



CELEBRATING OUR 40th YEAR OF THOUGHT LEADERSHIP

YOUR SPONSORSHIP MAKES A DIFFERENCE

The Cornell Real Estate Council (CREC) is excited to announce sponsorship offerings for our 40th Annual Cornell Real Estate Conference, taking place October 20-21, 2022 in New York City. This year's conference will be a special one, focused as in the prior four decades on intimate conversations with industry thought leaders and lively discussion of opportunities and challenges in the broadly-defined commercial real estate industry. This fall we will include a discussion of Paul Rubacha's landmark \$30 million gift to Cornell to create a multi-college Department of Real Estate, and will take a quick look back at four decades of real estate education and alumni engagement at Cornell. We'll also update our ongoing efforts to make the real estate industry a more diverse and inclusive educational path and career.

We welcome and encourage your financial support to help CREC achieve its mission. In this brochure we highlight the impactful ways prior sponsorship monies have been applied, and outline the various levels of support and acknowledgement available this year. We hold ourselves accountable to achieving meaningful results with sponsorship support, and are open to ideas from proactive sponsors to expand our impact.

See you in October!

CONFERENCE SCHEDULE | New York City

Evening Reception – October 20, 2022



Cedric's at the Shed
545 W 30th St (Hudson Yards)

All-Day Conference – October 21, 2022



The Times Center
242 W 41st St (Midtown)





WHY SPONSOR

We ask our members and conference attendees to consider **tax-deductible contributions** to CREC which, in addition to underwriting the cost of the conference, directly fund initiatives that support:

- Expanding opportunities in the real estate industry for women and people of color
- Real estate career exposure and guidance
- Industry relationship building and networking
- Scholarships, grants and subsidies
- Membership outreach to Cornell students and alumni in real estate

SPONSORSHIP BENEFITS

We offer Cornell Real Estate Council Conference sponsors the following benefits based on contribution level. Sponsorship tiers are listed as Platinum (\$10,000), Gold (\$5,000) and Silver (2,500) as outlined in the chart below:

	Platinum \$10,000	Gold \$5,000	Silver \$2,500
Logo represented in digital media	Full screen	Listed	Listed
Press release recognition	✓	✓	✓
Recognition in marketing materials	✓	✓	✓
Advertisement in event program (in color)	Full page	1/2 page	1/4 page
Complimentary tickets to reception and conference	6 tickets	4 tickets	2 tickets
Opportunity to distribute company marketing materials	✓		
Recognition for underwriting the reception	✓		
Recognition for underwriting the conference luncheon		✓	
Company logo promotion on CREC website	✓	✓	✓
Company name promotion on social media including LinkedIn	✓	✓	✓
Company name promotion to CREC membership via periodic email blasts	✓	✓	✓



YOUR SPONSORSHIP AT WORK

Over the past two years we have touched thousands of industry professionals virtually, and we are excited to welcome hundreds back this fall. Your support of the conference and the following initiatives matters.



CREC Women; Diversity, Equity & Inclusion (CREC DEI); Career Circles and a newly established CREC Advisory Board have expanded to include leading professionals from a diverse range of real estate fields at various career levels. **CREC is also pleased to support the recipients of selected sponsorship funds:**

- **Cornell Future Architect Award and Summer Scholars** (in partnership with Cornell AAP): The CFAA award fund supports the participation of minority or disadvantaged high school students, or items affiliated with program operation.
- **Philip Payton Society for Minority Professionals in Real Estate Case Competition:** Designed to introduce minority undergraduate students to the real estate industry through a 3-part learning series and a capstone case.
- **Real Estate Exchange (REEX) Summer Programs:** CREC provides faculty which expose diverse students to top universities and career opportunities.

CREC has developed initiatives to promote inclusivity, expand career education and foster mentorships:

- We offered **on-campus roundtables open to all undergraduate and graduate students**. Panelists highlighted careers, skills needed to get them, and the importance of ESG, to students across varied backgrounds.
- Our **coffee chat series** was held for the second consecutive year, featuring female industry professionals.
- We continued our third successful cycle of **Career Circles, an all-encompassing student and alumni group mentorship program**, which attracted nearly three hundred participants on campus, in the US and abroad.
- CREC is **growing our regional presence to include 15 chapters across the US, Europe and Asia**. With support from CREC's Board of Directors, regional chapters have collaborated at meet-ups and events in Miami, London, Dallas, Chicago, Los Angeles and the Tri-state area.

CREC also recently hosted an annual summer gathering for Cornell interns and associates working in New York.

FOR QUESTIONS AND SPONSORSHIP INFORMATION

Visit: <https://www.cornellrec.org/product/sponsorship-contribution-cornell-real-estate-conference-2022>
or contact emily@cornellrec.org



**JOIN OUR GROWING LIST OF ALREADY COMMITTED
SPONSORS FOR 2022!**

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Criterion Real Estate Capital
Andrea Jang (Ackman-Ziff, MMH '09)
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[For more information or to become a sponsor, click here](#)



CONFERENCE STEERING COMMITTEE

Co-Chairs



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Amherst Capital



Jen Davis '12
Northwood Investors*

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