

MARQUETTE UNIVERSITY CENTER FOR REAL ESTATE PRESENTS

2020 NATIONAL REAL ESTATE STRATEGIES CONFERENCE SERIES

3-PART VIRTUAL SERIES

Breaking down 2020's major trends impacting our industry and strategies for the future

The Center for Real Estate's 9th annual Real Estate Strategies Conference is moving online due to the impacts of the COVID-19 global pandemic – but our focus on delivering important, timely and interesting conversations around strategies you can use in your business remains as important as ever. Join us for three fascinating discussions this fall:

Sponsorship opportunities are also available.

PART 1

Thursday, September 10
11:00 a.m. – 12:00 p.m.

CEO Insight

Current and Long-Term
Impacts of the Pandemic
on Commercial Real
Estate

PART 2

Thursday, October 8
11:00 a.m. – 12:00 p.m.

Diversity in Real Estate
Success Stories and
Strategies for Company
Leaders

PART 3

Thursday, November 5
11:00 a.m. – 12:00 p.m.

2020 Retrospective Survey

Top 10 Trends of the Last
Decade and the Next

Golden Eagle Gala Moves Online!

Our 2nd annual Golden Eagle Gala, presented by the Real Estate Alumni Marquette (REALM) Network has been moved online and merged with part 3 of the series! This year's event will feature a silent auction October 30 through November 6. The annual awards will be given during a brief presentation in Part 3 of our conference series on November 5. More information on award winners and silent auction items will be available by October.

[Silent Auction Donation Form](#) | [REALM Network Website](#) | [View Past Winners](#) | [Video Recap of 2019 Gala](#)

BOARD OF DIRECTORS

CENTER FOR REAL ESTATE

2020 ADVISORY BOARD MEMBERS

The 2020 Center for Real Estate Advisory Board is chaired by Michelle Panovich, Mid-America Asset Management.

Betty Bell
Pabst Farms Development

Peter Bell
First Realty Company

Scott Benedetto
CenterPoint Properties

Pat Biernacki
Millennial Residential

Trisha Connolly
B6 Real Estate Advisors

Allison Curtin
PineTree Commercial

Steve Disse
Colliers International

Norris Eber
Abbell Associates

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The Boulder Group

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Cypress Holdings

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Town Bank / Wintrust

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Conor Commercial

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Colliers International

Greg Warsek
Associated Bank

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Cobalt Partners

SPONSORSHIP IMPACT

YOUR SPONSORSHIP HAS A DIRECT IMPACT ON STUDENTS

The Strategies Conference and Gala combine to deliver half of the Center for Real Estate's revenue in a typical year. All proceeds go to support the success of our students and the impact our program can provide to the real estate community.

Special Programs

Students participate in a 5-week summer 2020 externship program created for students who lost internships due to the COVID-19 pandemic.



2X

Program Growth
from 2018 - 2020
(83 to 159 Majors)

NATIONALLY RANKED

#12

U.S. News & World Report



#10

CollegeFactual.com



Site Tours

Students tour BMO Harris high-rise development in downtown Milwaukee.



100%

Job Placement of
May Graduates
from 2012 to
present.

Student Trips

Students travel to the ICSC 2019 Convention in Las Vegas.

SPONSORSHIP OPPORTUNITIES

All sponsors will receive promotional benefits for three months (August – November). Registrations for the webinar are free, with the goal of maximizing attendance and exposure for our sponsors. Please join us and make an impact on the success of our program and students!

	CRE Annual Sponsor (\$20,000)	Platinum Sponsor (\$10,000)	Gold Sponsor (\$5,000)	Silver Sponsor (\$2,500)	Blue Sponsor (\$1,500)
Opportunity to customize perks based on the sponsor's interests, including speaking opportunities, guest-lectures, and special access to student-focused events and career functions	<p style="text-align: center;">This opportunity includes special benefits. See next page for additional information.</p>	✓			
Full-slide recognition on-screen for all three 2020 Real Estate Strategies conference webinars		✓			
Special episode feature on the student-led Marquette Commercial Real Estate Club podcast, <i>Real Talk. Real Topics. Real Estate.</i>		✓			
Special recognition via a student "Thank You" video posted to social media (LinkedIn, Instagram, Twitter)		✓	✓		
Executive feature on REALM Network's alumni blog, with additional promotion through social media (LinkedIn, Instagram, Twitter)		✓	✓		
Company logo recognition included in the Center for Real Estate annual report		✓	✓		
Company logo recognition on-screen for all three conference webinars and on event website		✓	✓	✓	
Company logo included at bottom of conference email invitations sent to 4,000+ professionals for three months (August – November)		✓	✓	✓	
Number of invitations to special pre-conference or post-conference speaker interactions (if applicable)		2	1	1	-
Company name recognition on-screen for all three conference webinars		✓	✓	✓	✓
Company name included at bottom of conference email invitations sent to 4,000+ professionals for three months (August – November)	✓	✓	✓	✓	
Company name recognition and company website link on event website	✓	✓	✓	✓	

CRE Annual Sponsorship (\$20,000)

CRE Annual Sponsors provide unmatched support to the Center and our students throughout the year. CRE Annual Sponsors are recognized prominently at all major events and receive special benefits, including:

- All benefits at the Platinum Level for the Strategies Conference
- Special sponsorship recognition at all major CRE events, including the Golden Eagle Gala, Wisconsin Residential Real Estate Summit, and the Chicago Real Estate Leadership Breakfast
- Unique student access including special events, recruiting preference, and guest-lecture and speaking opportunities
- Special recognition on the Center for Real Estate website
- Special recognition in all CRE marketing emails (emails reach 1,000 - 4,000 professionals each; 25+ emails/year)
- Customized and co-branded video content celebrating the sponsor's partnership with the CRE
- Membership invitation opportunities with the Center for Real Estate Advisory Board and REALM Network Board
- Event speaking and panelist opportunities
- Research collaboration opportunities with Marquette faculty, including the Bell Chair in Real Estate
- Center for Real Estate-branded gift package

SPONSORSHIP REGISTRATION FORM

2020 NATIONAL REAL ESTATE STRATEGIES CONFERENCE SERIES

TO BE RECOGNIZED AS A SPONSOR please complete, scan and email this form to:
Melanie Roepke, Marquette University Center for Real Estate at melanie.roepke@marquette.edu
For more information call (414) 288-7940 or visit www.mu.edu/cre.

Sponsorship Level

Please indicate your desired sponsorship level below.

CRE Annual Sponsorship (\$20,000)

Platinum Sponsorship (\$10,000)

Gold Sponsorship (\$5,000)

Silver Sponsorship (\$2,500)

Blue Sponsorship (\$1,500)

Note: Your sponsorship contribution is tax-deductible to the fullest extent permitted by the law.

Company Information

Please complete the form fields below.

Company Name: _____

Sponsor: _____

This is the name as you would like it to appear on promotional materials.

Logos: for Silver sponsors and higher please email a hi-res logo in .jpg or .png format to melanie.roepke@marquette.edu

Company Website: _____

Contact Person (Name): _____

Email: _____

Phone: _____

Company Address: _____

City: _____ **State:** _____ **Zip:** _____

Payment Preference

Please indicate your payment preference from the options below.

Invoice Me

Check Enclosed

Checks can be made out to "Marquette University Center for Real Estate" and mailed to the following address:

Attn: Melanie Roepke
Marquette University Center for Real Estate
P.O. Box 1881, Straz Hall 370,
Milwaukee, WI 53201

Credit Card

To pay by credit card, please follow the below instructions:

1. Follow this link and then continue on to Marquette's giving page: www.marquette.edu/business/center-for-real-estate/support-real-estate.php
2. Type in the amount and in the drop-down menu select "Real Estate Program" – click "Add Donation"
3. In the "Provide details..." section, please write "Strategies Conference Sponsorship" - click "Continue"
4. Fill out your contact information and select "Continue"
5. Enter your credit card information and select "Complete Payment"
6. You should receive a confirmation email. please forward this email to Melanie Roepke (melanie.roepke@marquette.edu) to be confirmed as a sponsor.