

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
SoCAL CHAPTER

The esteemed challenge returns for a fourth year...



**Argyros College of
Business and Economics**

-VS-

UCI Paul Merage
School of Business

Center for Real Estate



C

REAL ESTATE CHALLENGE

SPONSORSHIP OPPORTUNITIES

2025

NAIOP SoCal

Orange Cup Real Estate Challenge

CHAPMAN
UNIVERSITY

Argyros College of
Business and Economics

-VS-

UCI Paul Merage
School of Business

Center for Real Estate

Event and Program Details

Thursday, April 17th | 5:00 PM - 8:30 PM
University of California, Irvine

PROGRAM FORMAT

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

CHALLENGE

Student teams from the Argyros School of Business and Economics at Chapman University and Paul Merage School of Business at University of California, Irvine 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 nearly 6,000 industry professionals, 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

- **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.
- **2023: 915 West Imperial Highway in Brea, Ca (Imperial Mariner Project)** - "As a sponsor, we were proud to support an important academic event such as the NAIOP Orange County Real Estate Challenge that showcases the talents and creativity of the next generation of real estate leadership and we are in hopeful for what the future holds with these many talented and bright individuals who will move into future thought leaders in our industry. We are grateful to NAIOP, UC Irvine, the Chapman students, affiliated advisors, and the City of Brea who all participated in this process." *Robert Lee, Healthcare Property Advisors.*

BECOME A SPONSOR
TODAY!

Contact: Becky Ezell
bezell@naiopsocal.org
714.550.0309

2025

NAIOP SoCal

C Real Estate Challenge

 CHAPMAN
UNIVERSITY

Argyros College of
Business and Economics

-VS-

UCI Paul Merage
School of Business

Center for Real Estate

Thursday, April 17th | 5:00 PM - 8:30 PM

University of California, Irvine

**BECOME A SPONSOR
TODAY!**

Contact: Becky Ezell
bezell@naiopsocal.org
714.550.0309

VALEDICTORIAN SPONSOR

\$15,000 | 2 Available

- Preferred Seating - Fifteen (15) tickets to event
- Named as "Reception or Program" Sponsor
- Logo recognition in all promotional materials, e-mail broadcasts and website advertising
- Logo recognition in on-site program and top billing on signage
- Opportunity to submit a 16:9 digital ad for virtual display on multi-media screens during the event as well as digitally pre/post event
- Opportunity to submit a half-page ad for the program book
- Verbal recognition from the podium

BACHELORS SPONSOR

\$5,000

- Two (2) tickets to event
- Logo recognition in on-site program and signage

SALUTATORIAN SPONSOR

\$10,000 | 3 Available

- Preferred Seating - Ten (10) 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

ACADEMIC SPONSOR

\$2,500

- 25 Student Memberships to NAIOP SoCal
- One (1) ticket to event
- Company recognition in on-site program and signage

MASTERS SPONSOR

\$7,500 | 4 Available

- 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

2025

NAIOP SoCal

C Real Estate Challenge



CHAPMAN UNIVERSITY

Argyros College of Business and Economics

-VS-

UCI Paul Merage School of Business

Center for Real Estate

SPONSOR LEVEL

- VALEDICTORIAN SPONSOR**
\$15,000 | 2 AVAILABLE
- SALUTEATORIAN SPONSOR**
\$10,000 | 3 AVAILABLE
- MASTERS SPONSOR**
\$7,500 | 4 AVAILABLE
- BACHELORS SPONSOR**
\$5,000 | UNLIMITED AVAILABILITY
- ACADEMIC SPONSOR**
\$2,500 | UNLIMITED AVAILABILITY

BECOME A SPONSOR TODAY!

Contact: Becky Ezell
bezell@naiopsocal.org
714.550.0309

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 _____

2025

NAIOP SoCal

OC Real Estate Challenge

April 17, 2025

UCI Campus

 CHAPMAN
UNIVERSITY

Argyros College of
Business and Economics

-VS-

UCI Paul Merage
School of Business

Center for Real Estate

The 4th Annual NAIOP SoCal Orange County Real Estate Challenge between graduate student teams from the Chapman University Argyros College of Business & Economics (Chapman) and the University of California, Irvine Paul Merage School of Business Center for Real Estate (UCI) will take place on Thursday, April 17. On that night, teams will compete for the coveted Orange Cup.

Each university's five-member student team will compete head-to-head in a real estate challenge to determine the highest and best use for a more than 37-acre site that includes the reimagination of the Santa Ana Civic Center and Santa Ana Stadium in the heart of Santa Ana. The winning team must accrue the most points during written and oral presentations to an esteemed panel of local commercial real estate industry leaders as well as a live audience. The City of Santa Ana is serving as the Project Site Sponsor for the competition.

"This year's site offers a thought-provoking challenge for the students due to its breadth and complexity. Once again, the NAIOP SoCal challenge will be an excellent showcase for the student teams as they work through the site to develop each of their presentations," said David Salisbury, NAIOP SoCal OC Real Estate Challenge Co-Chair.

"We're excited to sponsor this student design competition to reimagine our civic center! This is a great opportunity to support the next generation of designers and bring fresh, innovative ideas to update a vital community space that will serve our residents and residents of the county for years to come," said Alvaro Nuñez, City Manager, City of Santa Ana.

"The reimagination of the Santa Ana's Civic Center is a once-in-a-generation challenge to reshape the County's seat," said NAIOP SoCal CEO Tim Jemal. "NAIOP SoCal continues to support the future of the industry. We are honored to create a platform to elevate the next generation and work closely with our two premier local universities.