



2020

CREW DETROIT
**SPONSORSHIP
OPPORTUNITIES**

CREW
DETROIT 

Thank you for your consideration of sponsorship with CREW Detroit.

When you sponsor CREW Detroit, you are directly supporting the advancement of women in commercial real estate, while influencing the growth and success of the CRE industry as a whole.

You help further our mission of 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 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.



HOW THE ANNUAL SPONSORSHIP PROGRAM WORKS:

STEP ONE

Select your annual sponsorship level from the packages listed on page 4-5.

STEP TWO

The CREW Detroit Administrator, Lynne McCarthy (admin@crewdetroit.org), will contact you with a welcome package and instructions on how to record and solidify your sponsorship benefits.

STEP THREE

Determine how you want to spend the sponsorship benefit amount received, selecting from any combination of options outlined on pages 10-13.

Thank you for supporting CREW Detroit!

ANNUAL SPONSORSHIP PACKAGES

CAPSTONE LEVEL (1) \$8,000	MARBLE LEVEL (4) \$5,000	GRANITE LEVEL \$3,750	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 \$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	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	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	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			
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			
Complimentary Registrations: Golf Foursome- One (1) 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.

MEMBERSHIP

Membership events are dedicated to seeking qualified professionals to join CREW Detroit, and is focused on enhancing the member experience through various member-only benefits.

MIX, MINGLE & CREW is designed to attract prospective members by providing them the opportunity to network with CREW Detroit members and real estate professionals.

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.

IMPACT AWARDS

The annual CREW Detroit IMPACT Awards recognize individual construction projects that have made a significant, positive impact on communities located throughout the southern Michigan region. This high-profile event is held in September at a prominent venue.

GOLF

Annual Golf Outing The annual CREW Detroit golf outing in June attracts more than 250 business leaders and industry professionals who participate in this day-long event. The golf outing includes an 18-hole scramble, sunrise bar, continental breakfast, lunch, happy hour and dinner. Registrations and sponsorships for this signature event sell out quickly.

Swing & Sip Learn from golf pros at this exciting clinic to help you get prepared for golf season and CREW Detroit golf outing.

PROFESSIONAL DEVELOPMENT

CREW Detroit Professional Development offers custom designed programming developed by CREW Detroit for its members with the express goal of empowering them and promoting their emergence as future leaders in the real estate industry. These programs include mentoring, a leadership symposium and an additional personal/professional development event. The mentoring program is an annual program; the other programs are typically offered in alternating years.

These programs provide member participants with the tools, skills and knowledge necessary to take the lead in their personal and professional lives.

OUTREACH

Outreach is committed to advancing CREW Network's mission to influence the success of the commercial real estate industry by promoting the achievements and education of women within our local communities through educational outreach, scholarships and mentoring programs.

UCREW is a college level forum providing information and resources to help students identify and create opportunities in the commercial real estate industry. Hosted in partnership with local universities, UCREW is facilitated with round table discussions, panels and special presentations hosted 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.

2020 PROGRAM SCHEDULE

Sponsorship Options Available

(★ = Premier Program)

MONTH	EVENT	PLATINUM	NOTEBOOK	CENTERPIECE	WELCOME GIFT	REFRESHMENTS	GOLD	ADVERTISEMENT	EVENT PROGRAM	STYLE	PHOTO BACKDROP	VALET	COFFEE / DESSERT	SILVER	REGISTRATION	
	01 Book Club <i>Type: Professional Development</i>	No Sponsorship Options Available														
01	Fireside Chat <i>Type: Networking, Members Only</i>		✓			✓	✓						✓	✓	✓	
02	UCREW <i>Type: University Outreach</i>	✓	✓		✓		✓						✓	✓	✓	
02	Mix, Mingle & CREW <i>Type: Membership</i>	★				★	★						★	★	✓	
03	Panel/Speakers <i>Type: Industry Trend / Educational</i>	✓				✓	✓						✓	✓	✓	
04	CRE Industry Topic <i>Type: Industry Trend / Educational</i>	✓				✓	✓						✓	✓	✓	
05	Celebrating Leadership <i>Type: Membership, Members Only</i>	No Sponsorship Options Available														
06	Swing & Sip <i>Type: Golf</i>	✓				✓	✓						✓	✓	✓	
06	Annual Golf Outing <i>Type: Golf</i>	See Golf Sponsorship Options on Pages 12-13														
07	Summer Spotlight <i>Type: Networking, Members Only</i>	✓				✓	✓						✓	✓	✓	
08	Hard Hats & Heels <i>Type: Project Spotlight</i>	★				★	★						★	★	✓	
09	Impact Awards <i>Type: Awards</i>	★		✓	✓		★	✓	✓		✓	✓	✓	★	✓	
10	Mugshots & Martinis <i>Type: Professional Development, Members Only</i>	★				★	★			✓			★	★	✓	
10	Sponsor Appreciation <i>Type: Sponsorship</i>	No Sponsorship Options Available														
11	Developer Roudtable <i>Type: Industry Trend / Educational</i>	✓	✓			✓	✓						✓	✓	✓	
12	Year in Review <i>Type: Networking, Members Only</i>	✓				✓	✓			✓			✓	✓	✓	

Selecting your sponsor benefits 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.

Review the schedule of the planned events for CREW Detroit in 2020. Determine how you want to spend your annual sponsorship benefit by selecting from any combination of offered options. Detailed information on the benefits offered for each sponsor level is provided on the following pages 10-13.

With a click of a button, submit your sponsor benefit form to the CREW Detroit Administrator (admin@crewdetroit.org).

SPONSORSHIP BENEFIT OPTIONS DEFINED

PLATINUM SPONSOR

\$2,500 / \$3,000 ★

- 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

NOTEBOOK SPONSOR

\$2,000

- Two (2) complimentary registrations to program*
- Company logo on chapter provided notebooks for all event attendees
- Company logo on CREW Detroit website event page

CENTERPIECE SPONSOR

\$2,000

- Two (2) complimentary registrations to program*
- Company logo on chapter provided signage placed on each table
- Company logo on CREW Detroit website event page

WELCOME GIFT SPONSOR

\$1,500

- One (1) complimentary registration to program*
- Company name or logo on chapter provided giveaway item given to all event attendees
- Company name or logo in event program (if applicable)

REFRESHMENT SPONSOR

\$1,000 / \$1,500 ★

- One (1) complimentary registration to program*
- Company name or logo displayed on chapter provided signage at refreshment locations
- Company logo on CREW Detroit website event page

GOLD PROGRAM SPONSOR

\$1,000 / \$1,500 ★

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

PROGRAM ADVERTISEMENT SPONSOR

\$1,000

- One (1) complimentary registration to program*
- Sponsor provided advertisement included in event program

EVENT PROGRAM PRINTING SPONSOR

\$1,000

- One (1) complimentary registration to program*
- Company name or logo in event program
- Company name listed on CREW Detroit website event page

STYLE SPONSOR

\$1,000

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

SILVER PROGRAM SPONSOR

\$750 / \$1,000 ★

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

PHOTO BACKDROP SPONSOR

\$750

- Company logo included on chapter provided backdrop backdrop in event area where publicity photos will be taken

COFFEE/DESSERT/APPETIZER TABLE SPONSOR

\$750

- Company name or logo on chapter provided signage on coffee, dessert or appetizer table at the event

VALET SPONSOR

\$750

- Company logo on chapter provided signage at the valet stand or event registration table
- Company name listed on CREW Detroit website event page

REGISTRATION SPONSOR

\$500

- Company logo 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 OUTING SPONSORSHIP BENEFIT OPTIONS DEFINED

GOLF OUTING SPONSOR BENEFITS

Sponsor options selected that are greater than, or equal to, the amounts provided below will receive the following benefits:

\$3,000

- Two (2) complimentary golfers
- Logo on golf event welcome banner
- Company name in printed program
- Company name on CREW Detroit website event page

\$1,500-\$2,500

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

\$500+

- Company name in printed program

NOTE: Combining of sponsorship amounts does not qualify for higher level sponsorship benefits. Complimentary golfers are only offered to those sponsors of a Premier Option.

Golf Sponsorship Benefit Options

(One sponsor per item unless otherwise noted)

PREMIER GOLF SPONSOR OPTIONS

Helicopter Ball Drop	\$3,000	Beverage Cart/Stand (4)	\$1,500
Golf Signature Item	\$3,000	Happy Hour (3)	\$1,500
Dinner (2)	\$2,500	Hole in One (2)	\$1,500
Golf Ball Sleeves	\$2,500	Lunch (3)	\$1,500
Ball Blaster (2)	\$2,500	Program (2)	\$1,500
Welcome Bag	\$2,000	Snapchat Geo Filter	\$1,500
Golf Committee Polos	\$2,000	Photo Booth	\$1,500
Cappuccino/Smoothie Cart(2)	\$1,500	18 Hole Flags+Birdie Sinkers (2)	\$1,500

GOLF SPONSOR OPTIONS

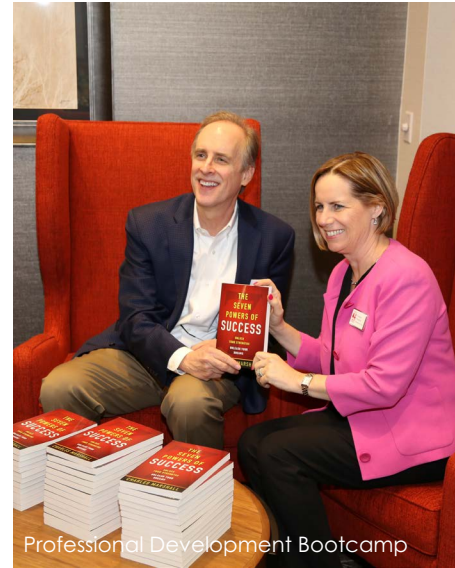
Raffle Ticket Sales Cart (2)	\$1,000	Driving Range (3)	\$500
Bottled Water	\$1,000	1st Place Foursome (2)	\$500
Cart Path (3)	\$1,000	1st Place Women Foursome (2)	\$500
Golden Eagle Golf Hole*(4)	\$1,000	Longest Drive (2)	\$500
Golf Cart (3)	\$1,000	Putting Contest	\$500
Score Card	\$1,000	Random Foursome	\$500
Snack Station*(2)	\$1,000	Registration Table (2)	\$500
Team Photo Frames	\$1,000	Sunrise Bar (3)	\$500
Bag Drop	\$500	Sponsor Check in Table (2)	\$500
Breakfast (3)	\$500	Golf Hole (36)	\$250
Closest to the Pin (2)	\$500	Cash & Prizes Raffle	Any \$ Amount
Desserts (3)	\$500		

*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

CREW DETROIT SPONSORSHIP IN ACTION



CREW Convention Scholarships



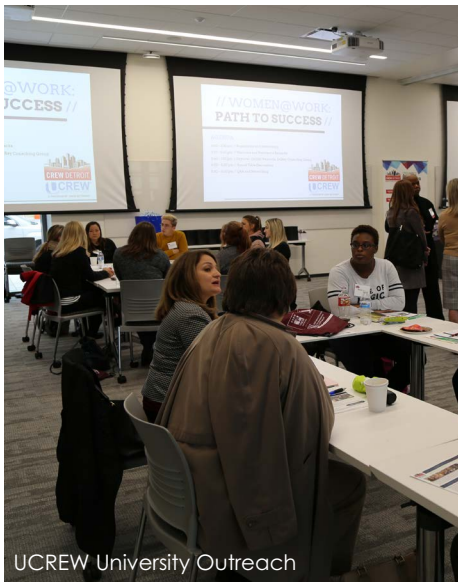
Professional Development Bootcamp



Healthcare Panel



Swing & Sip Golf Clinic



UCREW University Outreach



Impact Awards



Hard Hats & Heels



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

CREW
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