

Indicate the package and specific dollar amount of your investment.

- Public Policy Investment \$ \_\_\_\_\_
- Package A  Package B  Package C  Package D  Package E  Package F

**TOTAL SPONSORSHIP AND PUBLIC POLICY INVESTMENT**

Sponsor Package: \$ \_\_\_\_\_

Public Policy Fund: \$ \_\_\_\_\_

**TOTAL INVESTMENT:** \$ \_\_\_\_\_

Please indicate your payment plan for your 2021 sponsorship:

- Invoice one time in December 2020 or upon receipt.
- Invoice one time in January 2021
- Invoice one time on date \_\_\_\_\_ (no later than 9/1/21)
- Break up into 3 installment payments (paid in full by 9/1/21)

Please note, your 2021 Sponsorship is Payable by Check to: NAIOP Colorado. If you prefer to pay by credit card, please note that we will add a 4% processing fee. If you want to use a wire transfer to avoid the processing fee, contact the office for details.

Authorized by Name (Print)

Signature

**CONTACT INFORMATION**

Contact Name

Company

Address

City State Zip

Phone

E-mail

Web Page URL

Twitter/Facebook/LinkedIn Links

**Sponsor Upgrades:** Is your package missing tickets to your favorite events? No worries, just contact the NAIOP staff to purchase tickets to these events for 2021 at discounted 2020 rates.

To confirm your sponsorship and secure Early Bird rates, please return this completed form to the NAIOP Colorado office **no later than January 31, 2021** to the attention of Jayma File via fax at (303) 820-3844 or email to [naiop@wmrdenver.com](mailto:naiop@wmrdenver.com).

**Fax, Mail or Email form and payment to:**

NAIOP Colorado | 1301 Speer Blvd., Ste. 450, Denver, CO 80204  
 Tel: 303.782.0155 | Fax: 303.820.3844 | Email: [naiop@wmrdenver.com](mailto:naiop@wmrdenver.com)

**ONLINE REGISTRATION:  
 NAIOP-COLORADO.ORG**