



**NAIOP**

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER

**USC**

**-VS-**

**UCLA**

**LA  
REAL ESTATE  
CHALLENGE**

***SPONSORSHIP OPPORTUNITIES***



# 2025 NAIOP SoCal LA Real Estate Challenge

USC

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UCLA

## Event and Program Details

Thursday, November 20th | 5:00 PM - 8:30 PM

USC Hotel, 3540 S Figueroa St, Los Angeles, CA 90007

### PROGRAM FORMAT

5:00pm - Networking Open

5:30pm - Welcome and Opening Remarks

5:45pm - Program and Competition

7:00pm - Awarding of the Silver Shovel!

### CHALLENGE

Student teams from the Ziman Center at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will compete head-to-head in a real estate challenge to present their vision of the highest and best use for a proposed site. Potential issues to be addressed may include financial issues, sustainable development, and community impact.

### SPONSORSHIP OPPORTUNITIES

With a database of 3,000+ industry professionals in attendance, the Real Estate Challenge provides significant promotional opportunities for sponsors both prior to and during the event. As a Sponsor, you are supporting an important academic event that showcases the talents and creativity of the next generation of real estate leadership.

### PAST CHALLENGE PROJECTS & SPONSOR TESTIMONIALS

- **2021 City of Anaheim's redevelopment project in Northern Downtown Anaheim** - "To have had the opportunity to participate in the NAIOP SoCal Real Estate Challenge was a high point in my fifty years of real estate investing. The students and their advisors provided us with insights and creative ideas as to how best to utilize our property for the benefit of our community and our family for decades into the future. I look forward to continued involvement with this incredible group of professionals!"

*William C. "Bill" Taormina, CEO & Found, Clean City, Inc.*

**BECOME A SPONSOR  
TODAY!**

Becky Ezell  
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Website:  
Real Estate Challenge  
[www.naiopsocal.org](http://www.naiopsocal.org)





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## VALEDICTORIAN SPONSOR

**\$15,000**

- Ten (10) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Verbal recognition from the podium

## VENUE SPONSOR

**\$12,500**

- Eight (8) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Verbal recognition from the podium

## SALUTATORIAN SPONSOR

**\$10,000**

- Seven (7) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

## MASTERS SPONSOR

**\$7,500**

- Five (5) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

## BACHELORS SPONSOR

**\$5,000**

- Three (3) tickets to event
- Logo recognition in on-site program and signage

**Thank you to our Event Sponsors**

**Masters**



**ADD YOUR  
LOGO HERE**

## ACADEMIC SPONSOR

**\$2,500**

- Two (2) tickets to event
- 20 Student Memberships to NAIOP SoCal
- Company recognition in on-site program and signage

## STUDENT SPONSOR

**\$2,500**

- Two (2) tickets to event
- Host 20 students at the event, Connect OC & LA
- Company recognition in on-site programs and signage

**For more information contact [bezell@naiopsocal.org](mailto:bezell@naiopsocal.org)**