



The Global Association for
Corporate Real Estate



Making Membership Work for YOU

PERSONAL CHOICES. CUSTOM EXPERIENCES. GLOBAL OPPORTUNITIES.





CONNECT LEARN GROW BELONG

CoreNet Global is a non-profit association, headquartered in Atlanta, Georgia (US), representing more than **11,000** executives in **50 countries** with strategic responsibility for the real estate assets of large corporations. The organization's mission is to advance the practice of **corporate real estate** through professional development opportunities, publications, research, conferences, designations and networking in 46 local chapters and networking groups globally.



MISSION STATEMENT:

- CoreNet Global's mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, and chapters and networking groups.
- CoreNet Global aims to broaden its network, raise the profile of corporate real estate, serve as the profession's voice and thought leader and champion the profession's development and maturity.



CONNECT LEARN GROW BELONG

The Carolinas Chapter leadership comes from a variety of driven, self-motivating members who volunteer their time in specific board capacities. We strongly encourage all of our members to get involved and volunteer for any one of several committees of the Carolinas Chapter.

With eleven events held in Charlotte and Raleigh in 2020, our Programs Committee brought together relevant, compelling content in alignment with the needs of our members and sponsors. The committee's hard work and commitment to providing essential content to our members and industry professionals paid dividends in 2020, showing increases across the Carolinas in attendance and program offerings.



There were 385 members in the Carolinas Chapter in 2020.

The Carolinas Chapter received the Chapter of the Year for Large/Mega Chapters in 2019.



Angela Cain

Chief Executive Officer
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We're Here to Serve!

Welcome to your professional home. No matter where you are in the world, CoreNet Global – and its 10,000+ member community – provides an inviting space to create your own member experiences.

We're glad you've invested in your career development and in the association that advances and supports the practice of corporate real estate locally and globally.

We're here to serve and are always open to new ideas and ways to make your membership work for you.

Sincerely,

A handwritten signature in blue ink that reads "Angela Cain". The signature is fluid and cursive.



corenetglobal.org



[@CoreNetGlobal](https://twitter.com/CoreNetGlobal)



facebook.com/CoreNetGlobal



youtube.com/CoreNetGlobalInc



Join the CoreNet Global LinkedIn Group to engage in discussion with other corporate real estate professionals:

linkedin.com/groups/2420247

CONNECT LEARN GROW BELONG



The Global Association for
Corporate Real Estate

CoreNet Global Benefits to YOU

CoreNet Global provides you with opportunities to connect, learn, grow and belong, locally, globally and virtually through people, networks, knowledge-sharing and professional development.

We position you to better meet strategic needs relating to key business drivers and help you stay relevant regardless of economic or market conditions.



GLOBAL NETWORK

Connect with thousands of fellow corporate real estate professionals from around the globe.



CAREER SPANNING OPPORTUNITIES

Sharpen technical, tactical and leadership skills with CoreNet Global's Professional Development program with our in-person seminars and online courses. We help you reach new heights in your career.



GET PROMOTED

Enhance your knowledge through a large resource of research papers and seminars including exclusive member survey reports and presentations from top speakers on hot industry topics.



ACT LOCALLY

Become a leadership volunteer, part of a special interest group, attend local or global events and/or participate in our online communities.

Become a member today. www.corenetglobal.org/join

CONNECT LEARN GROW BELONG

CoreNet Global Benefits to YOUR COMPANY

Along with people and technology, real estate typically ranks as one of the top three expenditures for most corporations. Access to our global knowledge network helps reduce costs, maximize efficiencies and better align real estate management to corporate goals.



STAY AHEAD OF THE COMPETITION

Talk shop with others in the profession and get the latest thinking on business trends impacting corporate real estate.



ELEVATE THE PRACTICE OF CRE

Add value to your organization with advanced CRE knowledge and progressive leadership proficiency and a higher degree of performance.



CREATE VALUE

Expand professional networks with peers, service providers and vendors in key markets.



FIND YOUR PROFESSIONAL HOME
CoreNet Global's exclusive research, white papers, survey and benchmark reports help your company realize greater success. Add your company's name to the growing roster of organizations that support corporate real estate excellence.

Become a member today. www.corenetglobal.org/join



The Global Association for
Corporate Real Estate



CONNECT

The meaningful connections you'll make at a local or global level will grow your corporate real estate network for the course of your career. Contact a CoreNet Global Concierge to help you identify the best connection opportunities to match your personal preferences and professional goals.




CORENET
GLOBAL

SUMMIT

EMEA

ASIA-PACIFIC

NORTH AMERICA

Global Summits

Global Summits, our signature events, are held annually in North America, Europe and Asia.

Local Events

Connect with corporate real estate professionals within your community of practice through exciting events which take place throughout the Carolinas monthly.



CONNECT

GLOBAL CHAPTERS & NETWORKING GROUPS

Chapters

Being part of a global community also provides hundreds of local opportunities to connect and get involved. Let your Local and Global network EXPAND!

Arizona
Atlanta
Canadian Chapter
Carolinas
Central Texas
Chicago
Colorado
Connecticut Westchester
Houston
Kansas City
Michigan
Mid-Atlantic
Midwest (Minnesota)
New England
New Jersey
New York City
Northern California
North Texas (Dallas/Fort Worth)
IKO Chapter (Indiana, Kentucky, Ohio)
Oregon
Philadelphia

Southeast Florida
Tampa
Tennessee
Washington State
China
Hong Kong
India
Malaysia
Japan
Philippines
Singapore
Australia
New Zealand
Benelux
Central Europe
France
Middle East
South Africa
United Kingdom
Brazil
Mexico

Connect with your [local chapter online](#).



CONNECT

Your Connections – Carolinas Chapter Leaders



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Jenna Geigerman
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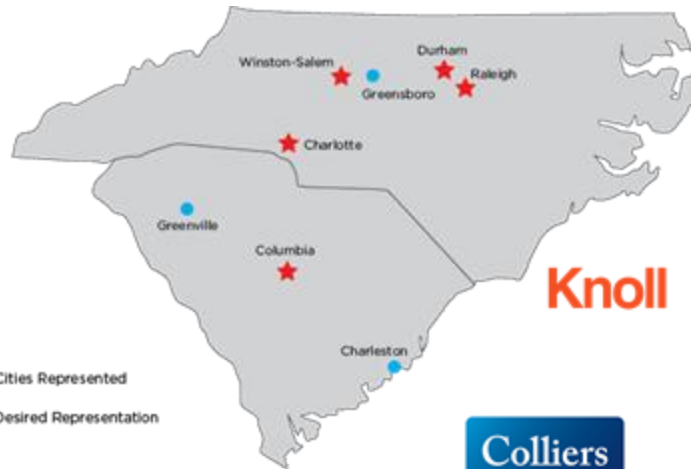


Amanda Shumaker
Executive Director
Carolinas CoreNet
Carolinas@corenetglobal.org



CONNECT

Just a few of the many companies represented by CoreNet Carolinas membership:





CONNECT

GOALS

Members	+20 members – Upstate & Triad
Sponsors	+5 sponsors
Programming	<ul style="list-style-type: none">• Live Streaming• Community Local
Community Leadership Councils	<ul style="list-style-type: none">• Fully populated and operating CLCs• 4+ CLC leaders• 2+ EU Champions

New Market Development

Objectives:

- To improve membership value for Carolinas Chapter members in non-core markets.
- To grow Chapter by adding new membership, sponsors and supporters from non-core markets.
- To enhance knowledge-sharing, networking and connectivity for all by engaging and including new companies and professionals.

Benchmark Goal:

- Replicate the Triangle market development that occurred in the 2010s in 2-4 new markets in the 2020s.

New Market Development Phases

0 - 3 months	months 4 - 10	months 11 - 18	months 19 - 24+
INITIATE	INCUBATE	GROW	STABILIZE
<ul style="list-style-type: none">• Generate interest & excitement• Marketing "Buzz"• Sell CoreNet value. "Why" CoreNet, "Why" your mkt.• Secure committed leaders and doers including "Cornerstone" End Users• Show Chapter's commitment - VIP treatment• ID founding, local sponsors	<ul style="list-style-type: none">• Hi-touch coaching, encouragement, advising• Board/Community Chair buddy system• Subsidy funding model• Active support from board and committees• Rigorous, continuous recruiting• Community leader participation in Board & Committee routines• Local sponsor commitments	<ul style="list-style-type: none">• Enable and empower Community leaders• Spotlight and recognize Community wins and activities to Chapter• Growth goals, challenges, Community competitions• Host larger events and diversify events• Forge strong integration into all components of Chapter• Advisory sessions with board leaders	<ul style="list-style-type: none">• Minimum of 15 CoreNet members (goal >20)• Fully populated (CLC) Community Leadership Council (>= 4 positions)• At least quarterly CLC meetings• At least quarterly Community events• Community Leader added to Chapter Board• Subsidies cease - Chapter budgets to include Community needs



LEARN

CoreNet Global provides learning opportunities for each stage of your career development, whether you're a young leader, a mid-career professional or a seasoned pro.



Professional Designations

QUALIFIED PROFESSIONAL OF CORPORATE REAL ESTATE (QPCR)

This new designation for emerging leaders offers a diverse learning menu of virtual and classroom experiences.

Three areas of learning focus include: Building CRE skills, building business skills and building leadership skills.



LEARN

Professional Designations

MCR

CoreNet Global's Master of Corporate Real Estate (MCR) designation program boasts a 30+ year history and is taught by seasoned corporate real estate practitioners with proven expertise. The comprehensive program builds skills needed to tackle critical business issues and link corporate real estate to corporate goals and performance.

Enhance your organizational value by achieving CoreNet Global's Master of Corporate Real Estate (MCR) professional development designation.

D&I Certification

This certification provides experienced professionals with an opportunity to promote individual growth and organizational success through deeper knowledge, honed skills and additional Diversity & Inclusion (D&I) strategies.



CoreNet Global offers professional development for each stage of your career, whether you are a young leader, a mid-career professional or a seasoned pro. Choose from a variety of e-learning, virtual seminars or in-person seminars on a wide variety of corporate real estate topic areas and gain useful business and leadership skills. The CoreNet Global Learning Center is your home for learning and earning CPD credit.

In addition, CoreNet Global professional designation programs are recognized globally as marks of distinction and excellence in the corporate real estate profession. These programs consist of proven seminars taught by seasoned practitioners. The proven curricula are designed to expand CRE knowledge as well as performance and productivity. Choose between Qualified Professional of Corporate Real Estate (QPCR, designed for those with fewer than five years of experience) and Master of Corporate Real Estate (MCR, designed for those with five or more years of experience). MCR participants gain a deep understanding of CRE, with the ability to apply learnings to their everyday jobs.

Your Discounts

As a member, you receive special discounts on professional development.



G R O W

CoreNet Global provides dozens of resources and opportunities to help you grow in your understanding of the corporate real estate profession and help others to do the same. Contact a CoreNet Global Concierge today to get started.

Resources

THE *LEADER* MAGAZINE

Available online and in print, CoreNet Global's the *LEADER*, our quarterly professional journal, is your best source for CRE news, trends, developments and analysis.

E- *LEADER*

A weekly electronic newsletter spotlighting people, practices and trends that influence change in corporate real estate, commercial real estate, and economic development.

THE PULSE BLOG

Follow The Pulse blog for the latest news in corporate real estate trends, challenges and solutions!

CNGtv

CoreNet Global is pleased to announce CNGtv, your channel for the latest news and happenings within corporate real estate starring, YOU, CoreNet Global members and subject matter experts.



GROW



CORPORATE REAL ESTATE GLOSSARY

Available in English and in Mandarin, this glossary defines or explains a collection of terms and acronyms in common use in the corporate real estate profession.

WHAT'S NEXT PODCAST

Providing opportunities for on-demand learning about trends and issues impacting the profession. Episodes feature CoreNet Global members and experts from other disciplines.



[THE ESSENTIAL GUIDE TO CORPORATE REAL ESTATE](#)

Free to all members in hard copy or electronic form. Order your copy today at





GROW



Knowledge Center

Enhance your knowledge through our newly redesigned Knowledge Center, a large online repository of the latest corporate real estate research all in one place. Need help finding specific information or navigating the Knowledge Center? We can help locate the information you seek.

Content Includes:

- White papers
- Survey results
- Research reports
- Market conditions reports
- Summit presentations and content





G R O W



University Relations

CoreNet Global has made a strategic priority of strengthening its relationship with academic institutions around the world in order to raise the profile of corporate real estate and grow the pipeline of talent into challenging and rewarding careers.

CAMPUS AMBASSADOR PROGRAM

The CoreNet Global Campus Ambassador Program builds on the pre-existing relationships so many members already have with their alma maters in order to raise awareness of corporate real estate and the rewarding career opportunities available to students.

Ambassadors serve two roles: a personal point-of-contact for faculty, staff, and students to raise awareness of CRE and encourage deeper engagement with CoreNet Global; and a relationship manager for CoreNet Global with institutional memory and knowledge.

CORENET GLOBAL ACADEMIC CHALLENGE

Started in 2015, this competition is designed to attract students from all academic disciplines to tackle key challenges facing corporate real estate and the enterprises our members serve. The Challenge is intended to encourage students to learn more about the profession and its impact on the global economy.





GROW

Young Leaders

Members ages 35 years and under are eligible to participate in the Young Leaders Special Interest Group. Education programs, networking opportunities and special sessions and events at Global Summits are planned for and by this energizing group of young professionals.

YOUNG LEADER ADVISORY GROUP

The Young Leader Editorial Advisory Group contributes content and ideas for Global Summit programming, the *LEADER* magazine articles, podcast topics and speakers and more!

VOLUNTEERING

Our volunteering program allows you to connect, learn and build professional relationships. The list of volunteer opportunities is extensive, from helping with speaker introductions at events, peer reviewing for the Summits, translation services of relevant content or assisting chapters in executing events.



GROW

DESIGNING A NEW DESIGNATION — QPCR

A new CoreNet Global designation is in development to address the unique needs of Young Leaders. The designation provides for you a learning bridge to other CoreNet Global programs while you build experience in the corporate real estate profession. There are three areas of focus: building transferable business skills, building leadership skills, and building CRE professional knowledge. The new designation requires candidates to complete a set number of hours across each of the three areas of focus and promotes the new learning platform.

- Personalized learning experience through a variety of learning options
- Content delivery includes eLearning courses, virtual classroom seminars and classroom based local workshops
- Practitioner model encourages you to get involved in mentoring, volunteering and university ambassador opportunities
- Building an overall global perspective and a network of colleagues

MENTOR MATCH

CoreNet Global's online [mentoring program](#) allows you to connect with seasoned professionals in the field of corporate real estate for a specific period of time. Through submission of self-selected preferences, you can connect with other like-minded professionals. Both you and your mentor will benefit from the Mentor Match program by expanding your professional network, creating new personal relationships, developing skills and exposing yourselves to fresh perspectives.

**YOUNG LEADER
CONCIERGE**



Tripp Guin
Young Leaders/University Relations
TRIPP Commercial
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BELONG

A sense of belonging is deeply personal and fundamental to the human experience. It's a feeling that reminds us we're part of something bigger than ourselves. CoreNet Global is a welcoming, inclusive and inspiring place to call your professional home.

Membership

Join in the vision of CoreNet Global as we continue to connect professionals, and the corporations they represent, worldwide through the offering of resources that help make CoreNet Global indispensable to the successful practice of corporate real estate.

VOLUNTEER ENGAGEMENT OPPORTUNITIES

The ability to give back to the profession is a powerful one and members are encouraged to consider serving in a volunteer leadership role at a local or global level. Volunteering also increases your professional exposure.

JOB POSTINGS

CoreNet Global offers [Career Action Center](#) allowing corporate real estate professionals to advance their careers by connecting with jobs and talent across all disciplines, career stages, and geographic borders.

MEMBERS IN TRANSITION

CoreNet Global's [Members-in-Transition Program](#) is available to assist those in the corporate real estate profession who may have been furloughed or laid off due to the current global pandemic. The program is available to all current and new members.

CORECONNECT

Share the benefit of membership with your colleagues. More corporate real estate professionals in our CoreNet Global network means we all win: new ideas, new knowledge, new experts, new best practices and a stronger presence for all of CoreNet Global's membership. Refer colleagues for chances to win special prizes.

Visit [CORECONNECT Referral](#) to introduce your colleagues and peers to the CoreNet Global family.

DIVERSITY & INCLUSION

The goal of the chapter is to increase the number of diverse members in our chapter to better reflect the population of our market.

2021 Activities:

- One on One Recruitment
- Engagement with Diverse Organizations
- Panels and Other Events Geared to Introduce Diverse Real Estate Professionals to CoreNet



MEMBERSHIP
CONCIERGE



Lalonna Griffin
Membership
Alfred Williams & Co.
lalonna.griffin@gmail.com



BELONG

CORPORATE PARTNERS

End user companies from around the world join CoreNet Global as Corporate Partners and take advantage of discounts, additional benefits and access to an exclusive VIP network of colleagues. To see a list of corporate partners, visit





BELONG



Concierge Service at Your Fingertips

MOBILE APP FOR MEMBERS

View and register for CoreNet Global & Chapter events

- Access Member Directory and update your profile
- See event/purchase history
- Use your personal QR code to check-in at events

WEBSITE

My CoreNet Global: Profile page allows simple access to profile edits, password changes and making payments.

My History: See your recent activity with CoreNet Global, including Global Summits attended, learning seminars attended, Knowledge Center downloads and Chapter events attended.

Personalized Calendars: New calendars throughout the site (Global Events calendar, Seminar Schedule, and Local Events) are pre-filtered to give you the exact information you are seeking.

CREATING SPONSORSHIP VALUE

We invite you to become a sponsor of CoreNet Global's Carolinas Chapter. Our board of directors strives to provide spons or firms with opportunities to gain visibility among our large database of decision makers and leaders in the corporate real estate arena, whether end users, economic developers or service providers. The featured sponsorship levels were developed to accommodate the needs of our diverse population. Please contact any of the listed board members to learn how your involvement will benefit you personally and professionally, as well as your company's visibility within the Carolinas market. In addition to the level specific benefits listed on the next page, your company will:



SIGNATURE EVENTS

If you are interested in sponsoring events throughout the year, contact carolinas@corenetglobal.org. This lists our typical sponsorship opportunities, but contact us with in-kind or unique suggestions.

A LA CARTE SPONSORSHIP OPPORTUNITIES		
Programs	Raleigh, Charlotte, South Carolina	\$1500 each
CRC Events	Raleigh, Charlotte, South Carolina	\$500 each or inkind
Networking	Raleigh, Charlotte, South Carolina	\$500 each or inkind
Young Leaders	Raleigh, Charlotte, South Carolina	\$500 each or inkind

PREMIER SPRING EVENT		
Signature Sponsor	SOLD	\$20,000
Tech-Expo Hall Sponsor	Exclusive	\$5,000
Pinehurst Brewery Event Sponsor	Exclusive	\$3,000
Tech Symposium Reception Sponsor	Exclusive	\$2,500
Golf Event/Awards reception Sponsor	Exclusive	\$2,500
Putting Green Sponsor	Exclusive	\$2,500
Continental Breakfast (Pre-Golf)	Exclusive	\$1,500
Driving Range	Exclusive	\$1,000
Reception Bar Sponsor #1	2 Available	\$1,500
Cigar Sponsorship	SOLD	\$1,500
Beverage Station Sponsor	2 Available	\$1,500
Beverage Cart Sponsor	2 Available	\$1,000
Longest Drive	2 Available	\$700
Closest to the Pin Sponsor	3 Available	\$500

MEGA EVENT		
Presenting Sponsor	SOLD	\$7,500
Speaker Sponsor	SOLD	\$5,000
Refreshment Sponsor	SOLD	\$1,500
Reception Sponsors	SOLD	\$2,500
Luncheon Sponsors	1 Available	\$2,500
Breakout Sponsors	3 Available	\$1,500
Booth Sponsors	4 Available	\$1,000

CORE AWARDS EVENT		
CORE Sponsor	Exclusive	\$12,000
After Party Sponsor	1 Available (Can be Split)	\$5,000
Cocktail/Reception Sponsor	2 Available	\$3,750
Wine Sponsor	2 Available	\$2,000
Trophy Sponsor	1 Available	\$2,000
Blue Carpet Sponsor	1 Available	\$2,000
Signage Sponsor	1 Available	\$1,750
Program Sponsor	1 Available	\$1,750
Dessert Sponsor	1 Available	\$1,500
Entertainment Sponsor	1 Available	\$1,000

***Available sponsorship opportunities and costs are estimated and subject to change*

2021 ANNUAL CHAPTER SPONSOR DETAILS

ALL SPONSORS RECEIVE

- Corporate visibility at all Carolinas Chapter Events (in person and virtual)
- Corporate visibility in all Chapter print material and advertising
- Company logo with link on Chapter website
- First right of refusal for additional event sponsorships
- Free registration for all virtual events
- Quarterly Sponsor newsletter



[Click here to submit your 2021 Sponsorship Pledge Form](#)

DIAMOND LEVEL Cost: \$12,500	PLATINUM LEVEL Cost: \$6,500	GOLD LEVEL Cost: \$3,000
<ul style="list-style-type: none"> • 4 tickets to all 2021 Carolinas Chapter sponsored Education & Networking events (\$2,880 value) • 2 Annual CoreNet Global Memberships (\$1,600 value) • 1 CoreNet Global Summit Early Registration (\$2,000 value) 	<ul style="list-style-type: none"> • 3 tickets to all 2021 Carolinas Chapter sponsored Education & Networking events (\$2,160 value) 	<ul style="list-style-type: none"> • 2 tickets to all 2021 Carolinas Chapter sponsored Education & Networking events (\$1,200 value)
PREMIER SPRING EVENT		
<ul style="list-style-type: none"> • 1 Tee Box Sponsor Sign (\$225 value) • 1 4-some (\$1,000 value) 	<ul style="list-style-type: none"> • 1 Tee Box Sponsor Sign (\$225 value) • 1 2-some (\$500 value) 	
CORE AWARDS		
<ul style="list-style-type: none"> • 5 tickets to the CORE Awards (\$1,250 value) 	<ul style="list-style-type: none"> • 2 tickets to CORE Awards (\$500 value) 	
MEGA EVENT		
<ul style="list-style-type: none"> • 4 tickets to Mega Event (\$600) 	<ul style="list-style-type: none"> • 2 tickets to Mega Event (\$300) 	<ul style="list-style-type: none"> • 1 ticket to Mega Event (\$150)
SPONSOR RECOGNITION		
<ul style="list-style-type: none"> • Diamond sponsors will be provided one ticket to End-User Executive roundtable w/Chapter Leadership for strategic planning • Complimentary sponsorship of one program events (\$1,500 value) • Logo displayed on Chapter-Sponsored Event Signage • Logo included on Chapter correspondence • Opportunity to display Company Information at all Chapter sponsored Education and Networking events • Interview for Sponsor profile in one newsletter • Quarterly check-in from Sponsorship Committee for feedback and value assessment • Two 30-second videos posted on chapter social media outlets • Host a virtual networking breakout session if applicable 	<ul style="list-style-type: none"> • Platinum sponsors will be provided one ticket to an End-User Executive roundtable w/Chapter Leadership for strategic planning • Logo displayed on Chapter-Sponsored Event Signage • Logo included on Chapter correspondence • Opportunity to display Company Information at all Chapter sponsored Education and Networking events • Interview for Sponsor profile in one newsletter • Quarterly check-in from Sponsorship Committee for feedback and value assessment • One 30-second video posted on chapter social media outlets 	<ul style="list-style-type: none"> • Company name displayed on Chapter-Sponsored Event Signage • Company name included on Chapter correspondence • Mid-year review and roundtable

**Values based on in-person events. In the case of no in-person events, our Sponsorship team will work with you to identify unique value-add opportunities.*



Your membership in
CoreNet Global opens up
thousands of opportunities
to connect with peers
locally, regionally and
globally in more than 50
countries around the world.
Learn more at
corenetglobal.org.



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 linkedin.com/groups/2420247

Thank you to our Diamond and Platinum Sponsors

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& Company**

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SWINERTON

