

## Dear NAIOP Colleague ... The Challenge Continues!

If you are seeking an outstanding real estate industry event to gain prominent exposure for your firm, then I encourage you to consider LA's "must attend" fall event for the commercial real estate industry – **The 2019 UCLA vs. USC Real Estate Challenge!** Here's why you should be a sponsor for the event to be held **November 21, 2019** in Downtown Los Angeles (USC is home team):

With a database of 2,000+ and over 300 industry movers and shakers in attendance, the event provides **significant promotional opportunities** for sponsors both prior to and during the event. All sponsor levels include varying degrees of company recognition, as well as tickets to attend.

The event will include a **"who's who" list of industry leaders** who continue to shape our industry. The committee is working hard to secure our 2019 line-up of industry notables and school celebrities. Take a look at some of our previous celebrity participants:

- Industry icons Carl McLarand, Ed Roski, Jr., Nelson Rising, Richard Ziman, John Cushman III.
- Former football coaches Terry Donahue from UCLA and John Robinson from USC.
- Athletes Ronnie Lott, former USC defensive back; James Washington, former UCLA safety; Gary Beban and Matt Stevens, former starting quarterbacks for UCLA; Paul McDonald, former starting quarterback for USC; Shane Foley, former USC quarterback; James Malone, former UCLA linebacker.
- Judges representing some of the leading companies in real estate today.

The Real Estate Challenge is also a **celebration of the UCLA vs. USC rivalry** and the coming big game that is so much a part of Southern California. Celebrity sports figures serving as honorary team captains for the UCLA and USC student teams will add to the excitement of the evening.

A number of industry professionals throughout Southern California attended either UCLA or USC. And if you didn't, you certainly know and do business with a number of people who did!

Most importantly, as a sponsor you will be supporting an **important academic event** that showcases the talents and creativity of the next generation of real estate leadership. 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 on the development of a proposed site. Potential aspects to be addressed may include historic considerations, transit-oriented issues, sustainable development and community impact.

I am confident that sponsorship will provide significant benefit to your firm and a valuable return on your investment. Materials are enclosed for your review.

On behalf of the 2019 UCLA vs. USC Real Estate Challenge Committee, I thank you in advance for your support. Please contact Cynthia Fusco, NAIOP SoCal Executive Director, at 714/979-9131 x2277 for questions or additional details.

Sincerely,



Jeff Moore  
President, NAIOP SoCal

Sincerely,



Mark Mattis  
Chairman, Real Estate Challenge Committee



# 22<sup>nd</sup> Annual 2019 UCLA/USC Real Estate Challenge



In association with:





## NAIOP SoCal 22<sup>nd</sup> Annual Real Estate Challenge

November 21, 2019

### Sponsorship Levels and Benefits

<b>“THE FIELD PASS”</b>	<b>\$10,000</b>
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- Preferred Seating – Twenty (20) tickets to event; seating with celebrity VIP guests
- Special VIP amenity
- Logo recognition in all promotional materials, email broadcasts and website advertising
- Logo recognition in on-site program and signage
- Recognition from the podium

<b>“THE PRESS BOX”</b>	<b>\$ 5,000</b>
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- Preferred Seating – Ten (10) tickets to event
- Logo recognition in all promotional materials and email broadcasts
- Logo recognition in on-site program and signage
- Recognition from the podium

<b>“THE FIFTY-YARD LINE”</b>	<b>\$ 2,500</b>
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- Five (5) tickets to event
- Company recognition in all promotional materials and email broadcasts
- Company recognition in on-site program and signage

<b>“THE SEASON TICKET HOLDER”</b>	<b>\$ 1,000</b>
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- Two (2) tickets to event
- Company recognition in on-site program and signage

**SIGN ME UP!**    Level:     Field Pass     Press Box     Fifty-Yard Line     Season Ticket Holder

NAIOP SoCal will confirm your sponsorship via return email or telephone.

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Phone (        ) \_\_\_\_\_ email \_\_\_\_\_