

**GET IN FRONT OF NYC'S  
REAL ESTATE INDUSTRY  
2018-2019 SPONSORSHIP KIT**

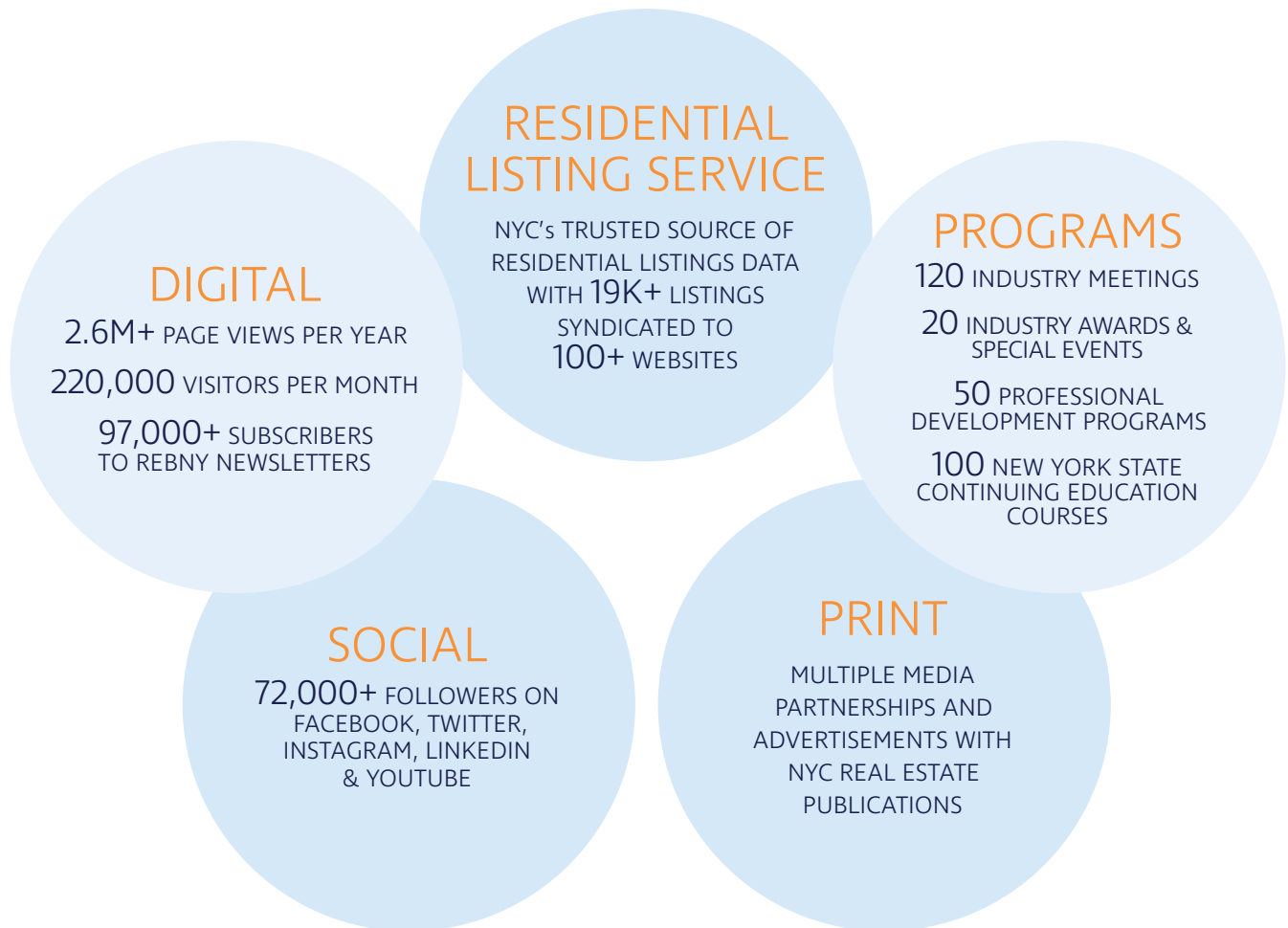
# WHY SPONSOR?

## ABOUT REBNY

The Real Estate Board of New York (REBNY) was created in 1896 as the first real estate trade association in the state. In the last 123 years, it has now become New York City's leading deal making platform where members have access to the latest real estate trends, policy updates, continuing education and networking opportunities. REBNY works on behalf of its members to promote public and industry policies and frequently speaks before government bodies to expand New York's economy, encourage the development and renovation of commercial and residential property, enhance the city's appeal to investors and residents and facilitate property management. REBNY also undertakes a wide variety of research, studying the current residential and commercial conditions within the city.

## INFLUENCE AND LEADERSHIP

REBNY Membership includes Residential and Commercial owners, builders, brokers, managers, banks, insurance companies, pension funds, real estate investment trusts, attorneys, architects, and many other individuals and institutions involved in New York City Real Estate. These members represent over 1,400 real estate firms and are among New York City's most talented, driven and influential real estate professionals.



"We value our longstanding relationship with REBNY and their leadership in the NYC real estate community. Their events provide unparalleled access to agents and brokers which help us create meaningful relationships and connections."

Luke Bahrenburg – VP of Real Estate, Dow Jones

# PROGRAM CATALOG

## FIRST TIER

**MAXIMUM EXPOSURE FOR YOUR BRAND**

### ANNUAL REAL ESTATE EVENT

#### **Annual Banquet**

This is New York City's largest real estate networking event, providing a unique and invaluable opportunity to share space with TOP owners, developers and major city officials in one room. Bringing together over 2,000 people, this event honors these movers and shakers by presenting several prestigious industry awards throughout the evening.

### COMMERCIAL REAL ESTATE

#### **Fall and Spring Members' Luncheon March and October - Annual**

The annual Spring and Fall Luncheons bring together a panel of respected industry leaders for a senior level discussion of market trends and key real estate issues. More than 500 people attend this high profile event to network with commercial real estate professionals, and stay up to date on what's happening and what to expect in New York City's dynamic market.

#### **Holiday Luncheon December - Annual**

The annual Holiday Luncheon gives owners, brokers, and other commercial professionals a chance to celebrate the work of our Commercial Brokerage Division Committees and Board of Directors. Commercial brokers from all professional levels within the industry gather to hear from leading experts in the field, and stay up to date on what's happening throughout the commercial brokerage landscape.

#### **Sales Deal of the Year Awards Cocktail Party**

##### **April - Annual**

REBNY's Sales Brokers Committee hosts an awards reception honoring the recipients of the prior years' Most Ingenious Sales Deal of the Year awards in front of their industry peers, mentors and predecessors. This event is often covered by major industry publications including the New York Post. This ceremony also offers the perfect audience to market your firm among Commercial Real Estate professionals in the industry.

#### **Retail Deal of the Year Awards Cocktail Party**

##### **June - Annual**

REBNY's Retail Committee hosts an awards reception honoring the recipients of the prior years' Most Ingenious Retail Deal of the Year awards in front of their industry peers, mentors and predecessors. This event is often covered by major industry publications including the New York Post. This ceremony also offers the perfect audience to market your firm among Retail Real Estate professionals in the industry.

### RESIDENTIAL REAL ESTATE

#### **Deal of the Year Charity and Awards Gala**

##### **October - Annual**

This annual awards and charitable event donates its proceeds to the REBNY Foundation for the REBNY Member in Need Fund. This high-profile evening includes the presentation of awards to those who have shown creativity or ingenuity to make a successful deal, as well as integrity and service toward both community and private organizations.

#### **Owners & Managers Luncheon**

##### **June - Annual**

REBNY's Residential members gather from all over New York City for a networking session and panel discussion boasting speakers from the top ranks of the city's residential real estate industry. This event provides attendees with an informative, interactive, and professional environment in which to learn more about today's market from those who know it best.

#### **Upper Manhattan Panel Discussion February and October - Annual**

REBNY's Residential Upper Manhattan Committee invites some of Harlem's key influencers within real estate to discuss relevant topics in the Upper Manhattan, Inwood & Washington Heights Area.

"After a lifetime of membership in REBNY, I can attest to its exceptional importance to our real estate community and to the numerous benefits that its members enjoy. REBNY sponsorship is merely one facet of the synergistic relationship that exists between REBNY, its member firms and the City of New York."

James D. Kuhn, FRICS – *President & Chief Strategy Officer, Newmark Knight Frank*

# PROGRAM CATALOG

## SECOND TIER

**AVERAGE EXPOSURE FOR YOUR BRAND**

### COMMERCIAL REAL ESTATE

#### **Real Estate Finance Cocktail Party** *June – Annual*

REBNY's Commercial Real Estate Finance Committee hosts an open cocktail party bringing together 100+ industry lenders, brokers, owners, and service providers in a fun, casual rooftop setting.

#### **Commercial Crossfire Panel Discussions** *Program Year – Monthly*

These loaded discussions bring together a panel of notable real estate experts who present a wide variety of relevant topics currently impacting the market. Attendees consist of principals and managers of commercial real estate firms, brokers and salespeople engaged in the sale, lease, and finance of commercial property.

### RESIDENTIAL REAL ESTATE

#### **Brooklyn Top Brokers Seminar** *Fall & Spring - Annual*

REBNY's Residential Brooklyn Committee invites a panel of notable real estate experts to examine current trends in order to enhance the professional knowledge of each attending agent.

#### **Downtown Round Robin** *Spring – Annual*

Each table discussion is led by one of our industry's most successful brokers and leaders. Speakers discuss the topic for approximately 15 minutes before rotating to the next table, followed by a Q&A session.

#### **Legacy Luncheon** *April - Every other year*

The Legacy Luncheon honors our Henry Forster Award, the Most Promising Rookie Salesperson of the Year Award, and The Residential Brokerage Agent of the Year Award winners from the last several decades.

#### **Rental Clinic** *Program Year – Monthly*

REBNY's Residential Rental Committee hosts seminars led by industry professionals to educate agents and managers in the rental arena.

#### **Shark Night** *January – Annual*

Each table discussion is led by one of our industry's most successful brokers and leaders. Participants will have an opportunity to meet the "sharks" and discuss timely topics that affect the business. This very special evening concludes with a networking reception.

#### **Top Broker Seminars** *Program Year – Quarterly*

These highly anticipated seminars bring together notable real estate experts who present the most relevant market trends in residential real estate.

#### **Uptown Open House Expo** *Spring – Annual*

REBNY'S Residential Upper Manhattan Committee invites agents from the Upper Manhattan, Inwood, and Washington Heights areas to hold simultaneous open houses on the same day, allowing agents to explore the most sought out listings currently on the market.

#### **Breakfast Club** *Program Year - Monthly*

Breakfast Clubs are a much-anticipated monthly event for REBNY members in which industry leaders share insider tips and tricks with the brokerage community. These meetings are known for offering timely and relevant content and connecting members with the best in the business. These sessions also provide invaluable professional development and networking opportunities.

#### **New York Residential Specialists - Special Events**

##### *Program Year - Monthly*

NYRS is REBNY's highest professional credential for residential agents in New York City. The designation identifies an elite group of agents who have each successfully completed an advanced course of study. NYRS comprises a peer network of like-minded professionals committed to ethical behavior, professional excellence and advanced education.

#### **Professional Development Seminars** *Program Year - Monthly*

REBNY offers our members regular and exciting professional development on topics of high interest. These seminars allow for practical learning which professionals can apply in the field the very next day.

#### **REBNY@ Learning Series** *Program Year - Quarterly*

REBNY is expanding its walls with REBNY@! We have partnered with industry experts to deliver best-in-class professional development open exclusively to our members in locations across New York City. Learning opportunities will be targeted to groups of 40+ real estate professionals at every stage of their career.

#### **Sales Agent Boot Camp** *Program Year - Quarterly*

Quarterly Sales Agent Boot Camps allow members to learn directly from industry experts about topics most relevant to them. These panels and presentations ensure a packed house of 85+ real estate professionals ranging from new to seasoned professionals.

# PROGRAM CATALOG

## THIRD TIER

**SELECTIVE EXPOSURE FOR YOUR BRAND**

### COMMERCIAL REAL ESTATE

#### **Committee Meetings Program Year – Monthly**

REBNY currently offers more than 15 commercial committees which meet several times throughout the program year of September to June. These groups meet to discuss critical industry topics, inform policies, and share expertise and information on key issues of interest to the real estate community. They also host various lunches and breakfast forums where members can connect with the industry's top influential players, and establish valuable business contacts.

### RESIDENTIAL REAL ESTATE

#### **Committee Meetings Program Year - Monthly**

REBNY currently offers more than 17 residential committees for members who participate in and develop of programs that support learning and industry advancement to further the curriculum required by the NYC state licensing law. These committees educate members and the general public regarding professional practices, new trends, and developments in the Residential Real Estate market.

#### **Residential Sales Council Meeting Program Year - Monthly**

Open to all REBNY Sales Agents and Broker C members, these meetings provide an opportunity to be more active and to share ideas concerning business practices and examine market trends.

#### **Residential Branch Managers Meetings Program Year - Quarterly**

The quarterly Branch Managers Meeting is a roundtable of branch managers from firms across NYC. Each meeting is facilitated by a different high-profile industry leader around an essential management topic and responsive to the changing needs of the industry.

## DON'T JUST TAKE OUR WORD FOR IT!

"I have been a member of the Real Estate Board of New York for many, many years. It has enhanced the ability of the brokerage business to successfully compete anywhere by making New York the star that it has always wanted to be. The developers and owners of New York owe a great deal of gratitude to REBNY for its untiring efforts to benefit our industry. I cannot imagine the real estate industry existing without them."

Donald Zucker – *Donald Zucker Company & Manhattan Skyline*

"I have found REBNY Sponsorship to be of great value for both my existing relationships as well as building new ones. The folks that attend the events are all very eager to interact and support each other. It has been a great pleasure to work with REBNY and their members."

Maxwell Rosa – *Home Lending Officer, Popular Bank*

"The EverBank/TIAA Bank Team has experienced a mutually beneficial relationship with The Real Estate Board of New York (REBNY). We have been able to partner on a broad scale of events with great participation from the Real Estate Broker Community. We are looking forward to sponsoring more REBNY events."

James Dorcelly – *VP New York Area Sales Manage, EverBank/TIAA Bank*

# SPONSORSHIP APPLICATION FORM

WELCOME TO THE REBNY NETWORK.  
YOUR PLACE TO ADVERTISE!

PLEASE SELECT A SPONSORSHIP PACKAGE:

PLATINUM    GOLD    SILVER    BRONZE

## CONTACT INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_ Membership I.D. # (if applicable) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Social Media Handles \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT INFORMATION

Check enclosed (payable to REBNY)  
 Credit Card:    Mastercard    Visa    AMEX    Discover  
Total \_\_\_\_\_  
Credit Card Number (include all digits) \_\_\_\_\_ Exp Date (month/year) \_\_\_\_\_  
Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

For questions, contact the REBNY Brokerage Division:

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**Mckenna Warren – Director**  
*Commercial Brokerage Services*  
Tel: 212-616-5255; mwarren@rebny.com

**Mail:** Real Estate Board of New York, 570 Lexington Avenue, 2nd Floor, New York, NY 10022  
Please forward an .eps and a high resolution .jpg version of your company logo with your payment information.

### Terms and Conditions:

This sponsorship application is subject to the Terms and Conditions for REBNY Sponsorship/Advertising Opportunities available at [www.rebny.com/sponsorship-terms-and-conditions](http://www.rebny.com/sponsorship-terms-and-conditions), which are hereby incorporated by reference.

