



PARTNERSHIP

Opportunities and Benefits



Demonstrate your corporate values

Showcase your organization as an employer of choice for women



Chantal Petitclerc

Paralympic Champion, World Record Holder

Determination, Perseverance, Discipline:
Enhancing your Natural Advantage

8 - 9:30 am

SPONSORED BY

LIGHTBOX
CREW Network
Technology & Data Program Partner



Accelerate the success of women in commercial real estate



Partners			
GOLD PARTNERS			
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About CREW Network

CREW Network is accelerating success for all women in the global commercial real estate industry. Our nearly 15,000 members in more than 90 markets across the globe represent every discipline and sector of the industry.

Our Global Initiatives



Leadership Development

CREW Network provides professional development and leadership training targeted specifically to meet member needs through programs, events and leadership-specific virtual programming.

Business Networking

Our multidisciplinary members experience unparalleled business networking and deal-making opportunities locally through chapter events and globally through CREW Network.

Industry Research

CREW Network is the world's leading researcher on gender and diversity in commercial real estate. We produce research papers annually and a benchmark study every five years.

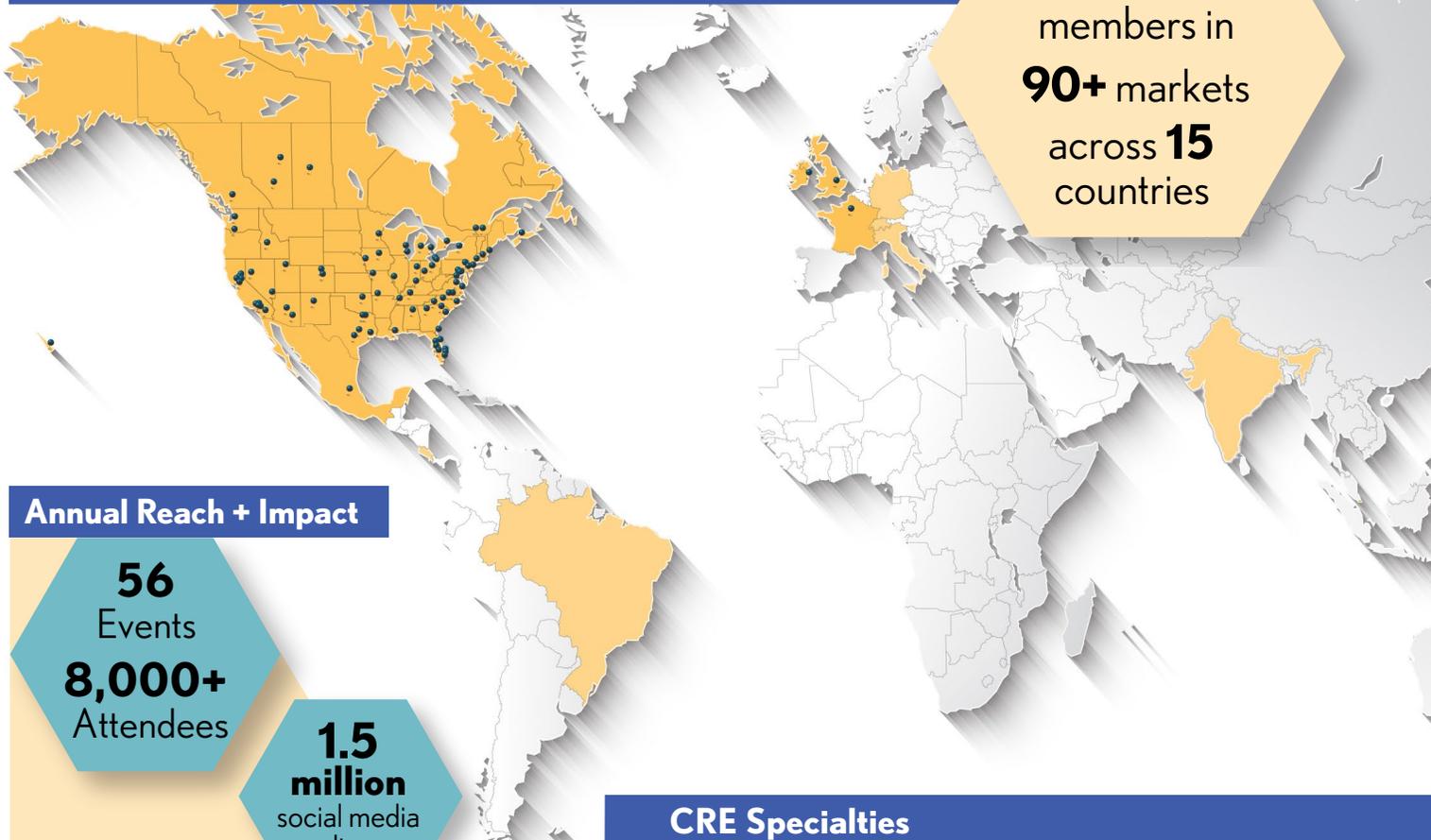
Career Outreach

CREW Network is committed to bringing more women into commercial real estate by creating programs that educate girls and women about career opportunities, supporting college-level education through scholarships, and providing mentorships to those new to the industry.

About our Membership

Membership Growth

Our nearly **15,000** members in **90+** markets across **15** countries



Annual Reach + Impact

56 Events
8,000+ Attendees

1.5 million social media audience

234,000+ visitors to crewnetwork.org = **1.2 million** page views

Years of Experience

22% More than 25 years

12% 21-25 years

15% 16-20 years

19% 11-15 years

17% 6-10 years

12% 2-5 years

3% < 2 years

CRE Specialties

Members represent every discipline of the CRE industry:



Why Partner with CREW Network?

Unparalleled ROI

8 out of the top 10 companies in the Lipsey 2024 Top 25 Commercial Real Estate Brand Survey are CREW Network partners. Invest in CREW, stand out in the industry, and advance your intentional dedication to gender parity in the workplace.

Benefits of Our Year-Long Partnerships

- Engage with CRE's premier resource and referral network
- Leverage exclusive industry intelligence
- Recruit qualified, diverse talent
- Generate leads, cultivate relationships and drive sales
- Drive brand awareness and alignment with our mission

Contributor Partner | \$5,000 USD

- Company name with link listed on CREW Network website
- 50% discount on job posts in the CREW Network Career Center
- Invitations to participate in complimentary CREW Network webinars
- Name recognition in selected marketing materials
- Access to the CREW Network HR Forum
- Recognition in the annual report

CONVENTION

- Invitations to Partner Appreciation Reception (for employees attending convention)
- Recognition at exclusive event or table at convention
- Company listed in pre- and post-convention marketing materials

Bronze Partner | \$10,000 USD

Receives all Contributor benefits, plus:

CONVENTION

- 1 (total) full convention registration
- Complimentary Marketplace exhibit space
- Marketplace opportunity:
 - ✓ Raffle item flyer promotion
 - ✓ Raffle winner promotion in app and on-site bulletin
- Reserved seating for complimentary registration user(s) at General Session lunch (Thursday or Friday)
- Opportunity to include a logoed item in attendee bag (partner provides, orders, and ships item)
- Preferred session selection (over Contributor partners)

Silver Partner | \$15,000 USD

Receives all Bronze and Contributor benefits, plus:

- **Logo** inclusion on all applicable materials

CONVENTION

- 2 (total) full convention registrations
- Preferred session selection (over Bronze and Contributor partners)

Gold Partner | \$20,000 USD

Receives all Silver, Bronze and Contributor benefits, plus:

- Thought leadership piece featured on CREW Network's website
- Slide recognition at Winter, Spring, and Fall Leadership Summits
- Thought leadership shared via LinkedIn and email to 15,000+ CREW members

CONVENTION

- 3 (total) full convention registrations
 - Preferred session selection (over Silver, Bronze and Contributor partners)
-

Platinum Partner | \$25,000 USD

Receives all Gold, Silver, Bronze and Contributor benefits, plus:

- 2 Fall Leadership Summit registrations

CONVENTION

- 4 (total) full convention registrations
 - Preferred session selection (over Gold, Silver, Bronze and Contributor partners)
-

Premier Lead Partner | \$35,000 USD

Receives all Platinum, Gold, Silver, Bronze and Contributor benefits, plus:

- Display ad in the CREW Network app for the duration of the partnership
- Logo featured in CREW Network's *New York Times* advertisement
- Recognition from the podium at events

CONVENTION

- Pre-convention email sent to all registrants
 - 5 (total) full convention registrations
 - Top-level session selection (priority over all other tiers)
-

Program Partner | \$75,000 USD

Receives all previous benefits, plus:

- "What CREW Can Do for You" virtual session for employees
- CREWCast podcast interview with company executive
- Exclusive partnership benefits including program registration for employees
- See page 8 for exclusive program partnership benefits

CONVENTION

- Double booth space (10x20 ft) at the Marketplace & Opening Reception
- Full table reservation at our global convention (for at least 1 luncheon)

Benefit Details

ALL PARTNERS

CREW Network Website

- **Logo + hyperlink** listed for Program, Premier Lead, Platinum and Gold partners
- **Logo** listed for Silver partners
- **Name** listed for Bronze and Contributor partners

“CREW Network Partner” Social Media and Email Graphics

Show your clients, prospects, employees and recruits that your company supports CREW Network and our mission with a “CREW Network Partner” social graphic and email footer.

CREW Network Career Center

Post and advertise your company’s open positions at crecareers.org, where employers find diverse talent in commercial real estate, and job seekers find employers and companies that value an equitable and inclusive workforce. In addition, your job postings are featured in:

- ✓ Daily and weekly emails sent to our nearly 15,000+ members
- ✓ An RSS feed on CREW Network’s website home page and 50+ chapter websites
- ✓ CREWbiz Open Forum, our member community that engages daily for business deals, resource sharing and job seeking

- **Program, Premier Lead, Platinum and Gold:** 10 postings per month are complimentary.
- **Silver, Bronze and Contributor:** Receive our member rate of \$275 USD per 60-day posting.

HR Forum

- Your company’s HR and talent leaders are invited to join industry peers for a session with leading experts addressing real challenges faced in our workplaces.



PROGRAM, PREMIER LEAD, PLATINUM and GOLD

■ **Top-level recognition at the Winter, Spring and Fall Leadership Summits**

Each Leadership Summit brings together 450 senior CRE leaders from across the globe to attend expert leadership development training, professional development and networking.

■ **Partner Thought Leadership**

- ✓ CREW Network will showcase a thought leadership piece produced by your company on our website
 - ✓ The thought leadership will also be shared on our LinkedIn account and distributed to our nearly 15,000 members and included in Connections—CREW Network's bi-weekly member newsletter.
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PROGRAM and PREMIER LEAD Partners

■ **Display ad in CREW Network's app garnering 100,000+ views annually**

■ **CREW Network NYT Advertisement: Full-Page, 4-Color Spread**

Logo recognition in the CREW Network advertisement in the New York Times. This is a highly impactful statement to clients, employees and recruits of your company's commitment to equity and inclusion in the workplace and alignment with CREW Network's mission.

■ **A pre-convention email from your company sent to all Convention registrants**

Providing a unique opportunity for your company to communicate key messages and/or draw attendees to your Marketplace exhibit. **content approval required*

PROGRAM Partners

■ **Virtual Training Session: What CREW Can Do for You**

CREWcast features top thought leaders in commercial real estate. The company executive of your choice will be interviewed by CREW Network's CEO for an upcoming episode.

■ **CREWcast Podcast**

CREWcast features top thought leaders in commercial real estate, shares important industry insight, and inspires change.

- ✓ Includes promotion on CREW Network's social media channels and email promotion to CREW Network's nearly 15,000 global members

Exclusive Program Partner Opportunities

Program Partners are cornerstone supporters of CREW Network programs and initiatives that impact the commercial real estate industry. These exclusive partnerships are critical in advancing CREW Network's mission and the sustainable growth of the organization.

Leadership Development Program Partner

- Partner logo and link to website prominently displayed on CREW Network's public website with the "Leadership Development Program Partner" title, positioned at the top of the Partners page
- Continuous brand recognition and alignment with CREW Network's best-in-class leadership development programs
 - ✓ Opportunities to include program welcome, branded items, logo recognition, etc.
- Exclusive sponsorship of the CREW Network President and President-Elect Training for 150+ chapter leaders

Global Agenda Program Partner

- Partner logo and link to website prominently displayed on CREW Network's public website with the "Global Agenda Program Partner" title, positioned at the top of the Partners page
- Continuous brand recognition and alignment with CREW Network's global agenda and expansion efforts
- Sponsorship of CREW Network global and EMEA expansion events (i.e. MIPIM, Global Study Missions)

Technology Program Partner

- Partner logo and link to website prominently displayed on CREW Network's public website with the "Technology Program Partner" title, positioned at the top of the Partners page
- Exclusive placement as Technology Program Partner (logo and link) on the CREW Network app splash page
- Exclusive placement as Technology Program Partner (with logo and link) on home page of CREWbiz, CREW Network's members-only forum, member directory and resource center

Industry Research Program Partner

- Partner logo and link to website prominently displayed on CREW Network's public website with the "Industry Research Program Partner" title, positioned at the top of the Partners page
- Continuous brand recognition and alignment with CREW Network's industry-leading, gender-focused CRE workplace research
 - ✓ Opportunities to include mention in all research paper marketing and a company representative to provide remarks at launch webinar
- Exclusive sponsorship (logo, recognition) of CREW Network's annual research publication

DEI Program Partner

- Partner logo and link to website prominently displayed on CREW Network's public website with the "DEI Program Partner" title, positioned at the top of the Partners page
- Continuous brand recognition and alignment with CREW Network's DEI programs and partnership development initiatives to support and advance underrepresented groups in CRE (e.g. a diversity executive leadership program)
 - ✓ Opportunities to include providing opening remarks for CREW Network DEI-focused programs
- Exclusive sponsorship (logo, recognition) of CREW Network's DEI Playbook

Opportunities and Benefits by Level

	Program Partner \$75,000	Premier Lead \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000	Contributor \$5,000
CREW Network website	Logo	Logo	Logo	Logo	Logo	Name	Name
Partner Appreciation Reception invites for employees attending convention	✓	✓	✓	✓	✓	✓	✓
Company listed in pre- and post-convention marketing materials	Logo	Logo	Logo	Logo	Logo	Name	Name
Exclusive convention event	Logo	Logo	Logo	Logo	Logo	Name	Name
CREW Network Career Center: post jobs	✓	✓	✓	✓	✓*	✓*	✓*
HR Forum	✓	✓	✓	✓	✓	✓	✓
Recognition in the annual report	✓	✓	✓	✓	✓	✓	✓
Complimentary full registrations for convention	5	5	4	3	2	1	
Complimentary Marketplace exhibit space	Double	✓	✓	✓	✓	✓	
Reserved seating for your complimentary's registration users for one (1) Convention General Session lunch	✓	✓	✓	✓	✓	✓	
Logoed item in convention attendee bag. <i>Partners responsible for selecting, ordering and shipping their item.</i>	✓	✓	✓	✓	✓	✓	
Recognition at Winter, Spring and Fall Leadership Summits	✓	✓	✓	✓			
Recognition from the podium during CREW Network events	✓	✓	✓	✓			
Link to partner's home page	✓	✓	✓	✓			
Thought Leadership piece on our website	✓	✓	✓	✓			
Thought Leadership piece posted on LinkedIn and emailed to members	✓	✓	✓	✓			
Complimentary Fall Leadership Summit registrations	2	2	2				
Logo in the CREW Network ad in the <i>New York Times</i>	✓	✓					
Display ad in CREW Network's app	✓	✓					
Pre-convention email to registrants	✓	✓					
"What CREW Can Do for You" virtual session	✓						
CREWCast Podcast	1						

* Partners at Gold level and above: Receive the opportunity to post and advertise their company's job postings and internships.
Partners at Silver level and below: Receive our member rate of \$275 USD per posting.

NOTE: Benefits don't carry over to subsequent years.

2025 CREW Network Partners

PROGRAM PARTNERS



LEADERSHIP DEVELOPMENT
PROGRAM PARTNER



GLOBAL AGENDA
PROGRAM PARTNER







Email Rachel Clark at

rachelc@crewnetwork.org

to make your CREW Network
partnership investment



Commercial Real Estate Women (CREW) Network

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