

# NAIOP Colorado

## 2023 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 600 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 36% of our membership are developers, owners, investors and asset managers.
- Average combined yearly attendance of over 5,000 people at local Chapter events and programs. The in-person and hybrid learning events held in 2022 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.

- Continue to work with the City and County of Denver Staff to develop rules and regulations supporting the building performance standards proposed by the Energize Denver Task Force which focuses on bridging the gap between what is aspirational and what is implementable. We continue to focus on what is technologically feasible and fiscally attainable.
- Took an active role on the statewide Building Performance Standards Task Force which provided a consensus report to the Colorado Energy Office, the Governor, and the leadership of the Colorado Legislature.
- 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 Colorado took positions on 3 ballot measures in the 2022 election. We were 3 for 3 after the election.
  - Supported Proposition 123 on the statewide ballot to support affordable housing with statewide funding. This proposition passed.
  - Took a position on Referred Question 2L on the Denver ballot to support ballot measure modernization. This question passed.
  - Took a position on Ordinance 305 on the Denver ballot to oppose fees on leases to provide legal defense for tenants facing eviction. This ordinance failed.



# NAIOP Colorado

## 2023 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 host over 25 educational events annually: The Rocky Mountain Real Estate Challenge; a Developer Showcase highlighting office, retail, hospitality, multi-housing and industrial projects; plus, numerous meetings focused on real estate technology, market forecasts, public policy, personal development 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 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.

### 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, developing a real estate focused career day as part of Northeast Denver Leadership Week, hosting an educational series on Social Equity in Real Estate, and partnering with Project Destined to launch real estate training programs in Colorado at both the high school and collegiate levels for 2022.

### 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  | ANNUAL INVESTMENT (JAN—JUN) | MID-YEAR INVESTMENT (JUL-SEP) |
|---|---|-----------------------------|-------------------------------|
| <b>SUSTAINING</b><br><i>3 of 4 Available, including Developing Leaders Programming!</i> | Top recognition as Sustaining sponsor of Chapter events to include (select one option): <b>(A) Golf Tournament and Fall Education Series; (B) Mid-Year Forecast, Property Tour and Spring Breakfast; (C) ALL Developing Leader Programming and Events; or (D) Selective Programming.</b> Tickets for guests at sponsored events, plus registrations to attend: Rocky Mountain Real Estate Challenge (full table for 10); Spring Capital Markets Breakfast (half table for 5); Mid-Year Forecast (half table for 5); and option to purchase additional event registrations at discounted rates.  | <b>\$12,500</b>             | <b>\$6,500</b>                |
| <b>SUPPORTING</b><br><i>Only 1 Available!</i>   | Premium recognition as Supporting sponsor of Chapter events to include (select one option): (A) Golf Tournament and Fall Education Series; (B) Mid-Year Forecast, Property Tour and Fall Breakfast; (C) Developing Leader Programming and Events; or (D) Selective Programming. Tickets for guests at sponsored events, plus registrations to attend: Rocky Mountain Real Estate Challenge (half table for 5); Mid-Year Forecast (half table for 5); and Choice of half table for 5 to the Spring or Fall Breakfast; and option to purchase additional event registrations at discounted rates. | <b>\$8,500</b>              | <b>\$4,500</b>                |
| <b>CHAPTER</b><br><i>Only 5 Spots Available!</i>  | Year-round recognition and registrations to attend: Rocky Mountain Real Estate Challenge (half table for 5); NAIOP Golf Classic (2 Players with Hole Sponsorship); Mid-Year Forecast (half table for 5); and Choice of half table for 5 to the Spring or Fall Breakfast; and option to purchase additional event registrations at discounted rates.   | <b>\$5,250</b>              | <b>\$3,000</b>                |

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

### QUESTIONS, PLEASE CONTACT:

**Dan Metzger, NAIOP Finance Chair**

Dan.Metzger@brinkmanre.com | 303.842.5190

**Jayma File, NAIOP Managing Director**

Jayma@naiop-colorado.org | 303.518.4289

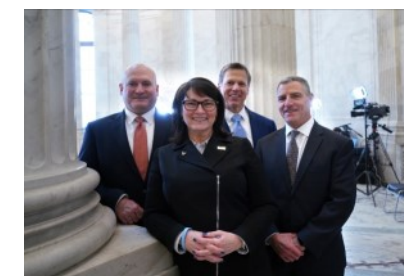
# NAIOP Colorado

## 2023 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                     |
|------------------|--|--------------------------------|
| <b>PACKAGE A</b> | 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<br/>\$10,000</b>    |
| <b>PACKAGE B</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<br/>\$7,500</b>     |
| <b>PACKAGE C</b> | 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<br/>\$5,000</b>     |
| <b>PACKAGE D</b> | 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<br/>\$2,500</b>     |
| <b>PACKAGE E</b> | 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<br/>\$1,000</b>     |
| <b>PACKAGE F</b> | Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.  | <b>\$999<br/>and<br/>Under</b> |





# NAIOP Colorado

## 2023 DIVERSITY, EQUITY & INCLUSION SPONSOR OPPORTUNITIES

In 2020, NAIOP Colorado formed the Diversity, Equity, and Inclusion (DEI) Task Force to support its strategic plan and to build and develop a diverse and inclusive DEI program within the chapter. In 2021, the Board elevated the Task Force to the DEI Committee to ensure the chapter’s programming, events and other activities reflect the full aspects of our diverse market. The focus is on acting as a resource and leveraging partnerships to attract and develop diverse talent industry-wide.

As a sponsor of NAIOP Colorado’s diversity, equity, & inclusion efforts, your support will fund:

- Engaging high school and college students with the Project Destined Program. This program provides blended (e-learning and live courses) training; competition to analyze live local real estate deals and present to local executives where they earn scholarships; and a growth path including internships, full time employment and certifications.
- Hosting a series of diversity, equity, and Inclusion training sessions that establish a welcoming and safe environment to discuss potentially tough topics. The sessions will cover understanding bias, when to become an active bystander, seeing that diversity is not just black and white, identifying trigger words, and much more. It will conclude with a panel of industry partners who are active in this space talking about next steps.
- Supporting participation in the Northeast Denver Leadership Week for high school students including property tours and training to expose traditionally underserved students to the opportunities in commercial real estate.



| LEVEL                                   | SPONSOR BENEFITS  | INVESTMENT      |
|---|---|-----------------|
| <b>NAMING RIGHTS</b><br><i>SOLD OUT</i> | The DEI Naming Rights Sponsor includes top recognition as sponsor of the Project Destined programming, DEI Training Series, Northeast Denver Leadership Week Career Day and other DEI events to be announced. Tickets to all Chapter events, to include the quarterly breakfast programming, Awards, Real Estate Challenge, Developers Showcase and others; Invitation to have Company Representative on the DEI Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs. | <b>\$30,000</b> |
| <b>SUSTAINING</b>                       | Sustaining Sponsor includes recognition as either the Project Destined or DEI Training program sponsor, and other DEI events to be announced. Tickets to all Chapter events, to include the quarterly breakfast programming, Awards, Real Estate Challenge, Developers Showcase and others; Invitation to have Company Representative on the DEI Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.   | <b>\$12,500</b> |
| <b>SUPPORTING</b>                       | Supporting Sponsor receives recognition as either the Project Destined or DEI Training program sponsor, and other DEI events to be announced. Tickets to all Chapter events, to include the quarterly breakfast programming, Awards, Real Estate Challenge, Developers Showcase and others; Invitation to have Company Representative on the DEI Committee; Year-round recognition on website, media lists and print or digital support banners at Chapter events and programs.   | <b>\$8,000</b>  |
| <b>STUDENT</b>                          | Sponsor helps underwrite the cost of a high school or collegiate student’s participation in the Project Destined (PD) programming, includes recognition as a DEI Project Destined Student Sponsor at all PD programs, events, and marketing. Opportunity to interact with students before, during & after program is complete.  | <b>\$3,000</b>  |

# NAIOP Colorado

## 2023 CALENDAR OF EVENTS

### 2023 NAIOP COLORADO—CALENDAR OF EVENTS

|             |  |               |   |
|-------------|--|---------------|---|
| January 12  | DL Leadership Insight Luncheon                               | July 18       | Mid-Year Forecast Breakfast                     |
| January 18  | Economic Forecast Breakfast                                  | July 27       | DL Mentor Program: Mentee Only Event            |
| January 25  | Rocky Mountain Real Estate Challenge Kick-Off                | July TBA      | DL Bike Bar Tour                                |
| February 14 | DL Leadership Insight Luncheon                               | August 10     | DL Leadership Insight Luncheon                  |
| February 16 | DL Real Estate on the Rocks                                  | August 10     | Winter Classic Hockey Event                     |
| February 23 | Annual Awards of Achievement                                 | August 16     | Fall Education Series                           |
| March 1     | Applications Open: 2023 Mentor Program                       | August 23     | DL Mentor Program                               |
| March 1     | Annual Legislative Reception                                 | September 14  | DL Leadership Insight Luncheon                  |
| March 8-9   | NAIOP Corporate I.CON West                                   | September 20  | Fall Education Series                           |
| March 9     | Denver Mayoral Forum   | September 21  | Great Colorado Developer Showcase               |
| March 9     | DL Leadership Insight Luncheon                               | September 28  | DL Real Estate on the Rocks   DL Mentor Program |
| March 30    | Winter Classic Skiing with the Icons                         | October 10    | DL Leadership Insight Luncheon                  |
| April 13    | Capital Markets Town Hall Breakfast                          | October 12    | Winter Classic Curling                          |
| April 13    | DL Leadership Insight Luncheon                               | October 18    | Fall Education Series                           |
| April 27    | Rocky Mountain Real Estate Challenge presented by Land Title | October 18-20 | NAIOP Corporate CRE.Converge                    |
| May 11      | DL Real Estate on the Rocks                                  | October 26    | Fight Night 2023 Weigh-In Party                 |
| May 17      | NAIOP Corporate National Forums Symposium                    | October TBA   | DL Mentor Program Wrap-Up                       |
| May 18      | DL Leadership Insight Luncheon                               | November 2    | Fight Night 2023                                |
| May 24      | DL Mentor Program Kick-Off                                   | November TBA  | Fall Breakfast                                  |
| June 7-8    | NAIOP Corporate I.CON East                                   | December 7    | Annual Holiday Party                            |
| June 8      | DL Leadership Insight Luncheon                               | December 14   | DL Year-End Celebration & Graduation            |
| June 8      | NAIOP Happy Hour Connections with ULI Colorado & CREW Denver |               |   |
| June 13     | Colorado's Aerospace Advances & CRE Program                  |               |   |
| June 21     | DL Mentor Program Game Night                                 |               |   |
| June 26     | NAIOP Golf Classic   |               |   |

VISIT [NAIOP-COLORADO.ORG](https://www.naiop-colorado.org) FOR MORE DETAILS



**SPONSORSHIP INVESTMENT**

| <u>Level</u>                                | <u>Package Selection</u>  | <u>Annual Investment</u><br>JAN—JUN | <u>Mid-Year Investment</u><br>JUL—SEP | <u>Availability</u> |
|---|---|-------------------------------------|---------------------------------------|---------------------|
| <input type="checkbox"/> SUSTAINING SPONSOR | <input type="checkbox"/> Package A <input type="checkbox"/> Package B <input type="checkbox"/> Package C <input type="checkbox"/> Package D | \$12,500                            | \$6,500                               | 3 of 4              |
| <input type="checkbox"/> SUPPORTING SPONSOR | <input type="checkbox"/> Package A <input type="checkbox"/> Package B <input type="checkbox"/> Package C <input type="checkbox"/> Package D | \$8,500                             | \$4,500                               | 1 of 4              |
| <input type="checkbox"/> CHAPTER SPONSOR    |   | \$5,250                             | \$3,000                               | 5 of 50             |

**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

**DEI/PROJECT DESTINED SPONSORSHIP**

Indicate the package and specific dollar amount of your investment.

| <b>NAMING RIGHTS SPONSOR</b>                              |   |          |                  |
|---|---|----------|------------------|
| <input type="checkbox"/> SUSTAINING SPONSOR               | <input type="checkbox"/> Project Destined <input type="checkbox"/> DEI Training | \$30,000 | <b>SOLD OUT</b>  |
| <input type="checkbox"/> SUPPORTING SPONSOR               | <input type="checkbox"/> Project Destined <input type="checkbox"/> DEI Training | \$12,000 | 2 of 2 Available |
| <input type="checkbox"/> PROJECT DESTINED STUDENT SPONSOR |   | \$8,000  | 2 of 2 Available |
|   |   | \$3,000  |                  |

**TOTAL SPONSORSHIP AND PUBLIC POLICY INVESTMENT**

Sponsor Package: \$ \_\_\_\_\_  
 Public Policy Fund: \$ \_\_\_\_\_  
 Project Destined: \$ \_\_\_\_\_  
**TOTAL INVESTMENT:** \$ \_\_\_\_\_

Please indicate your payment plan for your 2023 sponsorship:

- Invoice upon receipt.  
 Invoice one time on date \_\_\_\_\_ (no later than 9/1/23)  
 Break up into 2 installment payments (paid in full by 9/1/23)

Please note, your 2023 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/Instagram Handles \_\_\_\_\_

To confirm your sponsorship and secure rates, please return this completed form to the NAIOP Colorado office to the attention of Jayma File via email to [info@naiop-colorado.org](mailto:info@naiop-colorado.org).

**Mail or Email the completed form and payment to:**  
 NAIOP Colorado | 1301 Speer Blvd., Ste. 450, Denver, CO 80204  
 Tel: 303.782.0155 | Email: [info@naiop-colorado.org](mailto:info@naiop-colorado.org)  
**Online Registration at: [www.naiop-colorado.org/sponsorship](http://www.naiop-colorado.org/sponsorship)**

**Sponsor Upgrades:** Is your package missing tickets to your favorite events? No worries, contact the NAIOP to purchase tickets to these events for 2023 at discounted 2022 rates.