

SPIRE Corporate Sponsorships



With more than 2,000 Stanford alumni, faculty and student members, corporate sponsorship of Stanford Professionals in Real Estate (SPIRE) provides an opportunity to gain access to this elite group of Stanford alumni professionals working in real estate. SPIRE welcomes corporate sponsors who recognize the value of affiliating with SPIRE, its mission, and its membership.

SPIRE OFFERS TWO LEVELS OF SPONSORSHIP:

Core Sponsors are SPIRE's premium sponsors, and receive exposure to SPIRE members via all banquets, symposiums and regional events, including the annual Stanford Real Estate Hall of Fame banquets and Real Estate and Law (REAL) Symposium. In addition, Core sponsors are represented in both online and print communications. Most importantly, Core sponsors enjoy special access to the Stanford Real Estate Council (SREC). The SREC is an invitation-only, alumni-only community comprised of 100 senior leaders in real estate and select strategic Stanford staff members. The annual SREC conference fosters vigorous programs and conversations focused on real estate industry topics, microeconomics, leadership principles and disruptive technology. Core sponsors may send one representative to this annual conference which is typically limited to the 100 SREC members only.

Pillar Sponsors receive exposure to SPIRE members via all banquets, symposiums and regional events, as well as representation in both online and print communications.

SPONSORSHIP APPROVAL PROCESS

Once your form is received, you will receive a Memorandum of Understanding ("MOU") outlining the nature of the sponsorship, which both parties will sign. At the time of signing, the sponsor will issue a check made out to "Stanford Professionals in Real Estate" for the sponsorship amount. The MOU will take effect when SPIRE has received and deposited the sponsorship funds. Corporate sponsorship is valid for one year from the date the MOU is signed. Once the MOU is signed, SPIRE will request the following:

1. Organization logo provided in an .ai file or high resolution .jpg
2. Organization description in no more than 100 words
3. Core Sponsors should submit the name and professional background of the sponsor's preferred SREC conference representative for consideration by the SPIRE Board of Directors.

QUESTIONS?

Contact: Elizabeth Lambird Youngblood, Executive Director
650-785-2908

SPONSORSHIP INFORMATION FORM

Thank you for your generous support of Stanford Professionals in Real Estate (SPIRE) and all that SPIRE does to empower the Stanford community to innovate within real estate, place making and the built environment.

Please complete this form to indicate your interest in sponsoring SPIRE.

Sponsoring Organization

Street Address

City

State

Zip

Phone

URL

Primary Contact (Name)

Email

Phone

Sponsorship Preference:

Core (\$30,000) Pillar (\$15,000)

Please mail this form to:

Elizabeth Lambird Youngblood
Stanford Professionals in Real Estate (SPIRE)
535 Ramona Street, Suite 2
Palo Alto, CA 94301

Or email to: Elizabeth@spirestanford.org

	CORE SPONSOR	PILLAR SPONSOR
SREC Conference (srecstanford.org)		
1 complimentary conference registration*	✓	
Logo in event program	✓	
Logo on event home page	✓	
Stanford Real Estate Hall of Fame (stanfordrehof.org)		
Logo in event slide show and signage	Prominent	Included
Verbal acknowledgement from President	✓	✓
Sponsor Event Table	1 Gold Table of 10	1 Silver Table of 10
50% discount on additional event seats	✓	✓
Event program ad	Full Page	Half Page
Logo placement on SPIRE event web page	Prominent	Included
Logo in video credits	Prominent	Included
Real Estate and Law (REAL) Symposium (realsymposium.org)		
Verbal acknowledgement from Executive Director	✓	✓
Complimentary registrations	Two	One
Logo placement in event program	Prominent	Included
Annual Report		
Logo in Publication	Prominent	Included
SPIRE Web Site		
Logo placement on home page	Prominent	Included
Logo link to sponsor web site	✓	✓
SPIRE Quarterly Newsletters		
Logo placement in footer	Prominent	Included
Opportunity to insert one news article of choice per year	✓	
Sponsor Event Advertising		
SPIRE will promote one sponsor event per year	✓	
Sponsor Banner		
SPIRE logo licensed for one year	✓	
Logo included on sponsor's email signature and on web site**	✓	
Regional Alumni Events (N. California, S. California, Seattle, Chicago, New York, Washington, DC)		
Logo in event materials	✓	✓
Verbal acknowledgement at the event	✓	✓
1 complimentary admission to each event (16-22/year)	✓	✓
Event Recaps on SPIRE's website		
Logo placement in footer	Prominent	Included
Student Events		
Logo in event materials	✓	✓
Verbal acknowledgement at the event	✓	✓
Student Resume Book		
Logo placement	Prominent	Included
NAIOP Golden Shovel		
Logo placement in SPIRE ad	Prominent	Included

* Because membership in the Stanford Real Estate Council is limited to alumni of Stanford University, corporate sponsor SREC conference attendees must also be Stanford alumni who are operating at the highest levels of the sponsor's organization. A Core sponsor may recommend an attendee but the SPIRE Board of Directors, at its sole discretion, determines who may attend the SREC conference. Such determination shall not be unreasonably withheld.

** SPIRE retains the right to approve the use and placement of its logo on all sponsor materials. Sponsors shall submit their proposals in advance of publication to gather SPIRE's consent.