



CREW DETROIT SPONSORSHIP OPPORTUNITIES



COMMERCIAL REAL ESTATE WOMEN

Commercial Real Estate Women (CREW) Detroit is a founding chapter of CREW Network, the premier professional organization dedicated to influencing the success of the commercial real estate industry by advancing the achievements of women.



HOW THE ANNUAL SPONSORSHIP PROGRAM WORKS

STEP ONE

Select your annual sponsorship level from the packages listed on Page 3

STEP TWO

Determine how you want to spend the sponsorship benefit amount received, selecting from any combination of programs noted below:

Golf Outing	See Page 4
Professional Development Programs	See Page 5
Membership	See Page 6
Impact Awards	See Page 6
CREW Outreach	See Page 7
Communications	See Page 8

STEP THREE

Contact the CREW Detroit Administrator, Norma Lee Beuter, at admin@crewdetroit.org to record and solidify your sponsorship benefits.

Be prepared to provide sponsor contact information, including logo if applicable.

ANNUAL SPONSORSHIP PACKAGES

CAPSTONE LEVEL - \$10,000 (Sponsors receive \$12,000 in benefit selections). Sponsors also receive:

- Premier CREW Detroit sponsor at all events
- Full color logo on CREW Detroit banner displayed at all events
- Recognition at all events
- Logo on CREW Detroit website with link to sponsor website
- Recognition in all CREW Detroit electronic newsletters
- Six (6) invitations to annual sponsor appreciation reception

MARBLE LEVEL - \$5,000 (Sponsors receive \$6,000 in benefit selections). Sponsors also receive:

- Full color logo on CREW Detroit banner displayed at all events
- Recognition at all events
- Logo on CREW Detroit website with link to sponsor website
- Recognition in all CREW Detroit electronic newsletters
- Four (4) invitations to annual sponsor appreciation reception

GRANITE LEVEL - \$3,750 (Sponsors receive \$4,500 in benefit selections). Sponsors also receive:

- Full color logo on CREW Detroit banner displayed at all events
- Recognition at all events
- Logo on CREW Detroit website with link to sponsor website
- Recognition in all CREW Detroit electronic newsletters
- Three (3) invitations to annual sponsor appreciation reception

TRAVERTINE LEVEL - \$2,500 (Sponsors receive \$3,000 in benefit selections). Sponsors also receive:

- Full color logo on CREW Detroit banner displayed at all events
- Recognition at all events
- Logo on CREW Detroit website with link to sponsor website
- Recognition in all CREW Detroit electronic newsletters
- Two (2) invitations to annual sponsor appreciation reception

SLATE LEVEL - \$1,500 (Sponsors receive \$1,500 in benefit selections). Sponsors also receive:

- Name listed on CREW Detroit banner displayed at all events
- Name listed on CREW Detroit website with link to sponsor website
- One (1) invitation to annual sponsor appreciation reception

QUARTZ LEVEL - \$1,000 (Sponsors receive \$1,000 in benefit selections). Sponsors also receive:

- Name listed on CREW Detroit banner displayed at all events
- Name listed on CREW Detroit website
- One (1) invitation to annual sponsor appreciation reception



GOLF OUTING The annual CREW Detroit golf outing attracts more than 250 business leaders and industry professionals who participate in this day-long event. The golf outing includes an 18-hole scramble, sunrise bar, continental breakfast, lunch, happy hour and dinner. Registrations and sponsorships for this signature event sell out quickly.

GOLF SPONSORS RECEIVE

- \$1,000+ SPONSORS one complimentary golfer for each \$1,000 in golf sponsorships, logo on Welcome Banner, company name in program, and name on CREW Detroit website
- \$500+ SPONSORS company name in program

SPONSORSHIP BENEFIT OPPORTUNITIES

- | | | | |
|---------------------------|---------|--------------------------------------|---------------------------|
| • Helicopter Ball Drop | \$3,000 | • Bag Drop | \$500 |
| • Dinner | \$2,500 | • Breakfast | \$500 |
| • Golf Ball Sleeves | \$2,500 | • Closest to the Pin | \$500 |
| • Golf Signature Item | \$2,500 | • Desserts | \$500 |
| • Beverage Cart/Stand | \$1,500 | • Driving Range | \$500 |
| • Golf Committee Polos | \$1,500 | • First Place Foursome | \$500 |
| • Happy Hour | \$1,500 | • First Place
Women-Only Foursome | \$500 |
| • Hole in One | \$1,500 | • Longest Drive | \$500 |
| • Lunch | \$1,500 | • Putting Contest | \$500 |
| • Program | \$1,500 | • Random Foursome | \$500 |
| • Welcome Bag | \$1,500 | • Registration Table | \$500 |
| • Bottled Water | \$1,000 | • Sunrise Bar | \$500 |
| • Cart Path | \$1,000 | • Skins Table | \$500 |
| • Golden Eagle Golf Hole* | \$1,000 | • Sponsorship Table | \$500 |
| • Golf Cart | \$1,000 | • Golf Hole | \$250 |
| • Score Card | \$1,000 | • Cash & Prizes Raffle | Any amount is appreciated |
| • Snack Station* | \$1,000 | | |
| • Team Photo Frames | \$1,000 | | |
| • 18 Hole Flags | \$1,000 | | |

* Companies encouraged to organize marketing material, giveaways, and/or prize drawings.
Welcome Bag gift donations requested – 300 minimum – logo items welcomed.



PROFESSIONAL DEVELOPMENT CREW Detroit Professional Development offers custom-designed programming developed by CREW Detroit for its members with the express goal of empowering them and promoting their emergence as future leaders in the real estate industry. These programs are typically offered twice a year and provide member participants with the tools, skills and knowledge necessary to take the lead in their personal and professional lives.

PROFESSIONAL DEVELOPMENT PREMIER PROGRAM - \$2,500

- Opportunity for display of sponsor-provided signage and distribution of promotional materials
- Company name or logo on printed program
- Two (2) complimentary registrations for CREW Members Only to attend one (1) Professional Development program
- Recognition at program
- Company logo on event signage, CREW Detroit website with link to company website and event announcements

PROFESSIONAL DEVELOPMENT NOTEBOOK SPONSOR - \$2,000

- Company logo on Chapter provided notebooks for all event attendees
- Two (2) complimentary registrations for CREW Members Only to attend one (1) Professional Development program
- Recognition at program
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

PROFESSIONAL DEVELOPMENT GOLD SPONSOR - \$1,500

- Company name or logo on printed program
- One (1) complimentary registration for CREW Member Only to attend one (1) Professional Development program
- Recognition at program
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

PROFESSIONAL DEVELOPMENT SILVER SPONSOR - \$1,000

- One (1) complimentary registration for CREW Member Only to attend one (1) Professional Development program
- Recognition at program
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

PROFESSIONAL DEVELOPMENT VENUE SPONSOR - \$750

- Provide space and refreshments for one (1) professional development program (space must accommodate 50 people minimum)
- Recognition at program
- Company name on event signage, CREW Detroit website, and event announcements

PROFESSIONAL DEVELOPMENT BRONZE SPONSOR - \$500

- Recognition at event
- Company name listed on CREW Detroit website and event announcements

FRIEND OF PROFESSIONAL DEVELOPMENT SPONSOR - \$250

- Company name listed in event announcements



PROGRAMS CREW Detroit offers programs for members and guests throughout the calendar year. Typical programs include esteemed speakers covering professional development topics, commercial real estate related subjects such as economic forecasting, upcoming real estate development and construction projects, industry trends, and hot topics.

REFRESHMENT SPONSOR - \$1,000 / \$1,500 (Premier Program)

- Signage of Company name or logo displayed at refreshment locations
- Opportunity for distribution of promotional materials at sponsored program
- One (1) complimentary registration to attend one (1) program.
- Company provided table- top signage to display
- Recognition at event
- Company logo on CREW Detroit website with link to company website and event announcements

GOLD PROGRAM SPONSOR - \$500 / \$750 (Premier Program)

- Opportunity for distribution of promotional materials at sponsored program
- Company provided table- top signage to display
- Recognition at event
- Company name listed on CREW Detroit website and event announcements

SILVER PROGRAM SPONSOR - \$250 / \$500 (Premier Program)

- Company provided table- top signage to display
- Company name listed in event announcements

BOOK TABLE SPONSOR - \$250 (Premier Program)

- Company provided table-top signage near Book Table at Premier event
- Company name listed in event announcements

VALET SPONSOR - \$250 (Premier Program)

- Company provided signage near Valet Station at Premier event
- Company name listed in event announcements

MEMBERSHIP CREW Detroit offers several membership events annually. Membership is dedicated to seeking qualified professionals to join CREW Detroit and is focused on enhancing the member experience through various member-only benefits.

MEMBERSHIP BANNER SPONSOR - \$1,000

- Company name on CREW Detroit "Everything Membership" Banner at Premier events
- One (1) complimentary registration for CREW Members Only to attend one (1) Member Only event
- Recognition at Membership hosted events

MEMBERSHIP EVENT HOST - \$750

- Host one [1] membership event at company location/ space (must be able to accommodate 50 people)
- Recognition at program
- Company name/logo on event signage, CREW Detroit website, and event announcements

MIX, MINGLE & CREW is designed to attract prospective members by providing them the opportunity to network with CREW Detroit members and real estate professionals.

MIX, MINGLE & CREW SPONSOR - \$500

- Company provided signage to display at program
- Recognition at event
- Company name listed on CREW Detroit website and event announcements

CREW XCHANGE is a members-only, six-month program designed to help integrate new members into the CREW Detroit chapter. The Kickoff establishes the teams, sets goals, and schedule 'touches'. The Celebration is the culminating activity where all XCHANGE teams reconnect to share their successes in the program.

CREW XCHANGE SPONSOR / KICKOFF & CELEBRATION - \$500 (each program)

- Company provided signage to display at program
- Recognition at event
- Company name listed on CREW Detroit website and event announcements

CREW XCHANGE WORKBOOK SPONSOR - \$500

- Company name in XCHANGE workbook
- Recognition at XCHANGE events



IMPACT AWARDS The annual CREW Detroit IMPACT Awards recognize individual construction projects that have made a significant, positive impact on communities located throughout the southern Michigan region. This high-profile event is held in September at a prominent venue.

PLATINUM SPONSOR - \$2,500

- Company logo in Impact Awards invitation (if committed by print date with logo on file)
- Company name listed in press releases
- Company profile in event program
- Two (2) complimentary registrations to Impact Awards
- Recognition at Impact Awards program
- Company logo on CREW Detroit website with link to company website and event announcements

CENTERPIECE SPONSOR - \$2,000

- Company logo on signage placed on each table in luncheon area with CREW Detroit logo
- Two (2) complimentary registrations to Impact Awards
- Recognition at Impact Awards program
- Company name or logo in event program (if committed by print date with logo on file)
- Company logo on CREW Detroit website with link to company website and event announcements

WELCOME GIFT SPONSOR - \$1,500

- Company name or logo on giveaway item given to all event attendees
- One (1) complimentary registration to Impact Awards
- Recognition at Impact Awards program
- Company name or logo in event program (if committed by print date with logo on file)
- Company logo on CREW Detroit website with link to company website and event announcements

GOLD SPONSOR - \$1,000

- One (1) complimentary registration to Impact Awards
- Recognition at Impact Awards program
- Company name or logo in event program (if committed by print date with logo on file)
- Company logo on CREW Detroit website with link to company website and event announcements

ADVERTISING SPONSOR - \$1,000

- 60-second ad (provided by sponsor) to display on plasma TV in event gathering area
- One (1) complimentary registration to Impact Awards
- Recognition at Impact Awards
- Company name or logo in event program (if committed by print date with logo on file)
- Company logo on CREW Detroit website with link to company website and event announcements

PRINT SPONSOR - \$1,000

- One (1) complimentary registration to Impact Awards
- Recognition at Impact Awards
- Company name or logo in event program (if committed by print date with logo on file)
- Company logo on CREW Detroit website with link to company website and event announcements

PHOTO BOARD SPONSOR - \$750

- Large backdrop with company logo in event area where publicity photos will be taken
- Company name in event program

COFFEE TABLE SPONSOR - \$750

- Signage with company name or logo at the coffee bar in the networking area prior to the event
- Company name in event program

IMPACT REGISTRATION SPONSOR - \$500

- Company provided signage to display
- Company name in event program

FRIEND OF IMPACT SPONSOR - \$250

- Company name listed in event program



CREW DETROIT OUTREACH is committed to advancing CREW Network's mission to influence the success of the commercial real estate industry by promoting the achievements and education of women within our local communities through educational outreach, scholarships, and mentoring programs.

UCREW is a college level forum that provides information and resources to help students define and create opportunities in the commercial real estate industry. Hosted in partnership with local universities, UCREW is facilitated with round table discussions, panels, and special presentations hosted by CREW Members. Knowledge, experience, and networking are presented as the cornerstones to assist students in launching successful careers in the commercial real estate industry.

CREW Careers introduces high school girls to careers in the commercial real estate industry. This motivational and informational program provides the foundation for future Commercial Real Estate professionals. Students learn about the industry from CREW members who share information and insight into their professions. [Bi-yearly Program]

BENEFACTOR SPONSOR - \$2,500**

- Full page corporate profile or feature article in event materials
- Company provided marketing material or booth set up at event
- Recognition at event
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

PARTNER SPONSOR - \$1,500**

- Half page corporate profile or feature article in event materials
- Recognition at event
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

ASSOCIATE SPONSOR - \$1,000**

- Recognition at event
- Company logo on event signage, CREW Detroit website with link to company website, and event announcements

MENTOR SPONSOR* - \$500

- Recognition at event
- Company name on event signage, CREW Outreach webpage, and event announcements

FRIEND OF OUTREACH SPONSOR* - \$250

- Company name listed in event announcements

** Companies will be able to sponsor both UCREW and CREW Careers when Careers is offered.

* Companies will have to choose which program they want to sponsor: UCREW or CREW Careers.

CREW DETROIT COMMUNICATION is dedicated to creating a communication campaign that connects and informs our members and guests of CREW Detroit's events, programs, initiatives, and information promoting the successes of professionals in the Commercial Real Estate industry.

BI-MONTHLY ENWS ADVERTISING - \$1,000

- One (1) feature in CREW Detroit Bi-Monthly enws
- 2 weeks prior to enws release date (first week of the month) the sponsoring company must supply:
Name and Logo [image size 250 px by 250 px] // 75 word max on copy // one [1] URL