

2024

**Sponsorship
Prospectus**

THE CCIM INSTITUTE

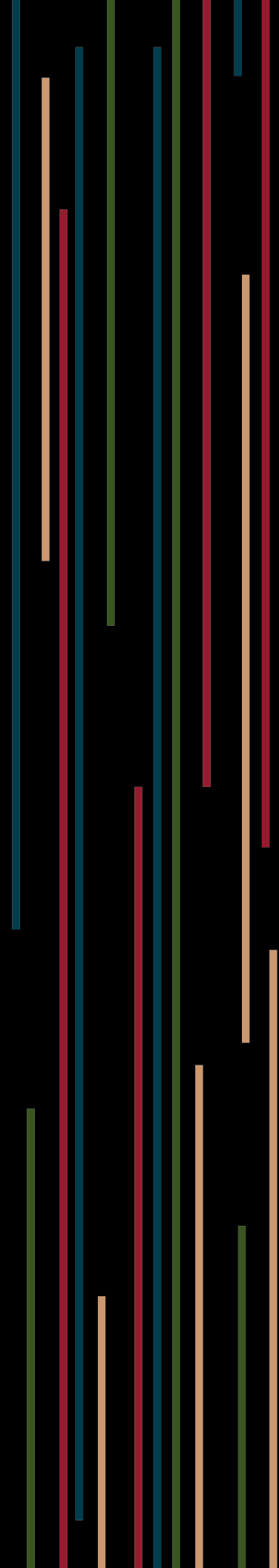




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Why The CCIM Institute?

Founded in 1967, The CCIM Institute is a professional association advancing all disciplines of commercial real estate. Our courses and global community deploy commercial real estate investment methodologies and tools that minimize risk, maximize ROI, and optimize the value of an asset — all taught by instructors who are themselves industry leaders. The CCIM Institute's comprehensive course offerings span all property sectors and cover everything from development to disposition. Many professionals go on to earn the CCIM Designation — commercial real estate's most coveted credential. CCIM Designees average 42% more transactions annually than a non-designated brokerage specialist. The CCIM Institute, in tandem with its 59 chapters, continues to innovate best practices, empower members with industry-leading technology solutions, and provide unparalleled networking opportunities.

Who Earns the CCIM Designation?

- Brokers
- Leasing professionals
- Investment counselors
- Asset managers
- Appraisers
- Corporate real estate executives
- Property managers
- Developers
- Institutional investors
- Commercial lenders
- Portfolio managers (loan servicing)
- Attorneys
- Bankers
- Other allied professionals



70%

OF CCIM DESIGNEEES
HOLD THE TITLE OF
OWNER, PARTNER,
PRINCIPAL,
PRESIDENT, VICE
PRESIDENT,
OR BROKER



2x

CCIM DESIGNEEES
EARN TWICE AS
MUCH IN ANNUAL
GROSS PERSONAL
INCOME AS NON-
DESIGNATED
PROFESSIONALS



13,000+

MEMBERS



30

COUNTRIES



59

CHAPTERS

TESTIMONIALS

"We are proud partners with The CCIM Institute. We consider the value of the programs The CCIM Institute offers second to none while being forward thinking and inclusive. The courses offered [by The CCIM Institute] help hone a necessary skill set in the commercial real estate industry. In addition to the education, The CCIM Institute provides ample networking opportunities and technology resources that are invaluable."

- D'Etta Casto-DeLeon, CCIM, CCMS, Director, CBRE | Capital Markets | Loan Services

"I have been a member of The CCIM Institute since 1977 and was a Senior Instructor for 40 years. The CCIM Institute is the one professional group in which I have maintained consistent membership. I maintain my membership and attend Annual Governance to keep up the relationships I have established in the Institute and get updated information about our industry. I support the annual meeting by being a sponsor, having an exhibit, and supporting different events at the meetings as my law firm has many CCIM Designees and candidates who are my clients. They work with me as they recognize my Designation as a showing that I am a professional in the industry."

- Gene Trowbridge, Esq., CCIM, Founding Partner | Trowbridge Nieh LLP

Past Sponsors

Biproxi | Buildouti | CBREi | Century 21 Real Estate | Coldwell Banker Commercial
| CompStak | CORFAC International | CoStar Group, Inc. | CREXi | Crowdfunding
Lawyers | Digital Map Products | Equity Advantage | Esri | First American Exchange
Company | Granite Properties | Inland Securities | Lee & Associates | Live Oak
Bank | Moody's Analytics Inc. | NAI Global | RE/MAX Commercial c/o Re/Max, LLC |
Reonomy | Sperry Commercial Global Affiliates | Stewart Title Guaranty Company | SVN
International | Trowbridge Nieh Law Group | WealthBuilder 1031

SIGNATURE EVENTS

The CCIM Institute's events provide both multinational firms and small shops with an international stage to source and transact deals with global investors, developers, brokers, and other leading commercial real estate professionals.

Midyear Governance Meetings

Nashville, TN | April 13 - 17, 2024
Expected Attendance: 400-450

Connect with The CCIM Institute's leadership team and key decision-makers, as well as the newest group of candidates sitting for the Comprehensive Exam.



Chapter Officer Training

Salt Lake City, UT | July 14 - 16, 2024
Expected Attendance: 250

Join the incoming CCIM Chapter Presidents, officers, administrators, and RVPs from all across the country at the 2024 Chapter Officer Training. At this year's event, chapter leaders will master the fundamentals of chapter management, receive industry-leading resources, share best practices, and collaborate with other chapters and The CCIM Institute staff.



Annual Governance Meetings

Houston, TX | September 28 - October 1, 2024
Expected Attendance: 400-450

Another incredible opportunity to connect with The CCIM Institute's leadership team and key decision makers as well as the newest group of candidates sitting for the Comprehensive Exam.



C5 + CCIM Global Summit

Hollywood, FL | September 17- 19, 2024
Expected Attendance: 500+

Prospectus coming soon!



Dates and locations are subject to change.

INDUSTRY PARTNER PACKAGES

Gold

\$70,000

Media Exposure

Recognition via The CCIM Institute's Marketing and Communication Channels

- Company logo listed in a prominent location on the CCIM.com website
- Link to sponsor home page from the CCIM.com website
- **3 full-page print ads** in *Commercial Connections* magazine
- Display ad for **6 months** on *Commercial Connections* magazine page on CCIM.com (best available position)
- **1** piece of editorial content in The CCIM Institute publication (print or online; subject to approval)
- **2** sponsored content webinars with lead generation opportunity
- Recognition in or accompanying The CCIM Institute President's quarterly video, reaching 13,000 members globally
- Company name and logo recognition via social media, as appropriate
- **Top-level** recognition at the Midyear and Annual Governance Meetings
- Pre or post-event, one time opportunity to email either Midyear or Annual Governance Meeting attendees. Email must be approved and sent by The CCIM Institute
- **2 emails** to the membership of The CCIM Institute

Midyear and Annual Governance Meetings

- **5** complimentary meeting registrations
- **\$11,500** credit to apply to one 2024 Governance Meeting sponsorship
- Company logo on meetings website
- Company logo and profile on the meetings mobile app
- Company logo displayed on on-site signage and virtual platform (in the case of hybrid event)
- Company logo listed in event marketing materials reaching 50,000+ commercial real estate pros globally
- Recognition from the podium during the event

C5 + CCIM Global Summit

- **\$10,000** credit to apply to 2024 C5 + CCIM Global Summit sponsorship

Chapter Officer rainings

- Company recognition as a Gold Sponsor of Chapter Officer Trainings

Ruby

\$45,000

Media Exposure

Recognition via The CCIM Institute's Marketing and Communication Channels

- Company logo listed in a prominent location on the CCIM.com website
- Link to sponsor home page from the CCIM.com website
- **2 full-page print ads** in *Commercial Connections* magazine
- Display ad for **4 months** on *Commercial Connections* magazine page on CCIM.com (best available position)
- **1** piece of editorial content in The CCIM Institute publication (print or online; subject to approval)
- **1** sponsored content webinar with lead generation opportunity
- Recognition in or accompanying The CCIM Institute President's quarterly video, reaching 13,000 members globally
- Company name and logo recognition via social media, as appropriate
- **Prominent** recognition at the Midyear and Annual Governance Meetings
- **1 email** to the membership of The CCIM Institute

Midyear and Annual Governance Meetings

- 4 complimentary meeting registrations
- **\$7,500** credit to apply to one 2024 Governance Meeting sponsorship
- Company logo on meetings website
- Company logo and profile on the meetings mobile app
- Company logo displayed on-site signage and virtual platform (in the case of hybrid event)
- Company logo listed in event marketing materials reaching 50,000+ commercial real estate pros globally
- Recognition from the podium during the event

C5 + CCIM Global Summit

- **\$5,000** credit to apply to 2024 C5 + CCIM Global Summit sponsorship

Chapter Officer rainings

- Company recognition as a Ruby Sponsor of Chapter Officer Trainings

INDUSTRY PARTNER PACKAGES

Sapphire

\$25,000

Media Exposure

Recognition via The CCIM Institute's Marketing and Communication Channels

- Company logo listed in a prominent location on the CCIM.com website
- Link to sponsor home page from the CCIM.com website
- **1 full-page print ad** in *Commercial Connections* magazine
- Display ad for **2 months** on *Commercial Connections* magazine page on CCIM.com
- Sponsored recognition in The CCIM Institute President's quarterly video reaching 13,000-members globally
- Company name and logo recognition via social media, as appropriate
- **Prominent** recognition at the Midyear and Annual Governance Meetings
- **1 email** to the membership of The CCIM Institute

Midyear and Annual Governance Meetings

- 3 complimentary meeting registrations
- **\$7,500** credit to apply to one 2024 Governance Meeting sponsorship
- Company logo on meetings website
- Company logo and profile on the meetings mobile app
- Company logo listed in event marketing materials reaching 50,000+ commercial real estate pros globally
- Company logo displayed on-site signage and virtual platform (in the case of hybrid event)
- Recognition from the podium during the event

C5 + CCIM Global Summit

- **\$5,000 credit** to apply to 2024 C5 + CCIM Global Summit sponsorship

Chapter Officer Trainings

- Company recognition as a Sapphire Sponsor of Chapter Officer Trainings

Emerald

\$15,000

Media Exposure

Recognition via The CCIM Institute's Marketing and Communication Channels

- Company logo listed in a prominent location on the CCIM.com website
- Link to sponsor home page from the CCIM.com website
- **1 half-page print ad** in *Commercial Connections* magazine
- Display ad for **1 month** on *Commercial Connections* magazine page on CCIM.com
- **2 emails** to the membership of The CCIM Institute
- Link to sponsor home page from the CCIM.com website
- Company name and logo recognition via social media, as appropriate
- Recognition at the Midyear and Annual Governance Meetings

Midyear and Annual Governance Meetings

- 2 complimentary meeting registrations
- **\$5,000** credit to apply to one 2024 Governance Meeting sponsorship
- Company logo displayed on-site signage

C5 + CCIM Global Summit

- **\$3,000** credit to apply to 2024 C5 + CCIM Global Summit sponsorship

Chapter Officer Trainings

- Company recognition as an Emerald Sponsor of Chapter Officer Trainings

GOVERNANCE MEETINGS SPONSORSHIPS

The CCIM Institute's events provide both multinational firms and small shops with an international stage to source and transact deals with global investors, developers, brokers, and other leading commercial real estate professionals

Midyear Governance Meetings

April 13-17 2024

Connect with The CCIM Institute's leadership team and key decision-makers, as well as the newest group of candidates sitting for the Comprehensive Exam.

Annual Governance Meetings

September 28- October 1, 2024

Another incredible opportunity to connect with The CCIM Institute's leadership team and key decision-makers, as well as the newest group of candidates sitting for the Comprehensive Exam.

All Sponsors Receive:

- Company logo on all-sponsor signage at the event
- Company logo and profile within the mobile app
- Company logo on the website
- 2 tickets to the Opening Networking Event

Tier 1 Events — \$5,000:

- 2 complimentary registrations to attend the sponsored event (if ticketed)
- Up to two (2) minutes of podium time for a company representative to address event attendees (unless otherwise noted)
- Company logo featured on sponsored event signage
- Choose 1:
 - New Designee Pinning Ceremony (Monday; does not include remarks)
 - Networking Event (Saturday; does not include remarks)
 - Deal Making Lunch (Saturday; does not include remarks)

Tier 2 Events — \$3,500:

- 2 complimentary registrations to attend the sponsored event (if ticketed)
- Company logo featured on sponsored event signage
- Choose 1:
 - Dine Around (Friday)
 - City Tour (Friday)
 - Coffee Service (Saturday, Sunday, or Monday)

Room Drop (Item from Sponsor) — \$5,000

Drop a promotional item in each attendee guest room. Limited to one item/ piece of collateral (e.g.) one flyer, one giveaway, etc.)

Tote Bags — \$5,000

Maximize your company's exposure by placing your logo or message on the event tote bags given to every attendee when they check in.

Charging Station — \$3,000

Reach attendees while they charge their smartphones and other devices. The kiosk-style charging station will feature your company's logo and message.

Venue Signage — Pricing Available Upon Request

Take advantage of signage opportunities in the event space! placements to include elevator/escalator clings, column wraps and hanging banners.

Branded Water Bottle — Pricing Available Upon Request

Leverage this incredible branding opportunity on an item distributed to all attendees. You provide the logo, and we take care of the rest.

New for 2024!

Provide a marketing item for placement at one of the Governance Meeting events for **\$750**. Your branded items are shipped to the venue and placed by The CCIM Institute.

Hotel Key Cards — \$10,000

Put your company info into the hands of every attendee. Your full color logo and design will be featured on the front side of the key card

Wi-Fi — \$7,500

Put your company name everywhere with branded Wi-Fi access throughout the meeting spaces.

Event App — \$5,000

Show your brand to attendees as they review the schedule and other event details on the app.

Lanyards — \$5,000

Prominently display your logo on the badge lanyard given to all of the event attendees.

CHAPTER OFFICER TRAINING SPONSORSHIPS

The CCIM Institute's events provide both multinational firms and small shops with an international stage to source and transact deals with global investors, developers, brokers, and other leading commercial real estate professionals

Chapter Officer Trainings

July 14-16

Join the incoming CCIM Chapter Presidents, officers, administrators, and RVPs from all across the country at the 2024 Chapter Officer Training. At this year's event, chapter leaders will master the fundamentals of chapter management, receive industry-leading resources, share best practices, and collaborate with other chapters and The CCIM Institute staff.

Tiered Sponsorships

Gold Sponsorship - \$2,000

- Largest and topmost logo placement on any and all available signage.
- Logo included on marketing emails sent to both prospects and registered attendees of the Chapter Officer Training
- Logo included on the cover of any printed training brochures or pamphlets produced for the training.

Ruby Sponsorship - \$1,500

- Middle tier logo placement on any and all available signage.
- Logo included on marketing emails sent to both prospects and registered attendees of the Chapter Officer Training
- Ad placement within any printed training brochured or pamphlets produced for the training.

Sapphire Sponsorship - \$1,000

- Logo recognition on any and all available signage
- Logo included on marketing emails sent to both prospects and registered attendees of the Chapter Officer Training

Emerald Sponsorship - \$500

- Logo recognition on digital marketing materials only

A La Carte Sponsorships

Lunch — \$1,000

Logo recognition on signage placed by food items during the lunch break. Sponsor may provide branded cocktail napkins or drink cups at their discretion and expense (production + shipping).

Coffee Break — \$750 (2 available, \$1,250 exclusive)

Logo recognition on signage placed by coffee stations during the daily coffee break(s). Sponsor may provide branded cocktail napkins or disposable coffee sleeves at their discretion and expense (production + shipping).

Folder Insert — \$500

Sponsor-provided brochure or flyer will be inserted into the Chapter Officer Training booklet. Production and shipping costs associated with the insert are the responsibility of the sponsor.

Want more media options beyond events?

Check out our [media kit](#) here! For all opportunities to get in front of The CCIM Members including advertising in *Commercial Connections* magazine

To learn more, contact
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Information is subject to change.

THE CCIM INSTITUTE

www.ccim.com