



Northern
California
Chapter

SPONSORSHIP PROSPECTUS

APRIL 1, 2024 - MARCH 31, 2025

(Information subject to change without prior notice)
norcal.corenetglobal.org

2024-2025 Chairs

Barbara Lambing
Sponsorship Co-Chair
650-678-9595
barbl@dpr.com

Kathy Popovec
Sponsorship Co-Chair
650-273-0980
kpopovec@google.com

Membership Value

700+
members
since Dec 2023

The CoreNet Global Northern California Chapter Board of Directors endeavors to create and enhance mutually rewarding relationships with our colleagues in the Corporate Real Estate Industry whether an End User or a Service Provider.

10K+
website hits
annually

We are inviting the chapter's contributors to be collaborators with us and become more actively involved in helping plan and present programs to our membership. We know there are untapped sources of expertise and knowledge that can enrich the content of our programs and communications.

2K+
members
registered
annually

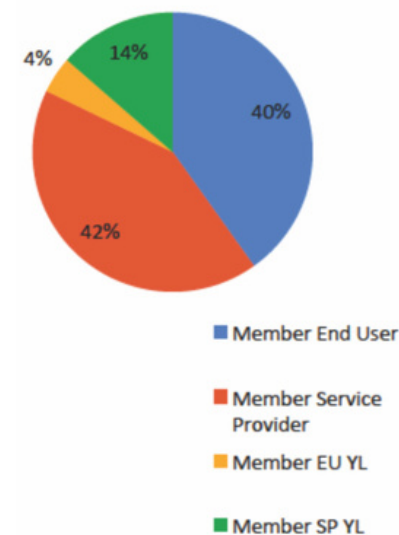
We would like to continue providing more opportunities for high dollar contributors to participate in high-level networking and to be acknowledged year round. One key strategy to achieve this goal is the continuation of an Annual Sponsorship

Program for our Northern California Chapter members. Other chapters around the country have successfully implemented annual sponsor programs the past few years. The annual sponsor program provides increased visibility and benefits for contributing members and a predictable annual revenue source for the chapter.

40+
in person
events held
annually

We offer four levels of sponsorship to accommodate the diversity of our membership. For the top tier annual sponsors, we will help customize the program to meet the professional goals of the member and their company. Please feel free to contact a member of the Executive Board to learn how your company and you will benefit.

Northern California Chapter membership has continued to grow each year with over 700 members. The largest percentage gain has been with Member End Users. This year we are well ahead of last year's pace at this time so we hope to continue to raise the bar!



2024

April 18	Monthly Chapter Meeting
May 16	Monthly Chapter Meeting
June 17	Golf Tournament
June 20	Monthly Chapter Meeting
July 18	Monthly Chapter Meeting
August 15	Monthly Chapter Meeting
September 19	Monthly Chapter Meeting
October 4	Day on the Bay
November 21	Annual CRE Awards Gala
December 12	Monthly Chapter Meeting

2025

January 16	Monthly Chapter Meeting
February 20	Monthly Chapter Meeting
March 20	Monthly Chapter Meeting



Platinum Sponsors

are influential leaders and the Board of Directors recognizes that they make an important contribution to CorNet Global Northern California Chapter and to the industry. With this highest level of sponsorship you will be guaranteed first access to many benefits without competition or additional expense.

Gold Sponsors

are influential leaders and the Board of Directors recognizes that they make an important contribution to CorNet Global Northern California Chapter and to the industry.

Silver Sponsors

are significant contributors to the Chapter and will have the ability to create a sponsorship plan that meets their professional and corporate goals by adding or upgrading event sponsorships. Silver Sponsors will be featured at one of the regular chapter and/or learning programs offered throughout the year. They will receive name recognition on the website and select print collateral.

Platinum and Gold Sponsors

will have the opportunity to participate in meaningful ways while receiving top tier visibility throughout the fiscal year at our exclusive events. In addition to your logo prominently displayed on the website, you will be invited to submit bylined articles for the Chapter website and featured in our newsletter. You will also be offered the opportunity to pre-purchase Annual sponsorships, Special Event sponsorships, and tickets.

Women of CorNet Sponsors

enjoy many of the same benefits as our other annual sponsorship levels with regard to name recognition and access to special chapter-wide events. They also play an important role in supporting the events and activities specific to the Women of CorNet throughout the year and receive top recognition on all of their events and correspondence.



Special Events & Opportunities

Platinum and Gold sponsors each receive one (1) 8-person table at Day on the Bay; Silver and Women of CoreNet sponsors each receive two (2) complimentary tickets. Annual sponsors will have first dibs at purchasing add-on event options (i.e. sponsorships, tickets, etc.) before opening sales to the general membership.

Other opportunities to sponsor special events and networking receptions will occur during the course of the year. If you would like to consider these, please let us know.

DAY ON THE BAY

Friday, October 4, 2024

CORPORATE REAL ESTATE AWARDS DINNER

Thursday, November 21, 2024

CNG SUMMIT CHAPTER RECEPTION

November 1 - 3, 2024

MEMBER HOLIDAY CELEBRATION

Held annually in January

GOLF TOURNAMENT

Monday, June 17, 2024

DID YOU KNOW?

As an Annual Sponsor your visibility grows exponentially among CNG NoCA members and visitors because your logo, company name and hyperlinks to your website are prominent on our electronic communications, website, and social media.

- 10,000+ website hits annually
- 50+ electronic announcements sent annually
- 10 Chapter Meetings & Learning
- Programs per fiscal year with roughly 100-150 participants at each event or approximately.
- Special Events, including the Golf Tournament, Holiday Celebration, CRE Awards Dinner, Summit Receptions, Young Leaders Events, VIP Event, VIP Lunch with Chapter Leadership and the CAP events attracted more than 2,000 people.
- VIP Events, invitation only, included access to more than 400 end-user decision makers.

Chapter Meetings & Learning Programs

The CNG NorCal presents monthly meetings with speaker and panel presentations of interest to professionals in the industry. The Chapter continues to closely monitor COVID and safety will be a top priority.

The Chapter plans to host in-person activities, whenever possible. We plan to begin in-person monthly chapter meetings with a hybrid option, when possible. If we need to pivot to virtual, due to COVID, sponsors will continue to be recognized.

This program offers timely and relevant topics for corporate real estate and workplace infrastructure professionals. Every professional - at every level - will benefit. The curriculum provides top presenters, giving you the opportunity to interact with the best in the profession right in your backyard.

Our Chapter continues to serve you as the premier learning organization for corporate real estate and workplace infrastructure. This, in turn, ensures quality global programs at the local level.

Meetings are planned and organized by the Programs Committee and held at corporate and civic venues around the Bay Area. The meetings are generally held the third Thursday of the month followed by a networking reception. Sponsorship covers the cost of the reception, venue and speaker expenses.

CorNet Apprentice Program (CAP)

Through the CorNet Global. Northern California Chapter network and its affiliates, we deliver a unique summer internship experience intended to provide a select number of competitive and qualified students with a challenging and well-rounded overture into the various capabilities and functions in corporate real estate: the CorNet Apprentice Program (CAP).

We proudly serve as a first step in the life cycle of a corporate real estate expert. Annually we typically place about 10 students with leading CorNet NorCal member companies



PLATINUM SPONSOR BENEFITS

CRE Dinner	CRE Dinner: A Featured Sponsor and two (2) pre-paid tables of ten (10) seats for the CRE Awards Dinner in a premier location	\$8,600 value
Day on the Bay	A Featured Sponsor and one (1) prepaid table of eight (8) seats to Day on the Bay	\$4,000 value
Golf Tournament	Golf Sponsor and two (2) prepaid golf foursomes. Priority selection of Hole Sponsor or upgrade sponsor level* Note: Sponsors are not permitted more than one (1) golf sponsorship.	\$950 value \$2,600 value
Holiday Party	Main Event Spoor for the Annual Holiday Celebration	\$2,000 value
Forums	Sponsor and invitation to two (2) Corporate Real Estate Forum Receptions in Northern California	\$2,500 value
Monthly Chapter Meetings	Six (6) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users	\$1,000 value
VIP Sponsor Event	Two (2) tickets to the VIP Sponsor Appreciation Event	\$330 value
VIP Roundtable Lunch	One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high-level manager	\$100 value
Membership	One (1) CorNet Service Provider Membership One (1) Young Leader Membership	\$880 value \$340 value
Young Leaders (YL)	Sponsor for a Young Leader within the Sponsor's company: one (1) complimentary ticket to the two (2) Educational Programs, the Membership Drive Event, and the Speed Networking Event. Four (4) tickets to 'Lunch with a Leader' series. Mentorship program Kick-Off & Mid-Year Check-In Events to be used by a YL within the Sponsor's company (\$1,500 value)	
Event Hosting	May host a New Member Orientation or Young Leaders event at your facility subject to availability.	
Other VIP events and opportunities throughout the year		

\$24,000

Value of more than
\$32,000

2023 - 2024 PLATINUM SPONSORS

CBRE



NEWMARK



PROMOTIONS AND RECOGNITION

Monthly Meeting Visibility	Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting
Advertising	Identified with CorNet Global Northern California Recognition as Sponsor on NorCal Social Media Recognition at CAP and YL programs Recognition as Day on the Bay sponsor Recognition at Chapter activities throughout the year

Event and meeting pricing is subject to change
*Subject to availability, first come first served basis

GOLD SPONSOR BENEFITS

CRE Dinner	CRE Dinner: A Featured Sponsor and one (1) pre-paid tables of ten (10) seats for the CRE Awards Dinner in a premier location	\$4,300 value
Day on the Bay	A Featured Sponsor and one (1) prepaid table of eight (8) seats to Day on the Bay	\$3,000 value
Golf Tournament	Golf Sponsor and one (1) prepaid golf foursomes. Priority selection of Hole Sponsor or upgrade sponsor level* Note: Sponsors are not permitted more than one (1) golf sponsorship.	\$950 value \$1,300 value
Holiday Party	Main Event Spoor for the Annual Holiday Celebration	\$2,000 value
Forums	Sponsor and invitation to two (2) Corporate Real Estate Forum Receptions in Northern California	\$2,500 value
Monthly Chapter Meetings	Four (4) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users	\$1,000 value
VIP Sponsor Event	Two (2) tickets to the VIP Sponsor Appreciation Event	\$330 value
VIP Roundtable Lunch	One (1) ticket to the VIP Roundtable lunch with Chapter Leadership. Ticket to be used by the sponsor company's principal or high-level manager	\$100 value
Event Hosting	May host a New Member Orientation or Young Leaders event at your facility subject to availability.	
	Other VIP events and opportunities throughout the year	

\$17,000

Value of more than
\$22,000

2023- 2024 GOLD SPONSORS

CLUNE
CONSTRUCTION

Density

HAWORTH®

Insidesource

Interface®

RUDOLPH AND SLETTEN

PPM

SKYLINE
Construction

SWINERTON

two

PROMOTIONS AND RECOGNITION

Monthly Meeting Visibility	Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting
Advertising	Identified with CorNet Global Northern California Recognition as Sponsor on NorCal Social Media Recognition as Day on the Bay sponsor Recognition at Chapter activities throughout the year

Event and meeting pricing is subject to change
*Subject to availability, first come first served basis

SILVER SPONSOR BENEFITS

CRE Dinner	One (1) pre-paid tables of eight (8) seats for the CRE Awards Dinner	\$3,950 value
Day on the Bay	Two (2) tickets to Day on the Bay in addition to first dibs of event sponsorship offerings	\$400 value
Golf Tournament	May pre-purchase a golf sponsorship and one (1) golf foursome prior to releasing sales to the Membership. Golf sponsorships are limited to the first ten (10) Silver Sponsors that sign up. Note: Sponsors are not permitted more than one (1) golf sponsorship	
Monthly Chapter Meetings	Two (2) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users	\$500 value
VIP Sponsor Event	Two (2) tickets to the VIP Sponsor Appreciation Event	\$330 value
VIP Roundtable Lunch	One (1) ticket to the VIP Roundtable lunch with Chapter Leadership Ticket to be used by the sponsor company's principal or high-level manager	\$100 value
Event Hosting	May host a New Member Orientation or Young Leaders event at your facility subject to availability	

\$9,500

Value of more than
\$12,000

PROMOTIONS AND RECOGNITION

Monthly Meeting Visibility	Sponsor of one (1) Monthly Chapter Meeting which will include a minimum of three (3) sponsors per monthly meeting
Advertising	Identified with CorNet Global Northern California Recognition as Sponsor on NorCal Social Media Recognition at Chapter activities throughout the year

2023- 2024 SILVER SPONSORS

ALLSTEEL
AP + I DESIGN
AVISON YOUNG
BCCI CONSTRUCTION
BNBUILDERS
CORPORATE CARE
CRESA
FIELD CONSTRUCTION INC.
GCI GENERAL CONTRACTORS
HOEM & ASSOCIATES
HOLDER CONSTRUCTION COMPANY
LBA REALTY
NOVO CONSTRUCTION
ONE WORKPLACE
PACIFIC RIDGE BUILDERS, INC
PIVOT INTERIORS
REVEL ARCHITECTURE AND DESIGN
SC BUILDERS
STEELCASE
TEKNION
TRUEBECK CONSTRUCTION

WOMEN OF CORENET SPONSOR BENEFITS

WOC Meetings	Sponsor all WOC events	\$4,500 value
CRE Dinner	Two (2) seats to the CRE Awards Dinner	\$700 value
Day on the Bay	Two (2) tickets to Day on the Bay	\$400 value
Monthly Chapter Meetings	Two (2) tickets to Monthly Chapter Meetings to be used by your employees, your guests, or non-member end users	\$500 value
VIP Sponsor Event	Two (2) tickets to the VIP Sponsor Appreciation Event	\$330 value
VIP Roundtable Lunch	One (1) ticket to the VIP Roundtable lunch with Chapter Leadership Ticket to be used by the sponsor company's principal or high-level manager	\$100 value



PROMOTIONS AND RECOGNITION

Monthly Meeting Visibility	Sponsor of one (1) Monthly Chapter Meeting
Advertising	Recognition as Sponsor on NorCal Social Media Recognition at Chapter activities throughout the year

\$6,000

Value of more than
\$10,000

**2023- 2024
WOC SPONSORS**

HKS



Event and meeting pricing is subject to change
*Subject to availability, first come first served basis

GOLF TOURNAMENT

Golf Tournament Sponsorship - Platinum and Gold Sponsors receive a \$950 credit and a foursome(s) for no additional fee. Or they may choose the option to upgrade to one of the sponsorships below. Silver and WOC Sponsors may purchase a sponsorship and a foursome before the opportunity is presented to the general membership.

Additional sponsorships may be made available prior to the tournament.

Hole	Name	Price	#	Benefit
	MASTERS	\$1,200	1	<ul style="list-style-type: none"> • Top billing with logo on all communications, website, social, banner, printed materials, and throughout the course, including a tee sign at Hole #1 • Welcome golfers to tournament & kick-off shot gun start • Emcee for the low net winners, long drive and closest to pin winners after golf
19	19th Hole Sponsor	\$1,500	1	<ul style="list-style-type: none"> • Priority reservation for additional foursome, if available, after tournament is open to members • Logo on signage at reception, on banner, printed materials, and website
16	Pro-Longest Hole	\$1,200	1	<ul style="list-style-type: none"> • Logo on all communications, website, social, banner, printed materials, and tee sign at Hole #16
	US Open	\$1,000	1	<ul style="list-style-type: none"> • Logo on all communications, website, social, banner, printed materials, and throughout the course
	Breakfast Sponsor	\$1,500	1	<ul style="list-style-type: none"> • Signage at luncheon tables, tournament signage, printed materials, and website • Catering is included
	Cart Sponsor	\$1,200	2	<ul style="list-style-type: none"> • Company name/logo on all carts. Cart signage provided
	Driving Range	\$950	1	<ul style="list-style-type: none"> • All day signage at driving range plus on website
	Logo Bag Tag	\$600	1	<ul style="list-style-type: none"> • Sponsor to purchase and provide bag tags with their logo. To be placed on golf carts
	Logo Golf Balls	\$600	1	<ul style="list-style-type: none"> • Sponsor to purchase and provide golf balls with their logo. To be placed on golf carts
	Golf Towel Sponsor	\$600	1	<ul style="list-style-type: none"> • Sponsor to purchase and provide towels with their logo. To be placed on golf carts
	Putting Contest	\$1,500	1	<ul style="list-style-type: none"> • Sponsor may promote itself at the tee with an approved theme • Includes two (2) \$50 Pro Shop gift certificates for prizes

Hole	Name	Price	#	Benefit
2, 5, 14, 17	Closet to Pin	\$950	4	<ul style="list-style-type: none"> Sponsor may promote itself at the tee with an approved theme Includes two (2) \$50 Pro Shop gift certificates for prizes
11	Most Accurate Drive	\$950	1	<ul style="list-style-type: none"> Sponsor may promote itself at the tee with an approved theme Includes two (2) \$50 Pro Shop gift certificates for prizes
12	Las Vegas Hole	\$950	1	<ul style="list-style-type: none"> Sponsor may promote itself at the tee with an approved theme Wagering will benefit the CRC who will provide instructions
1, 3, 4, 6, 7, 8, 9, 10, 13, 15	Open Sponsorships	\$950	3	<ul style="list-style-type: none"> May promote company at the tee with an approved theme - be creative!!
	Signage Sponsorship	\$600	1	<ul style="list-style-type: none"> Company Logo included on ALL printed signage throughout the event
	Photo Sponsor	In-Kind		<ul style="list-style-type: none"> Official tournament photographer and will provide FREE photos to golfers

Annual Sponsors select the sponsorship of choice and may promote their company with approved themed entertainment during the tournament.

*Pricing & Sponsorship may be subject to change.



Additional One-Off Sponsorship Opportunities

In addition to an annual sponsorship, the Northern California Chapter provides one-off sponsorship opportunities to companies looking to get unique visibility in front of our members. The one-off sponsorship opportunities listed below are subject to change from year-to-year. The Chapter is also interested in creating a custom sponsorship opportunity with you, depending on your interests. Contact our sponsorship Chairs or the Chapter office to discuss this further.

DAY ON THE BAY SPONSORSHIPS

Day on the Bay is one of our member's favorite events because once you're on the boat, you are stuck having a good time until the boat returns! Every October, around Fleet Week, the Chapter ventures out on the luxurious Hornblower Yacht to view the aerial magic of the US Navy's best pilots, the Blue Angels. More than 400 members and guests attend annually.

Captain's Lounge Table Sponsor - \$5,000

One (1) table of eight on the Captain's Lounge – top level of the boat. Table signage included.

Clerestory Deck Table Sponsor - \$4,000

One (1) table of eight on the Clerestory Deck – second level of the boat. Table signage included.

Bar Sponsor - \$3,500

Guests will see your company's logo every time they grab a drink through signage at the bar and cocktail napkins branded with your logo. Plus five (5) individual tickets to attend the event!



ANNUAL CRE AWARDS GALA AFTERPARTY SPONSORS

The Annual CRE Awards Gala is one of CoreNet NorCal's premier events with more than 650 attendees. This formal evening begins with a reception, plated dinner and awards ceremony followed by an unmatched celebratory afterparty complete with live music, dancing, dessert and numerous bars

Red Carpet Photo Sponsor - \$6,500

Sponsorship includes a branded backdrop along the red carpet entry to the After Party, ensuring your company's logo will be in every great shot of the night! Includes 2 tickets to the Awards Dinner!

Bar Sponsors - \$3,500 (max 4)

Sponsor one of the four (4) bars at the After Party and enjoy your company's logo showcased through signage and branded cocktail napkins that guests will carry with them around the event! Includes 2 tickets to the Awards Dinner!

Dessert Sponsor - \$3,000

Be the exclusive sponsor of the most sought out table of the night with signage displaying your company's logo amongst delicious desserts. Includes 2 tickets to the Awards Dinner!



ANNUAL HOLIDAY PARTY SPONSOR

Consider sponsoring the Holiday Party to help support a member event attended by over 200 of our local Bay Area corporate real estate executives. The Holiday Party location changes annually but the Special Events Committee ensures a unique experience for all. Sponsorships typically range from \$1,000 - \$2,000 for each company and we offer no more than five (5) available.

As a Holiday Party sponsor, your company would receive recognition on the Northern California Chapter website, in all email correspondence, on social media, and throughout the event on our on-site signage.



*Spotify and iTunes cannot track specific downloads. Data comes from Podbean downloads on the Northern California Chapter website.
 **CoreNet reserves the right to withhold sponsorship on Podcast for any reason.

<https://network.corenetglobal.org/northerncalifornia/memberresources/podcasts>

PODCAST SPONSORSHIP BENEFITS

Influence

Audience of approximately 100 listeners per Podcast

\$500

6 available

PROMOTIONS AND RECOGNITION

Sponsorship of one (1) Podcast posted to the Northern California Chapter website and Apple iTunes

Recognition and thanks from the host at the start of the Podcast

Recognition and thanks in the Podcast description on the Northern California Chapter website and Apple iTunes

Logo will be displayed on the Northern California Chapter website of the description for the sponsored Podcast

PODCAST EPISODES

Special Guest Cameron Love, CoreNet NorCal's 2023 Young Leader of the Year

Special Guest Julia Campbell, 2023 Corporate Real Estate Service Provider Honoree

Special Guest Terry Wood, 2023 Corporate Real Estate Executive Honoree

Special Guest Christina Weber, CoreNet Global Northern California Chapter Sustainability Chair

Special Guest Ernst Calais, CoreNet Global Northern California Chapter President

Special Guest Jackie Cummings Koski, founder of Money Letters, LLC

Getting to Know George Kreitem, CoreNet NorCal's 2022 Executive of the Year

Leina Zimmerman, CoreNet NorCal's 2022 Service Provider of the Year

Getting to Know Patrick Wong, CoreNet NorCal's 2022 Young Leader of the Year

A Look Inside the 'Leadership Development Cohort' with Robert Teed & Emily Ransone

istory of CoreNet and How it Came to Be With Chris Ross & Greg Hulbert

Discovering Workplace with founders Parin Ahmadi and Nellie Hayat

The Next Workplace: A Practitioner's Perspective With Michael Phelps & Robert Teed

Fireside Chat With John Lucas & Barbara Donaldson

Fireside Chat With John Bruno & Joan Price Innovation in Construction Technology

COVID-19 Crisis

Where the Talent Is

2019 CRE Awards Honorees Podcast

Tips for Success from Two Accomplished Young Leaders

Where the Talent Is

2019 CRE Awards Honorees

Young Leader Conversation with Warren Kleban of Instacart

2018 CRE Awards Honorees

