



2021

CREW DETROIT
**SPONSORSHIP
OPPORTUNITIES**

CREW
DETROIT 
Celebrating **35** Years

Dear CREW Detroit supporter:

On behalf of the Board of Directors, thank you for considering an annual sponsorship of CREW Detroit. Your sponsorship commitment helps further our mission by creating opportunities for members to succeed in business, developing effective leaders, informing the industry and educating women and girls about career opportunities in commercial real estate. This effort ensures the commercial real estate industry remains not only a rewarding career choice, but a diverse and viable industry.

CREW Detroit sponsors gain name recognition and reinforcement among our membership, as well as with event attendees. CREW offers a variety of programs throughout the year. Consider committing to an annual sponsorship package, putting your name on a highly anticipated monthly program, or supporting the popular CREW Detroit golf outing, the prestigious Impact Awards, or a community outreach program offered locally or through the national CREW Foundation.

Our lineup of events in 2021 is exciting and we look forward to easing back into face-to-face events. Please take a look at our preliminary program schedule for 2021 on page 8.

A message to our 2020 Sponsors:

CREW Detroit made a tough decision to modify our 2020 program schedule including canceling many of our premier events. We realize that, in exchange for your commitment, CREW offers opportunities for sponsors to gain name recognition at our premier industry events throughout the calendar year.

To uphold our commitment to you, the Board of Directors elected to extend sponsor benefits through 2021. 2020 sponsors will receive the following:

- **Extension of sponsor benefits through 2021**
All 2020 sponsors in good standing will receive their full benefits for the 2021 events calendar once released.
- **Opportunity to 'Level Up' for more benefits**
2020 sponsors have the option to 'level up' to increase benefits in 2021. For example, a Travertine sponsor (\$2500/\$3000 in benefits) can level up to Granite (\$3750/\$4,500 in benefits) for the difference of \$1250, which comes with additional benefit selections and premier recognition. This option is available to sponsors for Slate level and higher.
- **Impact Awards/35th Anniversary sponsorship options**
CREW Detroit is celebrating its 35th anniversary in 2021! Annual sponsors will have the first choice of these tiered sponsorship options.

We are hopeful that we have proven how much we value our sponsors by extending benefits through next year. With the options outlined above, we're optimistic that we'll be able to count on your continued support in 2021.

Thank you!



Lisa Robach
President-Elect / Board Liaison, Sponsorship

Associate | Business Development | HED
lrobach@hed.design

Thank you for supporting CREW Detroit!

ANNUAL SPONSORSHIP PACKAGES

CREW Detroit is committed to DEI.

This curated sponsorship package requires certification as an women-, minority-, veteran-, or LGBT-owned business.

Level-up Options:	+ \$3,000 to Capstone	+ \$1,250 to Marble + \$4,250 to Capstone		+ \$1,250 to Granite + \$2,500 to Marble + \$5,500 to Capstone	+ \$1,000 to Travertine + \$2,250 to Granite + \$3,500 to Marble + \$5,500 to Capstone	
CAPSTONE LEVEL (2) \$8,000	MARBLE LEVEL (6) \$5,000	GRANITE LEVEL \$3,750	ONYX LEVEL \$2,500	TRAVERTINE LEVEL \$2,500	SLATE LEVEL \$1,500	QUARTZ LEVEL \$1,000
Sponsors receive \$10,000 in benefit selections	Sponsors receive \$6,000 in benefit selections	Sponsors receive \$4,500 in benefit selections	Sponsors receive \$2,500 in benefit selections	Sponsors receive \$3,000 in benefit selections	Sponsors receive \$1,500 in benefit selections	Sponsors receive \$1,000 in benefit selections
Six (6) invitations to Fall sponsor appreciation reception	Four (4) invitations to Fall sponsor appreciation reception	Three (3) invitations to Fall sponsor appreciation reception	Two (2) invitations to Fall sponsor appreciation reception	Two (2) invitations to Fall sponsor appreciation reception	One (1) invitation to Fall sponsor appreciation reception	One (1) invitation to Fall sponsor appreciation reception
Full color logo on sponsor banner displayed at all events	Full color logo on sponsor banner displayed at all events	Full color logo on sponsor banner displayed at all events	Full color logo on sponsor banner displayed at all events	Full color logo on sponsor banner displayed at all events	Name listed on sponsor banner displayed at all events	Name listed on sponsor banner displayed at all events
Logo on CREW Detroit website with link to sponsor website	Logo on CREW Detroit website with link to sponsor website	Logo on CREW Detroit website with link to sponsor website	Logo on CREW Detroit website with link to sponsor website	Logo on CREW Detroit website with link to sponsor website	Name listed on CREW Detroit website	
Recognition at all events in President's address	Recognition at all events in President's address	Recognition at all events in President's address	Recognition at all events in President's address			
Chapter provided video profile to be played at Four (4) events, plus Sponsor Spotlight on social media	Sponsor Spotlight on social media	Sponsor Spotlight on social media	Sponsor Spotlight on social media			
Complimentary Registrations: Golf Foursome- One (1) Impact Awards- Two (2) Regular Events- Two (2)	Complimentary Registrations: Impact Awards- Two (2) Regular Events- Two (2)		Complimentary Registrations: Impact Awards- Two (2) Regular Events- Two (2)			

LEADING PROGRAMS & EVENTS

CREW Detroit offers a variety of programs and events for members and guests throughout the calendar year.

IMPACT AWARDS

The annual CREW Detroit IMPACT Awards recognize both individuals and completed construction projects that have made a significant, positive impact on communities located throughout the southern Michigan region.

Special for this year, we will celebrate our **35th anniversary** by looking back on the innovative and influential leaders who have contributed significantly to the growth and prestige of both CREW Detroit and the commercial real estate industry as a whole. This high-profile and premiere gala event will be held in December at a prominent venue.

MEMBERSHIP

Membership events like **Mix Mingle & CREW and Summer Spotlight** aim to attract qualified professionals to join CREW Detroit as well as enhance the member experience through various member-only events benefits.

GOLF

Back by popular demand, CREW Detroit will host two **9-Hole Golf Socials** in June and August of 2021. As always, our golf events will be held at exclusive courses and will attract more than 144 business leaders and industry professionals who participate in this half-day event.

The two golf outings each include a 9-hole scramble, putting contest, BBQ lunch with bar service, snacks, happy hour and appetizers. Registrations for these signature events sell out quickly.

EDUCATIONAL/TREND/SPOTLIGHT PROGRAMS

Typical programs include esteemed speakers covering professional development topics, commercial real estate related subjects, such as economic forecasting, upcoming real estate development and construction projects, industry trends and hot topics.

OUTREACH

Outreach is committed to advancing CREW Network's mission to elevate the success of the commercial real estate industry by evolving our platform to amplify the voices of all women within our diverse professional community. Outreach programs promote the work of female innovators and thought leaders, advance women's issues and strengthens community ties while diversifying and enriching the CRE pipeline through educational outreach, scholarships and mentoring programs.

UCREW is a college level forum providing information and resources to help students align interests with careers in the commercial real estate industry. Hosted in partnership with local universities, UCREW is facilitated with round table discussions, panels and presentations by CREW members. Knowledge, experience, and networking are presented as the cornerstones to assist students in launching successful careers in the commercial real estate industry.

PROFESSIONAL DEVELOPMENT

Professional development offers custom designed programming for CREW Detroit members with the express goal of empowering them and promoting their emergence as future leaders in the real estate industry. Programs focus on leadership skills, industry knowledge and additional personal/professional development events which provide member participants with the tools, skills and knowledge necessary to take the lead in their personal and professional lives.

New for 2021, the professional development committee will launch a **Mentorship Program** designed to foster organic connections on a member-to-member basis for casual conversations on a variety of topics.

2021 PROGRAM SCHEDULE

Sponsorship Options Available (★ = Premier Program)

MONTH	EVENT	PLATINUM	GOLD	SILVER	BRONZE
01	Economic Forecast <i>Type: Industry Trend / Educational</i>	No Sponsorship Options Available			
01	5th Friday - Member's Only Bonus Event	No Sponsorship Options Available			
02	Mix, Mingle & CREW <i>Type: Membership</i>	★	★	★	★
03	UCREW <i>Type: University Outreach</i>	✓	✓	✓	✓
03	CRE Industry Topic <i>Type: Industry Trend / Educational</i>	✓	✓	✓	✓
04	Celebrating Leadership <i>Type: Membership, Members Only</i>	No Sponsorship Options Available			
04	5th Friday - Member's Only Bonus Event	No Sponsorship Options Available			
05	CRE Industry Topic <i>Type: Industry Trend / Educational</i>	✓	✓	✓	✓
05	Mugshots & Martinis <i>Type: Professional Development, Members Only</i>	★	★	★	★
06	Golf Social <i>Type: Golf</i>	See Golf Sponsorship Options on Pages 10-11			
07	Summer Spotlight <i>Type: Networking, Members Only</i>	✓	✓	✓	✓
07	5th Friday - Member's Only Bonus Event	No Sponsorship Options Available			
08	Golf Social <i>Type: Golf</i>	See Golf Sponsorship Options on Pages 10-11			
09	Hard Hats & Heels <i>Type: Project Spotlight</i>	★	★	★	★
10	Sponsor Appreciation <i>Type: Sponsorship</i>	No Sponsorship Options Available			
10	5th Friday - Member's Only Bonus Event	No Sponsorship Options Available			
11	CRE Industry Topic <i>Type: Industry Trend / Educational</i>	✓	✓	✓	✓
12	Impact Awards/35th Anniversary <i>Type: Achievement Awards + Celebration</i>	See Impact / 35 th Anniversary Sponsorship Options on Pages 12-13			

Sponsorship Levels Defined:

PLATINUM PROGRAM SPONSOR

\$3,000 / \$3,500 ★

- Two (2) complimentary registrations to program*
- Company profiled at event during President's address
- Company logo on CREW Detroit website event page
- Company name listed on event email announcement

GOLD PROGRAM SPONSOR

\$2,000 / \$2,500 ★

- One (1) complimentary registration to program*
- Recognition at program
- Company name listed on CREW Detroit website event page

SILVER PROGRAM SPONSOR

\$1,000 / \$1,500 ★

- Recognition at program
- Company name listed on CREW Detroit website event page

BRONZE PROGRAM SPONSOR

\$500 / \$1,000 ★

- Company name on chapter provided signage at the event registration table

* Complimentary tickets for 'Members Only' designated events can only be used for member registrations.

★ = Premier Program

GOLF SOCIAL SPONSORSHIP OPTIONS

GOLD & SILVER GOLF SPONSOR OPTIONS

Sponsorship options selected from the GOLD and SILVER level will receive the following benefits:

- One (1) complimentary golfer
- Logo on golf event welcome banner
- Company name in printed program
- Company name on CREW Detroit website event page

Golf Ball Sleeves	\$2,500
Welcome Bag	\$2,000
Lunch (2)	\$2,000
Beverage Cart/Stand (2)	\$2,000
Happy Hour (3)	\$1,500
Hole in One (2)	\$1,500
Program (2)	\$1,500
Snapchat Geo Filter	\$1,500
18 Hole Flags	\$1,500

BRONZE GOLF SPONSOR OPTIONS

Sponsorship options selected from the BRONZE level will receive the following benefits:

- Company name in printed program

Raffle Ticket Sales Cart (2)	\$1,000
Bottled Water	\$1,000
Cart Path (2)	\$1,000
Golden Eagle Golf Hole*(2)	\$1,000
Golf Cart (2)	\$1,000
Snack Station*(2)	\$1,000
Putting Contest	\$1,000
Bag Drop	\$500
Closest to the Pin (2)	\$500
Longest Drive (2)	\$500
Driving Range (3)	\$500
Random Foursome	\$500
Registration Table (2)	\$500
Golf Hole (18)	\$250
Cash & Prizes Raffle	Any Amount

NOTE: Combining of sponsorship amounts does not qualify for higher level sponsorship benefits. Complimentary golfers are only offered to those sponsors of a Gold or Silver option.

*Companies selecting this option are encouraged to provide marketing material, organize giveaways and/or prize drawings. Beverages and Snacks must be purchased from the Course at a discounted rate

IMPACT AWARDS / 35TH ANNIVERSARY SPONSORSHIP OPTIONS

Join us in celebrating a milestone year for CREW Detroit!

CREW Detroit is proud to celebrate the standout achievements and leadership exhibited by our members at our annual Impact Awards. In 2021, we will celebrate CREW Detroit's 35th anniversary by looking back on all the innovative and influential leaders who have contributed significantly to the growth and prestige of women in the commercial real estate industry at a premier gala event in December.

Exclusive sponsorship opportunities are available for this industry premier event:

- The SAPPHIRE level is limited to 2 sponsors
- Annual sponsors may select to apply sponsorship benefits to the RUBY – PEARL levels, or purchase in addition to annual sponsorship
- All levels are available for paid sponsorship regardless of annual sponsorship status.
- Additional sponsorship opportunities may be announced as details are finalized.

SAPPHIRE SPONSOR (2) \$5,000

- Four (4) complimentary registrations to program
- Invitation to VIP Preglow
- Participation in event video
- Premier recognition at program
- Company logo on CREW Detroit website event page as premier sponsor
- Company logo on event email announcement
- Prominent seating at event, where applicable

RUBY SPONSOR \$3,500

- Two (2) complimentary registrations to program*
- Company profiled at event during President's address
- Company logo on CREW Detroit website event page
- Company name listed on event email announcement

OPAL SPONSOR \$1,500

- Recognition at program
- Company name listed on CREW Detroit website event page

EMERALD SPONSOR \$2,500

- One (1) complimentary registration to program*
- Recognition at program
- Company name listed on CREW Detroit website event page

PEARL SPONSOR \$1,000

- Company name on chapter provided signage at the event registration table



GREATEST NEED FUND & CREW NETWORK SPONSORSHIP OPTIONS

Support CREW Detroit's mission for diversity, equity and inclusion in CRE.

GREATEST NEED FUND ANY AMOUNT

Designate any portion of your sponsor benefits to the **CREW Detroit** greatest need fund or make a separate contribution.

CREW Detroit is committed to bringing more women into commercial real estate, promoting the works of female thought leaders and diversifying the CRE pipeline by offering programs like CREW Careers and UCREW that educate women and girls about the multitude of career opportunities within the industry; supporting students at local universities and community colleges through scholarships, training and internships; and providing mentorships to both students and those new to the industry. Your gift will help cover the basic costs of operations as well as provide additional funding to scholarships, and career outreach programs for young women.

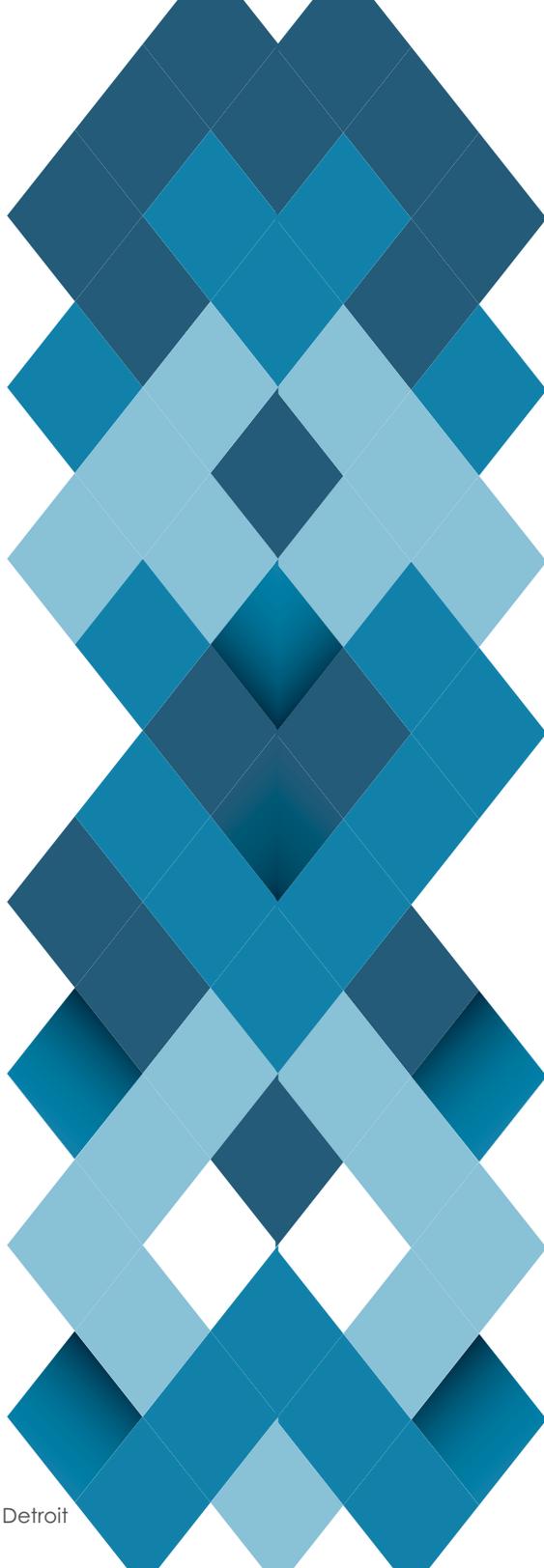
Achieve global recognition through CREW Network sponsorship.

CREW NETWORK GLOBAL SPONSORSHIP OPTIONS \$5,000 - \$75,000

Your employees, potential employees, clients and partners want to work for and with a company that is committed to a diverse and inclusive workforce. Now more than ever, companies need to demonstrate their commitment—and actions—to support DEI.

Partnering with **CREW Network** is an exceptional opportunity to build brand awareness in the global CRE space and align with our mission. CREW Network partners receive extensive, year-long global exposure to 12,000 professionals in more than 75 major markets, connecting your company with senior-level decision-makers from every facet of the CRE industry.

Please contact **Jennifer Chambers**, CREW Detroit President & Network Board Member, for more details at Jennifer.Chambers@plantemoran.com.



Selecting your sponsor benefit options is easy!

Once you have committed to an annual sponsorship package, you will receive a welcome package with instructions on how to record and solidify your sponsorship benefits.

Reminder, 2020 sponsors will receive full sponsorship benefits at their committed level for 2021. Still want to give in 2021? Considering **leveling up** or sponsoring our 35th anniversary event.

Review the schedule of the planned events for CREW Detroit in 2021. Determine how you want to spend your annual sponsorship benefits by selecting from any combination of offered options. Detailed information on the benefits offered for each sponsor level is provided on pages 8-13.

Submit your sponsor benefit form to the CREW Detroit Administrator (admin@crewdetroit.org).

**Thank you for supporting
CREW Detroit!**



**Thank you for
considering
sponsorship with
CREW Detroit.**

CREW
DETROIT 
Celebrating **35** Years