



# 2020 SPONSORSHIP PROSPECTUS



# ABOUT BOMA/CHICAGO

## Who We Are

BOMA/Chicago is a trade association that has represented the interests of the Chicago office building industry since 1902. Membership includes nearly 240 commercial office, institutional and public buildings and nearly 170 companies that provide commercial building services to support operational excellence. BOMA/Chicago building members constitute approximately 80 percent of all rentable space and more than 98 percent of rentable office space in Class A buildings downtown.

## Our Mission

BOMA/Chicago's mission is to enhance the value and impact of the commercial real estate industry and its professionals through thought leadership, advocacy, professional development, research and civic engagement.



# 2020 BOMA/CHICAGO PREMIER SPONSORSHIPS

Maximize your sponsorship investment in 2020 by becoming a BOMA/Chicago Sponsor. Sponsors gain an amplified level of exposure to the BOMA/Chicago Building and Affiliate network with its many social events throughout the year, including the TOBY/Gold Circle Awards Gala in January and the Annual Meeting in November. BOMA/Chicago sponsorship sets the stage for a successful business development strategy. These gatherings truly embody one of the greatest strengths of BOMA/Chicago: the strong sense of community and collaboration between the Building and Affiliate Members of this organization. Select one the following sponsorship options, or contact us to customize a tailor-made package.

## Premier Partner \$10,000

Premier Partnership is the highest level of brand exposure and value for organizations that truly want to maximize their participation. Benefits include:

- Company name/logo posted on website home page for one year
- Inclusion of logo in The Blueprint and The Advocate e-newsletters
- Verbal recognition by BOMA/Chicago president at Annual Meeting and other major events
- Logo on print marketing materials promoting BOMA/Chicago events
- Signage at BOMA/Chicago events
- Logo on email and online event marketing materials
- Two complimentary tickets to 2020 BOMA/Chicago events (excludes Golf Classic & Trade Show)
- One feature company profile on the BOMA/Chicago Blog
- Two exclusive Premier Partner networking events with select BOMA/Chicago Officers and/or Board members
- List of event attendees in advance of select events
- Social media recognition each quarter



## ANNUAL EVENTS

Our annual events provide outstanding opportunities to target market your goods and services, connect with industry decision-makers and grow your business. Each event has its own unique audience and focus and sponsorship packages are still in formation. Suggestions for tailored sponsorships are welcome for each event as well. While event programming will vary from year to year, the list below includes some of our signature events.

### TOBY/Gold Circle Awards Gala - January 30, 2020

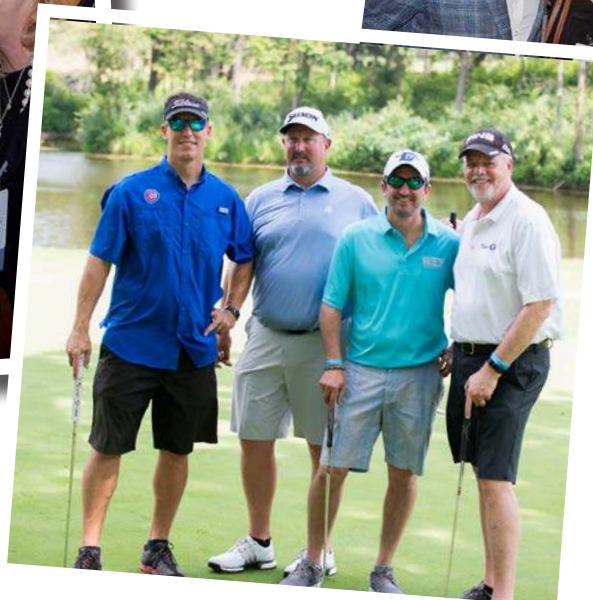
This premier industry event serves as a wonderful backdrop for you and your business, along with 500 guests, to recognize distinguished buildings demonstrating excellence over the past year as The Outstanding Building of the Year (TOBY) and Gold Circle Awards presented to individuals who continually exemplify professionalism and leadership in the industry. The Gala will be held at the Sheraton Chicago. Sponsorships for this event are \$2,500.

Contact Beth Halat more information at [bhalat@bomachicago.org](mailto:bhalat@bomachicago.org) or (312) 870-9606.

### Diversity Celebration - April, 2020

This popular event celebrating diversity within commercial real estate draws a crowd of over 450 people and recognizes the year's Reginald L. Ollie Inclusion and Outreach Scholarship recipient. Sponsorship opportunities include a Platinum Sponsorship with naming rights, along with Gold, Bar, Photo Booth and Dessert Sponsorships. Custom sponsorship opportunities are available upon request and approval.

Contact Jaclynne Madden for more information at [jmadden@bomachicago.org](mailto:jmadden@bomachicago.org) or (312) 870-9608.



## Golf Classic - August, 2020

Held at nationally-acclaimed public golf courses like Cog Hill Golf & Country Club, the annual Golf Classic sells out year after year with over 300 golfers and sponsorships go quickly. The first-tier sponsorship — The Naming Rights — provides an unprecedented level of exposure, is tailored to the sponsor's needs and is offered at \$10,000. Additional sponsorships for golf cart, golf ball, beverage cart, lunch, par three and first time hole are also available.

*For more information, contact Paul Jost at [pjost@bomachicago.org](mailto:pjost@bomachicago.org) or (312) 870-9609.*

## BOMA/Chicago Expo - October, 2019

This marquee event will return to the Merchandise Mart in early fall, setting the stage for business development, expert knowledge exchange and networking. Exhibitors will have an opportunity to display products and services to top decision-makers from Chicago's leading property management companies. Don't miss the chance to secure one of the sponsorship opportunities including custom signage and premium items highlighting your company's brand. Booth fee is \$1,500.

*For more information, contact Beth Halat at [bhalat@bomachicago.org](mailto:bhalat@bomachicago.org) or (312) 870-9606.*

## Annual Meeting - November 19, 2020

The Annual Meeting is the final major business and networking event held each year. Nearly 400 BOMA/Chicago members gather every November to elect the new Board of Directors, receive a recap of the year's achievements and gain insight into the strategic focus planned for the year ahead. With sponsorships at \$500, this highly visible and well-attended event with industry leaders sets the stage for your company to shine.

*For more information, contact Beth Halat at [bhalat@bomachicago.org](mailto:bhalat@bomachicago.org) or (312) 870-9606.*





## EMERGING LEADER EVENTS

BOMA/Chicago's Emerging Leaders Network provides career development, education and networking opportunities for BOMA/Chicago members and Affiliate members with a recommended five years or less experience in the commercial real estate industry.



### Emerging Leaders Annual Sponsorship \$2,000

- Name recognition in marketing materials, email blasts, and website
- Name recognition on event signage
- Two tickets to all Emerging Leaders events
- Sponsor ribbon on event name badge

For more information, contact Beth Halat at [bhalat@bomachicago.org](mailto:bhalat@bomachicago.org) or (312) 870-9606.



# ONLINE ADVERTISING

Increase your brand awareness through our online advertising opportunities. Drive viewers to your company and generate higher contact rates by advertising on the BOMA/Chicago website and/or service provider directory.

## Signature Pages \$1,000

Website advertising allows you to take advantage of the heavy visitor traffic on BOMA/Chicago's new mobile-friendly website. With nearly 12,000 views per month, this sponsorship program provides outstanding brand visibility and exposure on our signature pages garnering some of the highest page views. Sponsorship includes an ad placement on the right side with a customized link for one quarter of the calendar year on specific signature pages, including

- Events Listing/Calendar
- Member Directory
- Blog
- Member Directory

For more information about online advertising, contact Amy Masters, Director of Marketing and Communications, at [amasters@bomachicago.org](mailto:amasters@bomachicago.org) or (312) 870-9612.





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