

# CRCBR

CHARLOTTE | COMMERCIAL  
REGION | BOARD OF REALTORS®

## 2022 Alliance Sponsorship

**Build Relationships. Grow Business. Support Commercial Real Estate.**

[www.crcbr.org](http://www.crcbr.org)

## The Charlotte Region Commercial Board of REALTORS® is a Thriving and Dynamic Professional 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.

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.

## NETWORK

Bringing people together.

Interact with 1,000+ CRE professionals at the Deal Makers Awards, golf tournament, Commercial Spotlight, Beers with Peers, & 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.



## TRANSACT

Getting business done.

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



## MANAGE

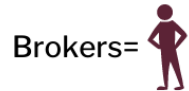
Offering resources to manage your business.

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



## A LOOK BACK AT 2021

### 1,003 + CRCBR Members



Brokers=

\*Licensed commercial real estate practitioners.



RE: Source=

\*Office managers or marketing professionals.



Corporate Associate=

\*Professionals providing products or services to the industry.



Public Service=

\*Public sector or non-profit professionals working with the industry.

### 400+ Subscribers to SiteIndex with



**6,111**  
Active Listings



**36,520 Properties**  
[www.SiteIndexCharlotte.com](http://www.SiteIndexCharlotte.com)



**648 Attendees**

at 10 in-person events & 11 virtual



**29 Alliance Sponsors**

Supporting CRCBR's mission



**\$14,483**

raised for RPAC & CRE-PAC by 297 contributors

As of 9/30/2021

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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 2022, contact [info@crcbr.org](mailto:info@crcbr.org) or visit [crcbr.org/sponsorship-opportunities](https://www.crcbr.org/sponsorship-opportunities).

## Why sponsor?

	Exclusive Spotlight	Brand Recognition		Project and Service Recognition		Support the Mission
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

	Logo	Logo	Logo	Logo	Name	Name
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 feature (email to members/social media)	✓	✓	✓			
Priority listing feature in a weekly SiteIndex/Catylist Hot Sheet	4	3	2	2	2	

## PROGRAMMING

	2 Displays	2 Displays	1 Display	1 Display	1 Virtual	
Commercial Spotlight	2 Displays	2 Displays	1 Display	1 Display	1 Virtual	
Exclusive event sponsorship with onsite marketing and welcome from podium	Choose 1					
Commercial Spotlight site host with premier event marketing	✓					
Annual Meeting	✓	Display table	Display table			
Networking sponsorship			Choose 1			
Beers with Peers			✓			
Breakfast with Brokers			✓		Display table	
Expert on CRE State of the Industry panel	✓	✓				
Speak at a Board of Directors meeting	✓	✓				

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## Why sponsor?...continued!

	Exclusive Spotlight	Brand Recognition		Project and Service Recognition		Support the Mission
Diversity Initiative premier sponsor	Logo	Logo				
Deal Maker featured sponsor	Logo	Logo				
Corporate Associate directory premier recognition (if CA)		✓	✓	✓		
PARTICIPATION						
Corporate Associate Membership (if CA)		✓	✓	✓		
Program or education registration	\$500 credit	\$350 credit	\$250 credit	\$200 credit		
SiteIndex Advisory Group representative (choice of market segment)	✓	✓	✓			
Leadership Class expert or host	✓	✓				
Industry Expert for quarterly media outreach	✓	✓				
Golf tournament (choice of Spring or Fall)	Full team	Full team	Full team	Half team		
LEVEL	Premier	Chairman	Champion	Partner	Foundation	Supporting
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## What's new in '22?

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- Check out the **new sponsorship levels** that offer **unique opportunities** for properties and firms to gain greater recognition.
- Enjoy added **benefits and education** available only to sponsors.
- Focus on community **partnerships** and **diversity** with industry-wide initiatives.
- Contribute to the success of CRE by **elevating your voice** as an expert in the industry.
- Commit early and gain **year-long recognition**. Check out pre-commitments to **Commercial Spotlight, Annual Meeting, Beers with Peers, and Breakfast with Brokers**.

**Be the change. CRCBR is...**

...Fueled by our **People** ...United by our **Passion**  
...Driven by our **Personalities**

**You belong here!**

For more information, contact [ariel@crcbr.org](mailto:ariel@crcbr.org) | 704-377-8982 x 103 | or email [info@crcbr.org](mailto:info@crcbr.org)