



# 41 YEARS OF THOUGHT LEADERSHIP

## YOUR SPONSORSHIP MAKES A DIFFERENCE

The Cornell Real Estate Council (CREC) is excited to announce sponsorship offerings for our 41st Annual Cornell Real Estate Conference, taking place October 12-13, 2023 in New York City. This year's conference will focus on how our industry's top owners, operators, and developers are reacting to the shifting dynamics in the real estate industry, and repositioning their firms for further growth. Our outstanding lineup of speakers includes John Grayken (Lone Star Funds), Marc Holliday (SL Green), Billy Rahm (Centerbridge), Connor Flynn (Kimco), and Michelle MacKay (Cushman & Wakefield), with several others to be announced. Plus our annual Baker Program Industry Leader Award recipient, Alicia Glen (MSquared).

We'll also provide an update on our ongoing efforts to make the real estate industry a more diverse and inclusive educational path and career. We welcome and encourage your financial support to help CREC achieve its mission. In this brochure we highlight the impactful ways prior sponsorship monies have been applied, and outline the various levels of support and acknowledgement available this year. We hold ourselves accountable to achieving meaningful results with sponsorship support, and are open to ideas from sponsors to expand our impact. See you in October!

## CONFERENCE SCHEDULE | New York City

**All-Day Conference: October 13, 2023**

Breakfast 8am-9am | Conference 9am-4pm



*The Times Center*  
242 W 41st St (Midtown)

**Evening Reception: October 12, 2023**

5:30-7:30pm



*Bryant Park Grill*  
25 West 40th Street

**Save the date:** <https://www.cornellrec.org/cornell-real-estate-conference-fall-2023-one-page/>



## WHY SPONSOR

We ask our members and conference attendees to consider **tax-deductible contributions** to CREC which, in addition to underwriting the cost of the conference, directly fund initiatives that support:

- Expanding opportunities in the real estate industry for women and people of color
- Real estate career exposure and guidance
- Industry relationship building and networking
- Scholarships, grants and subsidies
- Membership outreach to Cornell students and alumni in real estate

## SPONSORSHIP BENEFITS

We offer Cornell Real Estate Council Conference sponsors the following benefits based on contribution level. Sponsorship tiers are listed as Reception (\$15,000), Platinum (\$10,000), Gold (\$5,000), Silver (\$2,500) and Bronze (\$500-1,000) as outlined in the chart below:

	Evening Reception \$15,000 <small>Two sponsorships available!</small>	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$500 – 1,000
Logo represented in digital media	Full screen	Full screen	Listed	Listed	Listed
Press release recognition	✓	✓	✓	✓	✓
Recognition in marketing materials	✓	✓	✓	✓	✓
Advertisement in event program (in color)	Full page	Full page	1/2 page	1/4 page	
Complimentary tickets to reception and conference	6 tickets	6 tickets	4 tickets	2 tickets	1 ticket
Opportunity to display logo and/or address attendees at Reception	✓				
Opportunity to distribute company marketing materials	✓	✓			
Company logo promotion on CREC website	✓	✓	✓	✓	✓
Company name promotion on social media including LinkedIn	✓	✓	✓	✓	✓
Company name promotion to CREC membership via periodic email blasts	✓	✓	✓	✓	✓



## YOUR SPONSORSHIP AT WORK

CREC is proud to represent the many voices of 'real estate at Cornell' and is committed to furthering the academic, educational, and aspirational goals of over 3,000 members globally. CREC is a not-for-profit organization (501c3).



CREC Women; Diversity, Equity & Inclusion (CREC DEI); Career Circles and a newly established CREC Advisory Board have expanded to include leading professionals from a diverse range of real estate fields at various career levels. CREC is also pleased to support the recipients of selected sponsorship funds:

- **Cornell Future Architect Award and Summer Scholars** (in partnership with Cornell AAP): The CFAA award fund supports the participation of minority or disadvantaged high school students, or items affiliated with program operation.
- **Philip Payton Society for Minority Professionals in Real Estate Case Competition:** Designed to introduce minority undergraduate students at Historically Black Colleges and Universities to the real estate industry through a three part learning series and case competition.
- **Real Estate Exchange (REEX) Summer Jumpstart Program:** CREC provides faculty each summer for a two week immersive real estate program for diverse high school students which includes a capstone project, where the students are given a site to prepare a feasibility analysis and provide development recommendations.

CREC has developed initiatives to promote inclusivity, expand career education and foster mentorships:

- We offered **on-campus roundtables open to all undergraduate and graduate students**. Panelists highlighted careers, skills needed to get them, and the importance of ESG, to students across varied backgrounds.
- Our **coffee chat series** was held for the second consecutive year, featuring female industry professionals.
- We continued our third successful cycle of **Career Circles, an all-encompassing student and alumni group mentorship program**, which attracted nearly three hundred participants on campus, in the US and abroad.
- CREC is **growing our regional presence to include 15 chapters across the US, Europe and Asia**. With support from CREC's Board of Directors, regional chapters have collaborated at meet-ups and events in New York, Miami, London, Dallas, Chicago, and Los Angeles.

CREC also recently hosted an annual summer gathering for Cornell interns and associates working in New York.

## FOR QUESTIONS AND SPONSORSHIP INFORMATION

Visit: <https://www.cornellrec.org/product/sponsorship-contribution-cornell-real-estate-conference-2023/>  
or contact Nala Holmes, [nholmes@pyramidglobal.com](mailto:nholmes@pyramidglobal.com)



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**Lisa Strobe '91**  
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**Alan Tantleff '88**  
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### Committee Members

- Adam Burinescu '03** (Centerbridge Partners)  
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\* Board of Directors