

Commercial . Real . Estate . Women



CREW Charlotte, Inc.

Chapter Sponsorship Opportunities



Core Purpose: Influencing the success of the commercial real estate industry by advancing the achievements of women



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Why Support CREW Charlotte... The Value of Your Investment

Opportunity At The Local Level...

- **Network** with senior level decision makers – membership makeup includes 13% legal, 16% brokerage/development/property and asset management, 17% design and construction, 16% accounting/finance, 17% sales, 6% title/insurance, and 15% related industries.
- **Establish relationships** and gain referrals – network with 200 active local members.
- **Broaden recognition** of your company – over 160 attendees on average at monthly meetings.
- **Build loyalty** in a highly prized target market – CREW referrals help get deals done.

Access to a National Network...

- **Increase business opportunities.** Network's recent annual survey of members indicated that more than 72% of members have received or given a referral to or from another member.
- **Position your company** as a leader in diversity and the advancement of women in commercial real estate.
- **Gain Exposure** to 8000 commercial real estate professionals in 74 major markets across North America.
 - o Crew members average 14 years of commercial real estate experience.
 - o Nearly 76% are presidents, CEO's, partners or senior managers of their companies.

Deals Get Done at CREW Charlotte Inc...

- **Lisa Kissler of Catamount Constructors, Inc:** Thank you to Holly Alexander from Charlotte for using the CREW Network to connect a national developer with two local resources in the Denver area. This is the true power of the CREW Network! Thank you Holly!
- **Dawn Royle of Master Title Agency:** A very big thank you to Abbie Baynes for putting her trust in Master Title to provide the title insurance for one of her borrower clients on a commercial transaction. As always, it was a pleasure working with you Abbie!
- **Marie McLucas of Primax Properties:** Thanks to Wanda Townsend and Danny Merlin of Johnston Allison and Hord for closing a recent transaction in Hickory, NC and to Tracey Birge of BridgeTrust Title Group for providing the title insurance for this deal.

CREW Charlotte Programs have included...

- **Work Life Synergy** featuring Jenny Ward, Sustainability Engagement Manager of Duke Energy
- **The Changing Face of the Multi-Unit Market** featuring Kellie Falk-Tillett of Drucker & Falk, Gene Bodycott, Executive Vice President of New Forum, and Phil Payne, CEO of Ginkgo Residential
- **Time Warner Cable's Rapidly Growing Footprint in the Carolinas** featuring Suzanne Jacobs, Project Manager with TWC's Corporate Real Estate Division

CREW Charlotte Featured Annual Events ...

- CREW Casino Night takes place in the spring and attracts over 250 members from the Commercial Real Estate Community. This event supports a scholarship in the graduate program in real estate studies in the Belk School of Business at UNC Charlotte.
- CREW Careers is a one day interactive program for high school age girls, educating them on the many different career opportunities in commercial real estate.

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PLATINUM SPONSOR \$6,000

- **Exclusive within your industry or profession at the platinum sponsorship level**
- Link from CREW website home page to your company's website
- Your company's name and logo prominently featured with the highest level of exposure in select print materials and media during the calendar year as **CREW Charlotte Platinum Sponsor**
- Company recognition at CREW special events, at monthly luncheons and networking events, in monthly newsletter and on our website as a **CREW Charlotte Platinum Sponsor**
- Company recognition at CREW's premier special events **CREW Casino Night and CREW Careers** including three complimentary Casino Night tickets
- Right of First Refusal on Platinum Sponsorship the following year, if you commit by Sept. 1
- Twenty-four complimentary luncheon program tickets for the year
- Three CREW Memberships (non-transferable), which include local and network benefits
- Luncheon Sponsor for a selected Month includes
 - o Six tickets to program luncheon for your featured month
 - o Recognition on luncheon announcement, in monthly newsletter and on our website
 - o Display table at the luncheon for your company materials
 - o Ability to present your company from the podium for 3 minutes
- Company Spotlight in one of our monthly newsletters

GOLD SPONSOR \$3,500

- Link from CREW website home page to your company's website
- Your company's name and logo featured in select print materials and media during the calendar year as a **CREW Charlotte Gold Sponsor**
- Recognized at every monthly luncheon meeting, in monthly newsletter and on our website as a **CREW Charlotte Gold Sponsor**
- Company recognition at CREW's premier special events **CREW Casino Night and CREW Careers**
- Eight complimentary luncheon program tickets for the year
- One CREW Membership (non-transferable), which includes local and network benefits
- Luncheon Sponsor for a selected Month includes
 - o Four tickets to program luncheon for your featured month
 - o Recognition on luncheon announcement and at the event
 - o Display table at the luncheon for company materials
 - o Ability to present your company from the podium for 3 minutes

SILVER SPONSOR \$1,500

- Link from CREW website home page to your company's website
- Recognition with company name and logo at monthly luncheon tables, and in selected print and media materials during the calendar year as a **CREW Charlotte Silver Sponsor**
- Recognition at December luncheon as a **CREW Charlotte Silver Sponsor**
- Recognition at all Board Meetings and CREW After Hours as a **CREW Charlotte Silver Sponsor**

PARTNER \$500

- Recognition on web site as a **CREW Partner**
- Recognition of your company name at monthly luncheon tables

CASINO NIGHT HEADLINE SPONSOR \$5,000

- Premiere Sponsor of our **Casino Night Event** benefiting the Belk College of Business at UNC Charlotte. This event attracts over 250 attendees from the commercial real estate industry
 - o Five (5) tickets to Casino Night Event
 - o Display table at the event for your company materials
 - o Ability to present your company from the podium for three minutes

"CREW Charlotte has given more to us over the last six years that I've been a member than we can really quantify in corporate sponsorship dollars. From business referrals to resources of every kind for our projects and our clients' projects – we draw on our CREW contacts constantly. We're just happy to have the opportunity to participate in such a great organization."

Cynthia V. Wolfe, CCIM - Bank of the Ozarks

"CREW is the best networking organization in the country. The more involved you become in CREW the greater the benefits you receive, from challenging work to friendships that last a lifetime. CREW is a place to meet new people, grow your book of business and be surrounded by caring, supportive individuals in the real estate industry. Johnston, Allison and Hord, as a Platinum sponsor these last few years, has certainly learned the value and benefit of supporting CREW Charlotte. Our client base has grown as a direct result of our involvement in CREW."

Wanda Townsend - Johnston, Allison and Hord

"Mulkey finds its CREW Charlotte sponsorship to be so valuable. By supporting CREW's high caliber and fun events, our firm gets great year-long exposure. We feel privileged to be aligned with such an incredible organization."

*Jill Wells Heath, president and CEO of Mulkey Engineers & Consultants
CREW Charlotte member since 2010 and sponsor since 2007*

"CREW has allowed me and my colleagues to network with the best and brightest real estate professionals in Charlotte, while giving back to the community. It also has opened doors to business opportunities through referrals and given us a platform to share the Elliott Davis story."

Bobbi Jo Lazarus - Elliott Davis PLLC



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CREW Charlotte, Inc. - SPONSOR COMMITMENT FORM

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CONTACT: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

AUTHORIZED SIGNATURE: _____

SPONSORSHIP LEVEL for 20__

- | | | |
|----------------------|----------|--------------------------|
| PLATINUM SPONSORSHIP | \$ 6,000 | <input type="checkbox"/> |
| GOLD SPONSORSHIP | \$ 3,500 | <input type="checkbox"/> |
| SILVER SPONSORSHIP | \$ 1,500 | <input type="checkbox"/> |
| PARTNER | \$ 500 | <input type="checkbox"/> |
| CREW CASINO NIGHT | \$ 5,000 | <input type="checkbox"/> |

Amount of Check Enclosed: _____

In-Kind Services of: _____

Valued at: _____

Please return this form, and payment to: Executive Administrator
CREW Charlotte, Inc.
PO Box 36692
Charlotte, NC 28236

Please email a .JPEG or .TIFF file of your company logo to: executive@crewcharlotte.org

For more information please contact executive@crewcharlotte.org

Please Note:

1. Your sponsorship benefits begin in January or upon receipt of check thereafter.
2. CREW Charlotte sponsorship payments are not deductible as charitable contributions for federal income tax purposes.

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Chapter Sponsorship Application



If you are a Platinum or Gold Sponsor, please fill out the following with your sponsor commitment form. A CREW Representative will follow up with those identified below to complete a membership application which must be submitted for final approval.

PLATINUM SPONSOR: Three (3) Memberships

1 FULL NAME: _____
EMAIL: _____

2 FULL NAME: _____
EMAIL: _____

3 FULL NAME: _____
EMAIL: _____

GOLD SPONSOR: One (1) Membership

1 FULL NAME: _____
EMAIL: _____

