

2024-2025

# SPONSORSHIP OPPORTUNITIES

NAI Global is pleased to have customized programs that enable companies like yours to promote to our vast community of commercial real estate professionals and their clients.



Targeted Marketing



Focused Attendance



Decision Makers Onsite

# About NAI Global

Partnering with NAI Global allows you the opportunity to access a global platform that will help you meet your goals and objectives to get the results you expect. Join us at our events and gain access to our professionals who WANT to meet you!

We are open to discussions to explore customizing a special offering to meet your specific needs/objectives.

If you have questions or would like to start the reservation process, please contact:

## Lindsay Fierro

Senior Vice President, Operations, NAI Global

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## UPCOMING OPPORTUNITIES:

### 2024 MARKETING PARTNERSHIP

Marketed to over 5,800 owners, executives, brokers, property managers, marketing professionals and attended by approximately 600 NAI buyers, brokers, executives, and key-influencers from around the world.

### 2025 NAI GLOBAL CONVENTION

Lowes Hotel & Co.

Miami, FL

January 20-22, 2025

Marketed to over 5,800 owners, executives, brokers, property managers, marketing professionals and attended by approximately 600 NAI buyers, brokers, executives, and key-influencers from around the world.



## Top 5 Brand\*

Global Commercial Real Estate



## Top Social Media Innovator

Commercial Real Estate Brand



## 5,800+

Professionals



## 325+

Offices



## 1.1+ Billion

Square Feet Managed



## 750+

Executives & Directors



## 200+

Marketing Professionals

## Expansive Global Market Coverage

\*Results from 2023 Lipsey Co. Survey

# Sponsorship Opportunities

## 2024-2025 NAI Global Annual Marketing Partnerships

ELITE	
Cost	<b>\$10,000</b>
Description	<ul style="list-style-type: none"><li>• Logo on NAI website and Intranet</li><li>• Dedicated Post per Quarter to the 4 councils or specialty groups of your choosing on NAI Global's basecamp platform (content must be approved by NAI Global)</li><li>• Featured in Online and PDF versions of the NAI Discounts and Savings platform</li><li>• Featured as a new addition in next quarterly email highlighting our Online and PDF versions of the NAI Discounts and Savings platform</li><li>• Thirty (30) Opportunity Broadcasts (2 per month from March 2024-December 2024)</li><li>• 1 Dedicated email per quarter to the entire NAI Global network (content must be approved by NAI Global)</li><li>• 2 webinars to take place by December 31, 2024 (content agreed upon)</li></ul>

PREMIUM	
Cost	<b>\$5,000</b>
Description	<ul style="list-style-type: none"><li>• Logo on NAI website and Intranet</li><li>• 300x300 Pixel Ads on the NAI Global Intranet to run 1 week per month for 6 months (every other month)</li><li>• Featured in Online and PDF versions of the NAI Discounts and Savings platform</li><li>• Featured as a new addition in next quarterly email highlighting our Online and PDF versions of the NAI Discounts and Savings platform</li><li>• Fifteen (15) Opportunity Broadcasts</li><li>• 1 Dedicated email per quarter to the entire NAI Global network (content must be approved by NAI Global)</li><li>• 1 webinar to take place by December 31, 2024 (content agreed upon)</li></ul>

# Sponsorship Opportunities

## 2024-2025 NAI Global Annual Sponsorship Opportunities

PLATINUM	
2025 Convention	<b>\$30,000</b>
Description	<ul style="list-style-type: none"> <li>• Four (4) full registrations (each additional registrant = \$500)</li> <li>• Event exhibit space</li> <li>• One time Pre-event attendee list (with email addresses)</li> <li>• Post-Event attendee list (includes email addresses)</li> <li>• Company logo on signage at event</li> <li>• Logo on NAI website and Intranet</li> <li>• Logo on all event promotions (Pre &amp; Post)</li> <li>• Premier Logo Placement in the event app</li> <li>• Your choice of a Speaking Opportunity (5 minutes max assigned by NAI Global events team 1 month prior to event date) or submitting a 90-second company video to be played during one of the general sessions. A dedicated email with the video will also be sent to the entire membership.</li> <li>• Recognition by NAI Executive from Stage</li> <li>• Logo added to Tote Bag (Convention Only)</li> <li>• Featured in Online and PDF versions of the NAI Discounts and Savings platform</li> <li>• Eight (8) Opportunity Broadcasts</li> <li>• Connections to four (4) NAI Offices of your choice</li> <li>• Attendee list from most recent NAI Global Convention (only available to Convention sponsors)</li> <li>• Four (4) weeks of exposure via intranet digital advertising on the homepage</li> <li>• Four (4) guest blogs provided by your company (to be promoted on LinkedIn and our public website)</li> </ul>
GOLD	
2025 Convention	<b>\$17,500</b>
Description	<ul style="list-style-type: none"> <li>• Three (3) full registrations (each additional registrant = \$500)</li> <li>• Event exhibit space</li> <li>• One time Pre-event attendee list (with email addresses)</li> <li>• Post-Event attendee list (includes email addresses)</li> <li>• Company logo on signage at event</li> <li>• Logo on NAI website and Intranet</li> <li>• Logo on all event promotions (Pre &amp; Post)</li> <li>• One (1) 60-second video message to be played in a compilation with other Gold Sponsors during a general session</li> <li>• Featured in Online and PDF versions of the NAI Discounts and Savings platform</li> <li>• Four (4) Opportunity Broadcasts</li> <li>• Connections to two (2) NAI Offices of your choice</li> <li>• Two (2) weeks of exposure via intranet digital advertising on the homepage</li> <li>• Two (2) guest blogs provided by your company (to be promoted on LinkedIn and our public website)</li> </ul>

# Sponsorship Opportunities

## 2024-2025 NAI Global Annual Sponsorship Opportunities

BRONZE (Exhibitor)	
2025 Convention	\$8,500
Description	<ul style="list-style-type: none"><li>• Two (2) full registrations (each additional registrant = \$500)</li><li>• Event exhibit space</li><li>• One time Pre-event attendee list (without email addresses)</li><li>• Post-Event attendee list (includes email addresses)</li><li>• Company logo on signage at event</li><li>• Logo on NAI website and Intranet</li><li>• Logo on all event promotions (Pre &amp; Post)</li></ul>

## Feedback and Testimonials



Thank you so much for hosting me at your amazing event. Love having this show in Vegas and you and the team do a great job on making sure that your brokers walk through the exhibitor section, helping engagement between the two sides. Safe travels home. Don't let Vegas got the best of you tonight!

**Ryan Nixon** | Associate Publisher | FRANCE MEDIA, INC.



Just wanted to drop you all a quick message to say thank you very much for having us at your 2023 convention in Vegas last week. We had a fantastic time, I thought it was really well organized and it was great to get a better understanding of how the wider NAI operation works. Looking forward to seeing the global report released soon. And I believe we will see some of you at MIPIM, perhaps we can grab dinner one evening if diaries allow. Here's to a great 2023 and well done again on all your hard work.

**Matt Partridge** | CEO | INFABODE LTD



Last week I was lucky enough to attend #NAICON23 with Infabode in Las Vegas! We had an amazing time and it was great to meet so many people from all over the world. A massive thank you to NAI Global and especially Lindsay, Michelle, Chantal, Jenny, Jay and Nick for all their hard work and putting on such a well organised event. Thank you for having us... bring on 2024!

**Amy Mobley** | Business Operations Manager | INFABODE LTD



Speaking on behalf of all the greater Buildout/Oval Room Group team; I wanted to reach out and thank you and congratulate you on putting on such a great event last week. Having attended hundred of conferences over the last decades+, I really thought this event was top tier and super well executed! So a huge kudos to both of you on such a great conference! We are thrilled to continue to expand our relationship with you both and NAI Global as a whole! All the best, talk soon!

**Alex Taylor** | CEO | OVAL ROOM GROUP

# Additional Opportunities

## Individual or Additional Opportunities for MAX Exposure

\*Note: If you choose one of the options below, it does NOT include an exhibit table unless otherwise noted.

AFTER HOURS NETWORKING FUN	
2025 Convention	<b>\$50,000</b> 1 Sponsor -or- <b>\$10,000</b> 5 Sponsors
Inclusions	<ul style="list-style-type: none"> <li>• Four (4) full registrations for \$50,000 Sponsor; Two (2) full registrations for \$10,000 Sponsors (each additional registrant = \$500)</li> <li>• Event exhibit space for \$50,000 Sponsor only</li> <li>• One time Pre-event attendee list (with email addresses)</li> <li>• Post-Event attendee list (includes email addresses)</li> <li>• Company logo on signage at event</li> <li>• Logo on NAI website and Intranet</li> <li>• Logo on all event promotions (Pre &amp; Post)</li> <li>• Premier Logo Placement in the event app</li> </ul>
Description	<p>This is your chance to leave a lasting impression on our attendees and go out with a bang! Invite guests to your private area for drinks, raffles, and much more! Open bar with a ton of food - this is the event that no one misses. As the sponsor of this event you will receive:</p> <ul style="list-style-type: none"> <li>• Company logo on signage at event</li> <li>• Private section at After Hours party venue</li> <li>• Thanked on stage by NAI executive the following morning at breakfast</li> </ul>

COFFEE LOUNGE	
2025 Convention	<b>\$35,500</b>
Inclusions	<ul style="list-style-type: none"> <li>• Four (4) full registrations (each additional registrant = \$500)</li> <li>• Event exhibit space</li> <li>• One time Pre-event attendee list (with email addresses)</li> <li>• Post-Event attendee list (includes email addresses)</li> <li>• Company logo on signage at event</li> <li>• Logo on NAI website and Intranet</li> <li>• Logo on all event promotions (Pre &amp; Post)</li> <li>• Premier Logo Placement in the event app</li> </ul>
Description	<p>Want to be the center of attention? This coffee lounge placed in our exhibit hall is guaranteed to get you maximum exposure during Convention! As the sponsor of the Coffee Lounge you will receive:</p> <ul style="list-style-type: none"> <li>• An espresso bar with cappuccino, mocha, latte, chai latte, handcrafted hot cocoa, and iced lattes.</li> <li>• Baristas serving guests wearing your logo on their aprons</li> <li>• Company logo on signage at coffee bar</li> </ul>

# Additional Opportunities

## Individual or Additional Opportunities for MAX Exposure

\*Note: If you choose one of the options below, it does NOT include an exhibit table unless otherwise noted.

WELCOME DINNER RECEPTION	
2025 Convention	<b>\$30,000</b>
Inclusions	<ul style="list-style-type: none"><li>• Four (4) full registrations (each additional registrant = \$500)</li><li>• Event exhibit space</li><li>• One time Pre-event attendee list (with email addresses)</li><li>• Post-Event attendee list (includes email addresses)</li><li>• Company logo on signage at event</li><li>• Logo on NAI website and Intranet</li><li>• Logo on all event promotions (Pre &amp; Post)</li><li>• Premier Logo Placement in the event app</li></ul>
Description	<p>Our Welcome Dinner Reception always draws a large crowd so be sure to get great exposure by sponsoring this popular networking event. As the sponsor of the Welcome Dinner Reception you will receive:</p> <ul style="list-style-type: none"><li>• Company logo on signage at event</li><li>• Company logo on cocktail napkins</li><li>• 5-minute Speaking window to welcome dinner guests (When this speaking opportunity is to take place will be confirmed 1 month prior by NAI Global events team)</li><li>• Thank you welcome address by an NAI Global executive</li></ul>

# Additional Opportunities

## Individual or Additional Opportunities for MAX Exposure

\*Note: If you choose one of the options below, it does NOT include an exhibit table unless otherwise noted.

REGISTRATION PACKAGE	
2025 Convention	<b>\$22,500</b>
Inclusions	<ul style="list-style-type: none"><li>• Two (2) full registrations (each additional registrant = \$500)</li><li>• NO Event exhibit space</li></ul>
Description	<p>As the sponsor of the Registration Package you will receive:</p> <ul style="list-style-type: none"><li>• One (1) company logo on all lanyards given to attendees (Step &amp; Repeat with NAI logo)</li><li>• Leaderboard banner ad in our Know-Before-You-Go (KBYG) communications that are sent to all registrants before the event</li><li>• One (1) company logo on signage at reg desk</li><li>• Logo on registration page of event website stating registration sponsor and your company logo</li></ul>

WI-FI SPONSOR	
2025 Convention	<b>\$10,000</b>
Inclusions	<ul style="list-style-type: none"><li>• Three (3) full registrations (each additional registrant = \$500)</li><li>• Event exhibit space included</li><li>• One time Pre-event attendee list (includes email addresses)</li><li>• Post-Event attendee list (includes email addresses)</li><li>• Company logo on signage at event</li><li>• Logo on NAI website and Intranet</li><li>• Logo on all event promotions (Pre &amp; Post)</li></ul>
Description	<p>Sponsoring this allows you to choose how attendees connect to the internet. Your company chooses the Wi-Fi name, and the password for the Wi-Fi. As the sponsor of the Event Wi-Fi you will receive:</p> <ul style="list-style-type: none"><li>• Company logo on signage at event</li><li>• Company logo shout out included in our Know-Before-You-Go (KBYG) communications that are sent to all registrants before the event</li><li>• One (1) dedicated push notification sent via event app</li></ul>



# Additional Opportunities

## Individual or Additional Opportunities for MAX Exposure

\*Note: If you choose one of the options below, it does NOT include an exhibit table unless otherwise noted.

NETWORKING BREAKFASTS	
2025 Convention	<b>\$20,000</b> (there are 2 networking breakfasts at this event)
Inclusions	<ul style="list-style-type: none"><li>• Two (2) full registrations (each additional registrant = \$500)</li><li>• NO Event exhibit space</li></ul>
Description	The networking breakfasts held on the Tuesday and Wednesday of Convention are for all attendees ensuring maximum exposure during the event. As the sponsor of the Networking Breakfasts you will receive: <ul style="list-style-type: none"><li>• Slide during breakfast with company logo</li><li>• Cocktail napkins with company logo</li><li>• Signage during breakfast with company logo</li></ul>

NETWORKING LUNCHES	
2025 Convention	<b>\$30,000</b> (there are 3 networking lunches at this event)
Inclusions	<ul style="list-style-type: none"><li>• Three (3) full registrations (each additional registrant = \$500)</li><li>• NO Event exhibit space</li></ul>
Description	The networking lunch held on the Tuesday of Convention is for all attendees ensuring maximum exposure during the event. As the sponsor of the Networking lunch you will receive: <ul style="list-style-type: none"><li>• Slide during lunch with company logo</li><li>• Cocktail napkins with company logo</li><li>• Signage during lunch with company log</li></ul>

# Additional Opportunities

## Individual or Additional Opportunities for MAX Exposure

\*Note: If you choose one of the options below, it does NOT include an exhibit table unless otherwise noted.

YOUNG PROFESSIONAL NETWORK	
2025 Convention	<b>\$20,000</b>
Inclusions	<ul style="list-style-type: none"> <li>• Two (2) full registrations (each additional registrant = \$500)</li> <li>• NO Event exhibit space</li> </ul>
Description	<p>This sponsorship gives you the chance to connect with NAI's youngest and brightest professionals. As the sponsor of the Young Professionals Network you will receive:</p> <ul style="list-style-type: none"> <li>• Signage during the YPN session(s) with company logo</li> <li>• One (1) speaking opportunity during the YPN session(s) (5 minutes max assigned by NAI Global events team 1 month prior to event date)</li> <li>• Signage during YPN reception with company logo</li> <li>• A company sponsored scholarship for 1 YPN member to attend the upcoming Convention. (This is included in the pricing. Note that it covers hotel stay from Monday check in through Thursday check out as well as their registration fee.)</li> <li>• Logo and company description will be placed on all email communications to the network and registrants pertaining to the YPN sessions, receptions and scholarship.</li> </ul>

SPECIALTY COUNCIL BREAKOUT SESSION(S)	
2025 Convention	<b>\$5,000 per breakout session</b>
Inclusions	<ul style="list-style-type: none"> <li>• One (1) full registration (each additional registrant = \$500)</li> <li>• NO Event exhibit space</li> </ul>
Description	<p>Do you have a specific sector group that you want to target? Sponsor one of our council sessions and get in front of the professionals that matter to you the most! (Our councils are as follows: Retail, Property Management, Office, Industrial, Capital Markets, Corporate Services and Marketing. Limited to one sponsor per session.)</p> <p>As the sponsor of a Council Breakout Session you will receive:</p> <ul style="list-style-type: none"> <li>• Speaking opportunity during session in front of the entire council (5 minutes max and 1 person speaking max assigned by NAI Global events team 1 month prior to event date)</li> <li>• Signage during council session with company logo</li> <li>• Post-Event attendee list (includes email addresses)</li> </ul>

## Become an NAI Global Workforce Council: Inclusion Ally | \$1,000

Every contribution matters, so be part of making our Council initiatives come to life. Your dollars will be allocated to specific initiatives, activities and programs. Being an NAI Global Workforce Council: Inclusion Ally, you become part of a group of companies who help sponsor young professionals and students to attend upcoming NAI or industry events in which we are participating, sponsor Inclusion-focused sessions and will receive:

- Logo will be placed on the footer and signage at the event
- Share 50-100 word blurb about why supporting this initiative is important to you and your firm.

### NAI Global Workforce Council: Inclusion Allies



# Convention Photos



# Convention Photos





## NAI Global Partners

### Platinum Sponsors



### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Exhibitors



### DEI Allies



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For more information, please contact:

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