

**REBNY**  
Real Estate Board of New York

# SPONSORSHIP OPPORTUNITIES



# REBNY ANNUAL <sup>th</sup>127

HONORING NYC CIVIC LEADERS

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THURSDAY, APRIL 20, 2023  
5:00 PM  
THE GLASSHOUSE

# WHY SPONSOR?

## ABOUT THE EVENT

The REBNY Annual is New York City real estate's signature networking event – bringing together top developers, brokers, and major public officials to connect, exchange insights, and celebrate the invaluable contributions we collectively make to the city we love.

Now in its 127th year, this event will bring together the grand tradition of REBNY's historical banquets with the fresh energy of dynamic networking and top chefs, including world-renowned Chef Daniel Boulud, and mixologists from across New York City. The Annual will include an exclusive VIP cocktail hour, a world-class seated dinner surrounded by incredible waterfront and skyline views, and an exciting afterparty with DJ entertainment. Additionally, the event's dinner component will put a spotlight on the biggest names in the industry by featuring the REBNY dais and recognizing the recipients of REBNY's prestigious annual awards.

A portion of event proceeds will go to the REBNY Foundation, which is helping to increase diversity and inclusion in the real estate industry through ongoing initiatives such as the REBNY Fellows Leadership Program in partnership with Coro New York and REBNY's Internship Program in partnership with Project Destined and the City University of New York (CUNY). The REBNY Foundation also supports Building Skills NY, a nonprofit construction workforce development organization that connects underemployed New Yorkers with jobs and training to create new career pathways into the construction industry.

## ABOUT REBNY

The Real Estate Board of New York (REBNY) is the City's leading real estate trade association, with more than 15,000 members including property owners and managers, builders, brokers, and salespeople throughout the commercial, residential, and institutional real estate sectors. For more than 125 years, REBNY has served as the voice of the industry through tireless advocacy and support for real estate professionals across the five boroughs. Industry leaders also rely on REBNY's Residential Listing Service (RLS), which provides members with an inventory of more than 50,000 listings from more than 600 brokerage firms, collectively valued at \$45 billion.

Since the real estate industry generates more than half of New York City's annual tax revenue, REBNY continues to play a pivotal role in advancing broader conversations about the future of the City, its economy, and its residents as part of the business community. In partnership with stakeholders in labor, technology, finance, and many other key sectors, REBNY and its members are committed to building a stronger and more equitable City for all.

## 2023 Run of Show

- **VIP Cocktail Hour** 5:00 - 6:00 pm
- **Seated Dinner** 6:00 - 8:00 pm
- **After Hours Party** 8:00 - 10:00 pm





# PINNACLE SPONSOR | \$150,000

Five (5) Available - Non-Exclusive Opportunity

## PRE-EVENT MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor featured placement on Event Page with linked logo
- REBNY Emails
  - Pre-event - Pinnacle Sponsor inclusion in Attendee Announcement & Promotional
  - Pre-event - Spotlight with logo and link
  - Pre-event - Dedicated e-blast to REBNY membership promoting a link to a piece of sponsor-owned content, such as a promo video or website page featuring your portfolio. Pinnacle Sponsor to provide content that lives on their website or their YouTube
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - Dedicated social media posting including Pinnacle Sponsor title and social handles
  - Inclusion in all sponsor mentions with on-going event social media posts
  - Inclusion in recap post including Pinnacle Sponsor title and social handles
- REBNY Newsletter
  - Pinnacle Sponsor's preferred content article with photos and clickable links published in one issues of REBNY's Commercial Brokerage newsletter and one issues of Owners and Managers newsletter (anytime in 2023)

## VISIBILITY AT EVENT

- Ten Tickets for VIP Reception
- Two tables (10 people per table) with preeminent location at the Awards Dinner with firm's logo on tabletop centerpiece signage
- Twenty Tickets for After Hours Party
- REBNY NYC Civic Visionaries Video
  - Sponsor's preferred video content included in the compilation video broadcasted during VIP and GEN Reception and After Hours Party; sponsor provides 60-second video showcasing firm's work and accomplishments.
- One pillar in the ballroom with firm's custom graphic artwork, pre-eminent pillar location
- Firm's signage on elevators with firm's custom graphic artwork; available on 3 elevators first-come, first-serve basis
- Sponsor of VIP Reception
- Club Room adjacent to the VIP Reception



# PREMIER SPONSOR | \$100,000

Seven (7) Available - Non-Exclusive Opportunity

## PRE-EVENT MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor featured placement on Event Page with linked logo
- REBNY Emails
  - Pre-event - Premier Sponsor inclusion in Attendee Announcement & Promotional
  - Pre-event - Premier spotlight with logo and link
  - Pre-event - Dedicated e-blast to REBNY membership promoting a link to a piece of sponsor-owned content, such as a promo video or website page featuring your portfolio. Premier Sponsor to provide content that lives on their website or their YouTube
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - Dedicated social media posting including Premier Sponsor title and social handles
  - Inclusion in all sponsor mentions with on-going event social media posts
  - Inclusion in recap post including Premier Sponsor title and social handles
- REBNY newsletter
  - One Premier Sponsor's preferred content article with photos and clickable links published in one issues of REBNY's Commercial Brokerage newsletter and one issues of Owners and Managers newsletter (anytime in 2023)

## VISIBILITY AT EVENT

- Ten Tickets for VIP Reception
- One table (10 people per table) with preeminent location at the Awards Dinner with firm's logo on tabletop centerpiece signage
- Ten Tickets for After Hours Party
- REBNY NYC Civic Visionaries Video
  - Sponsor's preferred video content included in the compilation video broadcasted during VIP and GEN Reception and After Hours Party; sponsor provides 30-second video showcasing firm's work and accomplishments.
- One pillar with Firm's custom graphic artwork
- One horizontal window stripe banner with firm's logo, prominent window location
- After Hours Party





# DIAMOND SPONSOR | \$75,000

Ten (10) Available - Non-Exclusive Opportunity

## PRE-EVENT MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor featured placement on Event Page with linked logo
- REBNY Emails
  - Pre-event - Diamond Sponsor inclusion in Attendee Announcement & Promotional
  - Pre-event - Diamond spotlight with logo and link
  - Pre-event - One e-blast featuring all Diamond Sponsors to REBNY membership promoting a link to a piece of sponsor-owned content, such as a promo video or website page featuring your portfolio.
  - Post event - Sponsor's clickable link to sponsor-provided marketing materials
- REBNY Social Media
  - Dedicated social media posting including Diamond Sponsor title and social handles
  - Inclusion in all sponsor mentions with on-going event social media posts
  - Inclusion in recap post including Diamond Sponsor title and social handles
- REBNY newsletter
  - Diamond Sponsor's preferred content article with photos and clickable links published in one issues of REBNY's Commercial Brokerage newsletter and one issues of Owners and Managers newsletter (anytime in 2023)

## VISIBILITY AT EVENT

- Ten Tickets for VIP Reception
- One table (10 people per table) with preeminent location at the Awards Dinner with firm's logo on tabletop centerpiece signage
- Ten Tickets for After Hours Party
- One horizontal window stripe banner with firm's logo, prominent window location
- One hospitality food/beverage bar stations at prominent location with firm's logo incorporated into event branding at General Reception



# PLATINUM SPONSOR | \$50,000

Fifteen (15) Available - Non-Exclusive Opportunity

## PRE-EVENT MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor featured placement on Event Page with linked logo
- REBNY Emails
  - Pre-event - Platinum Sponsor inclusion in Attendee Announcement & Promotional
  - Pre-event - Platinum spotlight with logo and link
- REBNY Social Media
  - Inclusion in all sponsor mentions with on-going event social media posts
  - Inclusion in recap post including Platinum Sponsor

## VISIBILITY AT EVENT

- Five Tickets for VIP Reception
- One table (10 people per table) with preeminent location at the Awards Dinner with firm's logo on tabletop centerpiece signage
- Ten Tickets for After Hours Party
- One horizontal window stripe banner with firm's logo, prominent window location
- One Hosted-By Event Area with your firm's logo incorporated into event branding signage; area location availability on first-come, first served basis; and sponsor provides logo artwork.

### Hosted-By Locations:

- General Reception (4 opportunities)
- NYC Sweet Shop located in the north VIP hallway (2 opportunities)
- NYC Sweet Shop located in the south GEN hallway (2 opportunities)
- Coat Check (2 opportunities)
- On-site seating map (2 opportunities)





# AMBASSADOR SPONSOR | \$30,000

Thirty (30) Available - Non-Exclusive Opportunity

## PRE-EVENT MULTIMEDIA MARKETING

- REBNY Event Website
  - Sponsor featured placement on Event Page with linked logo
- REBNY Emails
  - Pre-event - Ambassador Sponsor inclusion in Attendee Announcement & Promotional
  - Pre-event - Ambassador spotlight with logo and link
- REBNY Social Media
  - Inclusion in all sponsor mentions with on-going event social media posts
  - Inclusion in recap post including Ambassador Sponsor

## VISIBILITY AT EVENT

- Five Tickets for VIP Reception
- One table (10 people per table) with prominent table location at the Awards Dinner with firm's logo on tabletop centerpiece signage
- Ten Tickets for After Hours Party
- REBNY Sponsor Wall includes Firm's logo; sponsor provides logo artwork



# TICKETS

## TABLE: \$20,000

- One table at the Awards Dinner (10 people per table)
- Complimentary admission to General Reception and After Hour Party

## INDIVIDUAL TICKET: \$2,000

- One ticket at the Awards Dinner
- One ticket at the General Reception
- One ticket at the After Hour Party

## AFTER HOURS PARTY TICKET: \$500 (LIMITED TICKETS AVAILABLE)

- One ticket for After Hours Party

## CONTACT

To purchase individual event tickets, please visit [www.rebny.com/gala](http://www.rebny.com/gala).

To become a sponsor or for further questions regarding sponsorship, please contact Leslie Donato [ldonato@rebny.com](mailto:ldonato@rebny.com)