
NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER



-VS-



**LA
REAL ESTATE
CHALLENGE**

SPONSORSHIP OPPORTUNITIES

2024 NAIOP SoCal LA Real Estate Challenge



Event and Program Details

Thursday, November 21st | 5:00 PM - 8:30 PM
Carnesale Commons, UCLA Campus

PROGRAM FORMAT

5:00pm - Networking Open
5:30pm - Welcome and Opening Remarks
5:45pm - Program and Competition
7:00pm - Awarding of the Silver Shovel!

CHALLENGE

Student teams from the Ziman Center at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will compete head-to-head in a real estate challenge to present their vision of the highest and best use for a proposed site. Potential issues to be addressed may include financial issues, sustainable development, and community impact.

SPONSORSHIP OPPORTUNITIES

With a database of 3,000+ industry professionals in attendance, the Real Estate Challenge provides significant promotional opportunities for sponsors both prior to and during the event. As a Sponsor, you are supporting an important academic event that showcases the talents and creativity of the next generation of real estate leadership.

PAST CHALLENGE PROJECTS & SPONSOR TESTIMONIALS

- **2016: City of Inglewood's redevelopment project near new NFL stadium** - "The City of Inglewood was honored to have the 2016 NAIOP Real Estate Challenge and the student teams from UCLA and USC competing to propose creative, highest and best options to redevelop vacant parcels within our City that have been fallow for nearly a decade. The student teams produced great ideas for redevelopment scenarios of these sites highlighting the opportunities for development within the City of Inglewood."
James T. Butts, Mayor of Inglewood
- **2021 City of Anaheim's redevelopment project in Northern Downtown Anaheim** - "To have had the opportunity to participate in the NAIOP SoCal Real Estate Challenge was a high point in my fifty years of real estate investing. The students and their advisors provided us with insights and creative ideas as to how best to utilize our property for the benefit of our community and our family for decades into the future. I look forward to continued involvement with this incredible group of professionals!"
William C. "Bill" Taormina, CEO & Found, Clean City, Inc.

BECOME A SPONSOR
TODAY!

Becky Ezell
bezell@naiopsocal.org

Website:
Real Estate Challenge
www.naiopsocal.org

2024 NAIOP SoCal LA Real Estate Challenge



VALEDICTORIAN SPONSOR

\$15,000

- Ten (10) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Verbal recognition from the podium

VENUE SPONSOR

\$12,500

- Eight (8) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Verbal recognition from the podium

SALUTATORIAN SPONSOR

\$10,000

- Seven (7) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

MASTERS SPONSOR

\$7,500

- Five (5) tickets to event
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and signage
- Verbal recognition from the podium

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TODAY!**

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bezell@naiopsocal.org

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BACHELORS SPONSOR

\$5,000

- Three (3) tickets to event
- Logo recognition in on-site program and signage

ACADEMIC SPONSOR

\$2,500

- Two (2) tickets to event
- 20 Student Memberships to NAIOP SoCal
- Company recognition in on-site program and signage

STUDENT SPONSOR

\$2,500

- Two (2) tickets to event
- Host 20 students at the event, Connect OC & LA
- Company recognition in on-site programs and signage

2024 NAIOP SoCal LA Real Estate Challenge



VS



SPONSOR LEVEL

VALEDICTORIAN SPONSOR \$15,000

SALUTEATORIAN SPONSOR \$10,000

MASTERS SPONSOR \$7,500

BACHELORS SPONSOR \$5,000

ACADEMIC SPONSOR \$2,500

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COMPANY PROFILE

NAME OF COMPANY SPONSOR CONTACT TITLE

ADDRESS (Street address, Ste. #, City, State/Province, Zip/Postal Code)

PHONE EMAIL WEBSITE

PAYMENT INFORMATION

VISA MASTERCARD AMEX DISCOVER

CREDIT CARD EXP. DATE

NAME OF CARDHOLDER CVV

BILLING ADDRESS (if different from contact information)

Check Enclosed (payable to NAIOP)
Please include application with
check. Do not fax application and/or
copy of check as it will not be
processed without actual payment.

Signature

Authorized Amount Date

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

SoCAL CHAPTER



2024 LA REAL ESTATE CHALLENGE

November 21, 2024

Carnesale Commons, UCLA Campus

251 Charles E Young Dr. West, LA 90095

5:00 pm - 8:00 pm

NAIOP SoCal's LA Real Estate Challenge will pit a five-member graduate student team from the Ziman Center of Real Estate at UCLA's Anderson School of Business against a five-member team from the Lusk Center at USC's Marshall School of Business and Price School of Public Policy. This event is set for Nov. 21 and will be held at Carnesale Commons on UCLA's campus. **The site chosen for the 2023 challenge is the Marine Corps Air Station (MCAS) Tustin South Hangar, which is within the remaining 565 undeveloped acres of the former MCAS Tustin.**

"If you want to see the future of the commercial real estate industry, then attend this event," said Greg Brown, chair, NAIOP SoCal UCLA vs. USC Real Estate Challenge and co-head of the Orange County office of JLL Capital Markets, Americas. "It is exciting to hear from the students during the competition when they present thoughtful, collaborative and creative ideas for the challenge site."

[Click Here to Register](#)

Member: \$175
Non Member: \$225

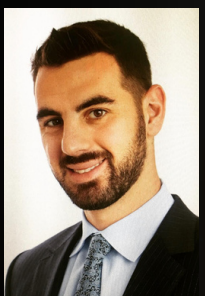
Developing Leader: \$125
Student: \$50

2024 NAIOP SoCal LA Real Estate Challenge



MEET THE TEAMS

TEAM USC



Daniel Brunelle



Maxwell Erickson



Daniel Ling



Sarah McDowell



Terence Tao

TEAM UCLA



Max Capogrosso



Briana Rayhaun



Rob Schrader



Sam Sherman



John Sullivan

Register Today!

Thursday, November 16, 2023
USC Campus, Town and Gown

Members: \$175

Non-Members: \$225

Students: \$50

Developing Leader: \$125

2023 NAIOP SoCal LA Real Estate Challenge



MEET THE JUDGES



Emily Feder
Partner
Allen Matkins



John Gormly
Chairman of the Board & CEO
Oltmans Construction Co.



Chelsea Tamuk
Vice President of
Investments
Cabot Properties



Sergio Valentini
Regional Principal
Ware Malcomb



Chad Walsh
Senior Managing Director
Kennedy Wilson

**Thursday, November 16, 2023
USC Campus, Town and Gown
Registration Opens at 5 PM**

Members: \$175

Non-Members: \$225

Students: \$50

Developing Leader: \$125