

# 2024 ALLIANCE SPONSORSHIP

Build Relationships. Grow Business. Support Commercial Real Estate.

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*Participation in the Alliance Sponsorship program is a benefit of CRCBR membership.*

# THE CHARLOTTE REGION COMMERCIAL BOARD OF REALTORS® IS A THRIVING AND DYNAMIC INDUSTRY ASSOCIATION.

CRCBR is the state's largest and most active commercial real estate association. Membership provides purpose, vision, and mission in the promotion and protection of the commercial real estate industry. It also offers a means for developing life-long affiliations, an outlet for community involvement, and the means of defending private property rights.



## NETWORK

**Bringing people together.**

Interact with 1,000+ CRE professionals at the Circle of Excellence Awards, Golf Tournament, Fall Event, & more.



## LEARN

**Providing CRE specific education.**

Whether you attend a CE Day, Breakfast with Brokers, or a CRE Chat, we offer multiple opportunities to enhance your knowledge.



## ADVOCATE

**Speaking on your behalf.**

Supporting the CRE industry by working with elected officials and informing our members of upcoming issues.



## LEAD

**Creating leaders in CRE.**

Offering leadership growth opportunities with the Leadership Class, by partnering with local colleges and investing in our community and industry.



## TRANSACTION

**Getting business done.**

Stay in-the-know and facilitate deals through access to SiteIndex weekly hot sheets, leasing reports, market reports as well as access to ZipForms.



## MANAGE

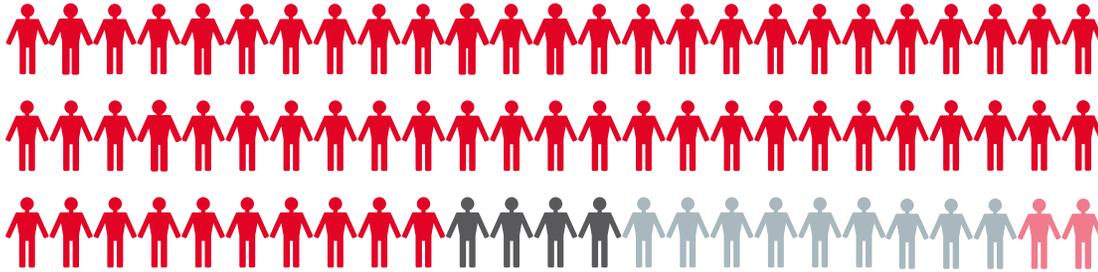
**Offering resources to manage your business.**

Providing members with access to NCR legal hotline, tech support, mediation/arbitration services and discount benefit programs.

**As a sponsor**, you are certain to be front-of-mind with industry professionals. Each sponsorship package is specifically designed to align with your needs and brand recognition. The range of opportunities available is sure to meet your goals.

# A SNAPSHOT OF 2023

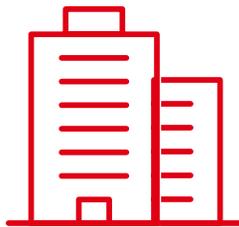
## 1000 CRCBR Members



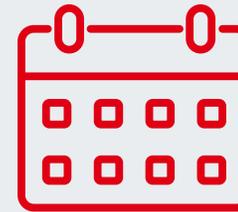
## 400+ Subscribers to SiteIndex with



5,109 Active Listings



43,617 Properties



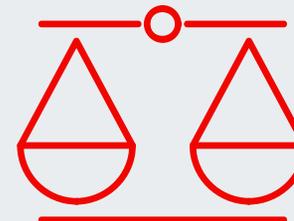
## OVER 1000 ATTENDEES

at 30 in-person events &  
15 virtual events



## 37 ALLIANCE SPONSORS

Supporting CRCBR's mission



## \$12,795

raised for RPAC & CRE-PAC  
by 279 contributors

As of 08/2023

**2024 ALLIANCE SPONSORSHIP**



# BENEFITS OF SPONSORSHIP

Benefits of sponsorship include networking with the best in the business, relationships, recognition, referrals, deal-making, give back to our community, and an active voice in city and state advocacy efforts. As an Alliance Sponsor, you will gain:



## BRAND VISIBILITY

*Gain recognition among the leaders in Commercial Real Estate.*

Showcase your brand to the largest commercial real estate association in the Charlotte region.

## ENGAGEMENT

*Deepen your engagement with the largest network of CRE professionals in the region.*

Demonstrate your firm's expertise, innovation, projects and listings by aligning with CRCBR.

## SUPPORT THE MISSION

*Deliver your message to the right people.*

Ensures CRCBR can deliver its mission of maximizing the CRE voice with a strong network of brokers, education, and advocacy for the industry.



For more information about the sponsorship program and how to get involved with CRCBR for 2024, contact [info@crcbr.org](mailto:info@crcbr.org) or visit [crcbr.org/sponsorship-opportunities](https://www.crcbr.org/sponsorship-opportunities).

# WHY SPONSOR?

Level	Premier	Chairman	Champion	Partner	Foundation	Supporting
Cost	\$12,000 to \$18,500	\$7,500	\$5,500	\$4,000	\$2,500	\$1,750

## BRANDING AND RECOGNITION

CRCBR sponsor website, onsite signage and PowerPoints at events	Logo	Logo	Logo	Logo	Name	Name
General emails (events, education)	Logo	Logo	Logo			
The Voice newsletter and CRCBR.org home page	Logo	Logo				
Project or Company feature (email to members/social media)	✓	✓	✓			

## PROGRAMMING

Exclusive title sponsorship with onsite marketing and welcome from podium	✓					
<b>Event Sponsorship</b>						
<i>Circle Of Excellence</i>	✓	✓				
<i>Fall Event</i>	✓	✓	✓			
<i>Annual Meeting</i>	✓	✓	✓			
<i>Social or Education: Member - Only - ONE event</i>	✓	✓	✓	✓		
<b>Spring Or Fall Golf Tournament Registrations</b>	Full Team	Full Team	Full Team	Half Team		
<i>Flight Choice at Golf Tournament - ONE events</i>	✓	✓				
<i>Discount on Golf Event Sponsorships</i>	10%	10%				
Program or Education Registration Credit	\$500	\$350	\$250	\$200	\$150	

CONTINUED ⇌

# WHY SPONSOR? (CONTINUED)

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## PARTICIPATION

Speak at a Board of Directors Meeting	✓	✓				
Industry Partner Directory Premier Recognition (If IP)	✓	✓	✓	✓		
Industry Partner Membership (If IP)	✓	✓	✓	✓		
SiteIndex Advisory Group representative (choice of market segment)	✓	✓	✓			
Leadership Class expert or host	✓	✓				



# WORDS FROM OUR SPONSORS

Don't know if an Alliance Sponsorship is right for you? Don't just take our word for it. Here are reviews from just a few of our Alliance sponsors.



**BRYAN JOHNSON**

*Executive Managing Director  
Colliers International*

CRCBR is a powerful voice and platform for commercial real estate brokers in the Queen City, being a sponsor allows Colliers to leverage that power to promote our brand, support our brokers, and contribute to the overall CRCBR mission.



**ANDRE COLLINS**

*Founding Partner  
First & Early Partners*

Our alliance with CRCBR represents a commitment not just to our own growth, but to the broader advancement of the real estate industry. Through supporting CRCBR, we foster innovation, champion best practices, and benefit from engaging opportunities in a nurturing environment where everyone truly thrives.



**DEANE TRUE**

*Skyla Credit Union*

I've been tracking the business that has been referred to Skyla Credit Union over the last 10yrs and I found over \$12,600,000 from direct referrals of commercial real estate loans along with accompanying business accounts. A good portion of which have turned into repeat business and referrals to other business prospects.

# THANK YOU TO THE 2023 ALLIANCE SPONSORS

## CHAIRMAN SPONSORS

## CHAMPION SPONSORS

## PARTNER SPONSORS

## FOUNDATION SPONSORS



- FIRST & EARLY PARTNERS
- CBRE
- PROLOGIS
- RAGONA ARCHITECTURE & DESIGN
- CRESCENT COMMUNITIES

## SUPPORTING SPONSORS

- INSITE PROPERTIES
- KDC
- REAL ESTATE DEVELOPMENT & INVESTMENTS
- FOUNDRY COMMERCIAL
- PIEDMONT PROPERTIES OF THE CAROLINAS, INC.
- MECA - COMMERCIAL REAL ESTATE
- STRATA PROJECT MANAGEMENT GROUP
- CRESA CAROLINAS
- THE SPECTRUM COMPANIES