

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
SAN FRANCISCO BAY AREA CHAPTER



Over 700 Members, making NAIOP SFBA one of the top 10 largest NAIOP Chapters!



Representing over **270 Bay Area commercial real estate companies**.



Over **50+ events** and opportunities to network with the CRE community!



Network of **450+ graduates** from local professional development programs YPG & NED



Local, state, and federal legislative advocacy to keep you informed & protect your interests!

ANNUAL SPONSORSHIP PROSPECTUS

2025 – 2026

PARTNER & SUPPORT NAIOP SFBA IN 2026!

Sponsorships are valid from January 1 - December 31.
All sponsors receive priority registration to NAIOP marquee events.

WHY NAIOP SFBA

NAIOP San Francisco Bay Area Chapter (NAIOP SFBA) is the leading organization for commercial real estate developers, owners and related professionals in office, industrial and mixed-use real estate. The Chapter offers a full calendar of educational programs, as well as social and networking events for its 700+ members. NAIOP SFBA, in concert with NAIOP Corporate, the NAIOP State Council, our Sacramento representative, California Business Properties Association (CBPA), and our local lobbyist New Deal Advisors represent the voice of the Bay Area real estate community in our legislative efforts.

BRAND AWARENESS

Enhance brand visibility and exposure to the Bay Area's leading CRE deal makers.

INDUSTRY CONNECTION & NETWORKING

Cultivate new relationships and strengthen existing ones by participating in our over 50 events per year.

KNOWLEDGE SHARING & INDUSTRY INSIGHT

Gain insights into developing trends in all facets of CRE through our specialized educational opportunities, including industrial and multi-family developments.

PUBLIC POLICY & ADVOCACY

Receive regular legislative updates covering federal, state, and local issues, as well as advocacy on behalf of the commercial real estate industry in our region and the state via NAIOP SFBA's local and state lobbyists.



NAIOP SFBA

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SPONSOR OPPORTUNITIES

Outlined below are the benefits of each individual sponsorship level.

LEVEL / BENEFITS	PLATINUM \$12,900	GOLD \$9,800	SILVER \$6,750	FRIEND \$3,900
Memberships Included (Corporate & Chapter)	4	4	3	2
Best of the Bay Awards Dinner* Capital Markets Luncheon* AND Industrial Breakfasts	8 Tickets Podium Recognition Logo Recognition in Room	4 Tickets Podium Recognition Logo Recognition in Room	2 Tickets Logo Recognition on Scrolling Slides	1 Ticket Name Recognition on Scrolling Slides
Real Estate Challenge*	10 Tickets Podium Recognition Logo Recognition in Room Full Page Ad in Program	5 Tickets Podium Recognition Logo Recognition in Room 1/2 Page Ad in Program	2 Tickets Logo Recognition on Scrolling Slides 1/4 Page Ad in Program	1 Tickets Name Recognition on Scrolling Slides
Dealmakers Uncorked* Finance Panel Fleet Week Fundraiser	4 Tickets	3 Tickets	2 Tickets	1 Ticket
Golf Tournament	Priority Registration *See Ad-Ons Page*	Priority Registration *See Ad-Ons Page*	Priority Registration *See Ad-Ons Page*	Priority Registration *See Ad-Ons Page*
Project Tour Feature one of your projects during a Behind the Scenes tour OR host a networking event at your project. Subject to NAIOP SFBA approval.	✓	✓	✓	✓

Benefits continue on the next page >>

***IMPORTANT:** NAIOP SFBA reserves the right to convert in-person events to virtual events. If events are virtual, sponsors will be given the equivalent (or greater) number of tickets and recognition. NAIOP SFBA also reserves the right to update or change the listed benefits due to venue restrictions or changes to event format.

MEDIA BENEFITS

Annual sponsorships also include opportunities for media exposure.

LEVEL / BENEFITS	PLATINUM \$12,900	GOLD \$9,800	SILVER \$6,750	FRIEND \$3,900
Web Recognition	<p>Logo Presence on Homepage and Rotating Side Bar of all Web Pages</p> <p>Top Logo Placement on Sponsor Webpage</p> <p>Rotating Website Banner Ad on Interior Pages for 6 Months</p>	<p>Logo Presence on Homepage and Rotating Side Bar of all Web Pages</p> <p>Prime Logo Placement on Sponsor Webpage</p> <p>Rotating Website Banner Ad on Interior Pages for 3 Months</p>	<p>Logo Presence on Homepage and Rotating Side Bar of all Web Pages</p> <p>Logo Placement on Sponsor Webpage</p> <p>Rotating Website Banner Ad on Interior Pages for 1 Month</p>	<p>Placement on Sponsor Webpage</p>
<p>E-Newsletter</p> <p>Upon request, sponsors may include a featured article in the Monthly E-Newsletter highlighting key company news (i.e. new developments / deals, awards, initiatives, new leadership, thought-leadership paper, etc.).</p>	<p>Up to 9 Features / Year</p> <p>Logo Placement in E-news and "What's Coming Up" Weekly Email</p>	<p>Up to 6 Features / Year</p>	<p>Up to 3 Features / Year</p>	<p>Up to 1 Features / Year</p>
<p>Social Media</p> <p>Social media recognition for company press releases & news, upon request.</p>	<p>Up to 9 Times / Year</p>	<p>Up to 6 Times / Year</p>	<p>Up to 3 Times / Year</p>	<p>Up to 1 Times / Year</p>
<p>Featured Guest Opportunity on the NAIOP SFBA Podcast</p> <p>All program details must be coordinated with and approved by NAIOP SFBA.</p>	<p>Topic and Guest Selection</p> <p>On Air Mention of Firm & Company Description</p> <p>Logo and Mention in All Podcast Promotional Materials / E-News / Social Media Posts</p>	<p>Topic and Guest Selection</p> <p>On Air Mention of Firm & Company Description</p> <p>Mention in Social Media Posts</p>		

IMPORTANT: Apart from the logo presence on the website homepage and side bar, media benefits must be claimed upon request from the sponsor company and are subject to availability on the requested date/timeframe. NAIOP SFBA reserves the right to review and approve content. Contact admin@naiopsfba.org for graphic requirements and deadlines.

ADD-ON & UPGRADE OPPORTUNITIES

Expand your involvement! All chapter sponsors have the opportunity to add on any of the options and upgrades below. These items will be invoiced directly by the NAIOP SFBA Chapter. Please contact admin@naiopsfba.org to discuss options or request an invoice.

Tickets and table prices are subject to change. By confirming your ad-on with your chapter sponsorship, you guarantee the listed pricing below.

EVENT TICKETS & UPGRADES

EVENT	PLATINUM SPONSOR FEE	GOLD SPONSOR FEE	SILVER SPONSOR FEE	FRIEND SPONSOR FEE
Golf Tournament Foursome	\$1,850	\$1,850	\$1,850	\$1,850
Best of the Bay PREMIER Reserved Table of 8 Upgrade includes: Front row placement & magnum bottle of wine	\$1,000	\$2,900	\$3,550	\$3,875
Best of the Bay UPGRADE Reserved Table of 8	Already included in your sponsorship.	\$1,900	\$2,550	\$2,875
Real Estate Challenge UPGRADE Reserved Table of 10	Already included in your sponsorship.	\$700	\$1,105	\$1,240

PROGRAM SPONSORSHIPS

NAIOP Executive Development
Annual (NED) Sponsorship – \$5,000

Young Professionals Group
Annual (YPG) Sponsorship – \$5,000

ARGUS Sponsorship – \$5,000

Podcast Sponsorship – \$2,500

NAIOP Issues PAC (Additional Contribution) – \$500

Golf: Secure a foursome now by adding this option to your Chapter Sponsorship! Other sponsorships are available ranging in price from \$850 to \$4,500. Email admin@naiopsfba.org for details.

NED or YPG Annual Sponsorship: Sponsor our popular annual professional development programs. Includes logo recognition on the website, at program educational sessions, and marquee events.

ARGUS Sponsorship: Fund 5 participants to become ARGUS Certified. This certification is often required for CRE analyst positions, helping prepare the next generation of CRE professionals.

Podcast Sponsorship: Logo placement on all podcast promotional graphics and landing pages, along with verbal acknowledgment by the host at the beginning of each episode. Sponsorship covers a 1-year period and includes a minimum of six episodes.

PAC Issues Contribution: Help empower the SF Chapter to be the voice for issues facing the Bay Area commercial real estate industry – advocating for and promoting the issues that will help bolster CRE.