

SPONSORSHIP KIT

124TH ANNUAL BANQUET

JANUARY 16, 2020

New York Hilton Midtown
1335 Avenue of the Americas

REBNY[®]
REAL ESTATE BOARD OF NEW YORK

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 124 years, it has 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.

Why Sponsor the 124th 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, brokers, developers and major city officials in one room. Bringing together over 2,000 people, this event honors and celebrates these movers and shakers by presenting several prestigious industry awards.



Presenting Sponsor | \$100,000 *Exclusive Opportunity*

Full Promotional Rights

- Presenting Sponsor recognition on all promotional materials
- Front cover of the REBNY Annual Banquet Journal
- Two Page Spread, 4-color advertisement in the REBNY Annual Banquet Journal
- Presenting Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- Presenting Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- Presenting Sponsor recognition in social media campaigns

On-Site Recognition

- Verbal recognition during presentations
- Enhanced centerpieces and signage promoting your tables as a Presenting Sponsor
- Logo on video loop

Hospitality Benefits

- Up to five (5) tables for ten guests each, with preferred seating
- 10 VIP Cocktail Reception tickets

Media Benefits

- Presenting Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Premier Sponsor | \$75,000 *Non-Exclusive Opportunity*

Full Promotional Rights

- Premier Sponsor recognition on all promotional materials
- Option of front cover of the REBNY Seating List, back cover of the REBNY Annual Banquet Journal or additional ad placement
- Premier Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- Premier Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- Premier Sponsor recognition in social media campaigns

On-Site Recognition

- Verbal recognition during presentations
- Enhanced centerpieces and signage promoting your tables as a Premier Sponsor
- Logo on video loop

Hospitality Benefits

- Up to four (4) tables for ten guests each, with preferred seating
- 8 VIP Cocktail Reception tickets

Media Benefits

- Premier Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Diamond Sponsor | \$65,000 *Non-Exclusive Opportunity*

Full Promotional Rights

- Diamond Sponsor recognition on all promotional materials
- Option of back cover of Seating List, inside front cover of REBNY Annual Banquet Journal or additional ad placement
- Diamond Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- Diamond Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- Diamond Sponsor recognition in social media campaigns

On-Site Recognition

- Verbal recognition during presentations
- Enhanced centerpieces and signage promoting your tables as a Diamond Sponsor
- Logo on video loop

Hospitality Benefits

- Up to three (3) tables for ten guests each, with preferred seating
- 6 VIP Cocktail Reception tickets

Media Benefits

- Diamond Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Platinum Sponsor | \$50,000 *Non-Exclusive Opportunity*

Full Promotional Rights

- Platinum Sponsor recognition on all promotional materials
- Two Page Spread, 4-color advertisement in the REBNY Annual Banquet Journal
- Platinum Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- Platinum Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- Platinum Sponsor recognition in social media campaigns

On-Site Recognition

- Verbal recognition during presentations
- Logo on video loop

Hospitality Benefits

- Up to two (2) tables for ten guests each, with preferred seating
- 4 VIP Cocktail Reception tickets

Media Benefits

- Platinum Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Ambassador Sponsor | \$35,000 *Non-Exclusive Opportunity*

Full Promotional Rights

- Ambassador Sponsor recognition on all promotional materials
- One (1) full-page, 4-color advertisement in the REBNY Annual Banquet Journal
- Ambassador Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- Ambassador Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- Ambassador Sponsor recognition in social media campaigns

Ambassador benefits continued on next page

On-Site Recognition

- Verbal recognition during presentations

Hospitality Benefits

- One (1) table for ten guests
- 4 VIP Cocktail Reception tickets

Media Benefits

- Ambassador Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Table Sponsor | \$15,000 *Non-Exclusive Opportunity*

On-Site Recognition

- Verbal recognition during presentations

Hospitality Benefits

- One (1) table for ten guests
- 2 VIP Cocktail Reception tickets

REBNY Lounge Sponsor | \$35,000 *Exclusive Opportunity*

Full Promotional Rights

- One (1) full-page, 4-color advertisement in the REBNY Annual Banquet Journal
- Company logo featured on tabletop signs at every bar and on beverage napkins
- REBNY Lounge Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- REBNY Lounge Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- REBNY Lounge Sponsor recognition in social media campaigns

On-Site Recognition

- Verbal recognition during presentations
- Custom branding around escalator bank (3rd Floor West Promenade)

Hospitality Benefits

- 4 dinner tickets
- 4 VIP Cocktail Reception tickets

Media Benefits

- REBNY Lounge Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Press Lounge & Red Carpet Sponsor | \$15,000 *Non-Exclusive Opportunity*

Full Promotional Rights

- One (1) full-page, 4-color advertisement in the REBNY Annual Banquet Journal
- Company logo featured on tabletop signs at every bar and on beverage napkins
- REBNY Press Lounge & Red Carpet Sponsor recognition on the sponsor page of the REBNY Annual Banquet Journal
- REBNY Press Lounge & Red Carpet Sponsor recognition on the REBNY Annual Banquet event page with direct link to your preferred website
- REBNY Press Lounge & Red Carpet Sponsor recognition in social media campaigns

On-Site Recognition

- Logo on video loop

Hospitality Benefits

- 4 VIP Cocktail Reception tickets

Media Benefits

- REBNY Press Lounge & Red Carpet Sponsor recognition in all REBNY Annual Banquet press releases and announcements

Underwriting Opportunities

Underwriters will be acknowledged in the REBNY Annual Banquet Journal, on the video loop, and through verbal recognition throughout the event. Underwriters will also receive recognition through all social media campaigns and digital outlets, as well as complimentary dinner tickets.

\$20,000 - Floral Centerpiece Underwriter

- Full-page, 4-color advertisement in the REBNY Annual Banquet Journal and company logo featured on all centerpieces
- Three dinner tickets

\$15,000 - Photobooth Underwriter

- Full-page, 4-color advertisement in the REBNY Annual Banquet Journal and photobooth photos branded with company logo
- Three dinner tickets

\$12,000 - Security Underwriter

- Full-page, 4-color advertisement in the REBNY Annual Banquet Journal and special notating badge to be worn by all security personnel
- Two dinner tickets

\$10,000 - Coat Check Underwriter

- Full-page, black and white advertisement in the REBNY Annual Banquet Journal and company logo featured on signage adjacent to coat check area
- Two dinner tickets

\$5,000 - Entertainment Underwriter

- Half-page, black and white advertisement in the REBNY Annual Banquet Journal
- One dinner ticket

\$5,000 - Photography Underwriter

- Half-page, black and white advertisement in the REBNY Annual Banquet Journal
- One dinner ticket

Table & Individual Ticket Prices

- Table of 10 - \$13,000
- Individual Seats - \$1,400

For more information or questions regarding sponsorship and underwriting opportunities, please contact Mckenna Warren (mwarren@rebny.com).

REBNY Annual Banquet Journal

Stand out in front of New York City's elite political and business leaders by advertising in REBNY's highly-anticipated Annual Banquet Journal. This journal showcases REBNY's prestigious honorees, proud partners and leading real estate firms across the New York City market and beyond. This journal also features a comprehensive Annual Report detailing a year-in-review for the New York City real estate industry. REBNY's Annual Banquet Journal is available and displayed at the event.

Four-color Ads

- Two-page spread..... \$ 5,700
- Full-page.....\$ 3,300

Two-color Ads

- Full-page.....\$ 2,600

Black and White Ads

- Full-page.....\$ 1,900
- Half-page \$ 1,300
- Quarter-page.....\$900

Colors

- Bleed charge..... \$200

Format

- High-resolution PDF
- 300 dpi with embedded fonts and links

Specific Page Positions

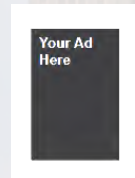
- Orders specifying page positions are accepted only upon request, subject to the right of publishers to determine actual position. Please email artwork to Yvette Schmidt at yschmidt@rebny.com or call 212-616-5244.

Artwork Submission Deadline

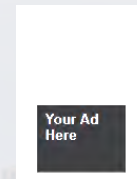
- Friday, December 13th, 2019 by 5:00 PM

Please note:

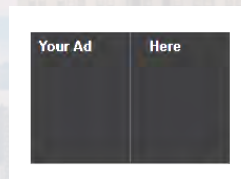
- For advertisements included in sponsorship or purchased advertisements for the REBNY Annual Banquet Journal, please complete and return the required forms and submit by the above deadline with appropriate artwork.



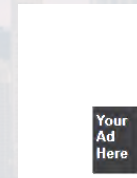
Full Page
Width: 7"
Height: 9 1/2"



Half Page
Width: 7"
Height: 4 3/4"



Two Page Spread
Bleed
Width: 17 1/2"
Height: 11 1/4"



Quarter Page
Width: 3 1/2"
Height: 4 1/2"

Page bleed
Width: 8 3/4"
Height: 11 1/4"

SPONSORSHIP APPLICATION

Annual Banquet | New York Hilton Midtown
Thursday, January 16, 2020



Sponsorship packages:

- Presenting | \$100,000
- Premier | \$75,000
- Diamond | \$65,000
- Platinum | \$50,000
- Ambassador | \$35,000
- REBNY Lounge | \$35,000
- Press Lounge & Red Carpet | \$15,000
- Table | \$15,000

Underwriting opportunities:

- Floral | \$20,000
- Photobooth | \$15,000
- Security | \$12,000
- Coat Check | \$10,000
- Entertainment | \$5,000
- Photography | \$5,000

For questions, contact:

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

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, which are hereby incorporated by reference.

Return application to:

Email: 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.

Contact				Title
Company				Membership I.D. # (if applicable)
Address				
City	State	Country	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)	Expiration Date (month/year)
Name (as it appears on credit card)	Signature

124th ANNUAL BANQUET JOURNAL

ADVERTISING RATES

FOUR COLOR RATES

Full Page\$3300.00
Two Page Spread\$5700.00

TWO COLOR RATES

Full Page\$2600.00

BLACK AND WHITE RATES

Full Page\$1900.00
Half Page\$1300.00
Quarter Page\$900.00

COLORS

\$200 Bleed Charge

COVERS

Rates Available Upon Request

MECHANICAL REQUIREMENTS

Full Page.....7" x 9 1/2"
Half Page.....7" x 4 3/4"
Quarter Page.....3 1/2" x 4 1/2"
Page Bleed.....8 3/4" x 11 1/4"
Page Trim.....8 1/2" x 11"
Two Page Spread Bleed.....17 1/2" x 11 1/4"
Trim.....17" x 11"

PREFERRED MATERIAL

High Resolution PDF Files
(Minimum 300 DPI with embedded fonts and image links)
Email to: yschmidt@rebny.com

**CLOSING DATE FOR MATERIAL
DECEMBER 13, 2019**

ADVERTISING ORDER

You are authorized to insert our advertisement in the 2020 Annual Banquet Journal according to size and rate indicated.

All inquiries contact:
Maryann Aviles, Vice President
for Membership & Publications
Banquet@rebny.com
(212) 616-5285
Fax: (212) 813-1938

4 COLOR

Full Page
 Two Page Spread

2 COLOR

Full Page

B & W

Full Page
 Half Page
 Quarter Page

REPEAT AD

First Name _____

Last Name _____

Email _____

Company Name _____

Address _____

Telephone _____

Payment Options

Check: Payable to the Real Estate Board of New York

Credit Card: Mastercard Visa Discover AMEX

Credit Card # _____

Exp. Date _____

Amount _____

Signature _____

Published by

REBONY

REAL ESTATE BOARD OF NEW YORK

570 Lexington Avenue
2nd Floor
New York, NY 10022

