



Real  
Estate  
Lenders  
Association

## THE REAL ESTATE LENDERS ASSOCIATION, INC.,

is a national not-for-profit corporation formed in 1991 to provide a forum for real estate lenders and equity investors to advance their knowledge and expertise in their industry. RELA has Eight Chapters in New York City, Chicago, Boston, Washington, D.C., New Jersey, San Francisco, Philadelphia and South Florida

### MISSION

RELA's focus is on **education, networking, and opportunity**. We **bring together** professionals from the **commercial real estate** finance industry that share **knowledge, connections, ideas** and **information**. Our goal is to **support, enhance, and encourage** the **professional growth of our members** through the opportunity to meet and learn from other talented and committed professionals.

# MEMBERSHIP

Our members represent a variety of institutions involved in commercial real estate debt and equity including domestic commercial and savings banks, foreign banks, investment banks, merchant banks, credit companies, insurance companies, pension funds, opportunity funds and REITS.

*Over 600 members nationally*

## BENEFITS OF MEMBERSHIP

- **Networking** — Unparalleled virtual and in-person networking as we transition to in-person events once again.
- **Education** — Membership in the premier National Real Estate Capital organization provides opportunities to advance your knowledge and expertise in your industry providing access to top leaders of the real estate industry discussing the timeliest topics in an interactive format.
- **Value** — Annual membership provides free or discounted admission to virtual and in person events nationally. Educational and networking events are hosted monthly.
- **More Value** — Virtual cocktail receptions, big name speaker presentations, golf outings and others.
- **Career Growth** — Opportunities to participate on RELA committees and drive the direction of the organization as an Officer and/or Director.
- **Ongoing Access** — Exclusive entry to RELA “members only” benefits. This includes access to the Online Membership Directory, exclusive pictures, videos of speakers and other educational and networking materials.

# SPONSORSHIP

Your contributions give you exclusive access to our membership and are vital to the growing national RELA organization and supporting our local chapters.

We are currently seeking sponsors including law, appraisal, environmental and accounting firms, insurance consultants, title companies, real estate owners and developers, among other professional organizations.

## NATIONAL TOP-TIER SPONSORSHIPS

\$30,000

- Industry Exclusivity Limit of one (1) sponsoring firm from each industry segment.
- Logo Prominence on RELA.org and e-blasts.
- “Lenders Only” Event Access Two (2) admissions to RELA events in all regions (excluding Golf Outing and New Year’s Networking Event) with additional admissions at member rate.
- Access to Lenders Contact Mailing List
- Speaking Opportunities Right of First Refusal to moderate education panels in all regions.

## REGIONAL CHAPTER SPONSORSHIPS

NYC

\$20,000


BOSTON, CHICAGO, DC,  
NJ, SOUTH FLORIDA, SAN  
FRANCISCO, PHILADELPHIA

\$10,000








- Logo Prominence on RELA.org and e-blasts.
- “Lenders Only” Event Access One (1) admission to all virtual events across the country with additional admissions at regional chapter virtual events. (1) admission to big name speaker key industry virtual event.
- Regional virtual speaking opportunities right of first refusal to moderate educational panels in region

# UPCOMING EVENTS


## SEPTEMBER

SUN	MON	TUE	WED	THR	FRI	SAT
			1	2	3	4
5	6	7	8	9 	10	11
12	13	14 	15	16	17	18
19	20	21 	22 	23	24	25
26	27	28 	29 	30 		





## OCTOBER

SUN	MON	TUE	WED	THR	FRI	SAT
					1	2
3	4	5	6 	7	8	9
10	11	12	13 	14 	15	16
17	18	19	20 	21 	22	23
24	25	26 	27 	28	29	30
31						


## NOVEMBER

SUN	MON	TUE	WED	THR	FRI	SAT
	1	2	3	4	5	6
7	8	9 	10	11 	12	13
14	15	16	17 	18 	19	20
21	22	23	24	25	26	27
28	29	30				


## DECEMBER

SUN	MON	TUE	WED	THR	FRI	SAT
			1 	2	3	4
5	6	7 	8 	9	10	11
12	13	14	15 	16 	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## JANUARY




SUN	MON	TUE	WED	THR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10 	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## FEBRUARY







SUN	MON	TUE	WED	THR	FRI	SAT
		1 	2 	3	4	5
6	7	8	9 	10 	11	12
13	14	15 	16 	17 	18	19
20	21	22 	23	24	25	26
27	28					

# UPCOMING EVENTS






## MARCH

SUN	MON	TUE	WED	THR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17  	18	19
20	21	22	23	24	25	26
27	28 	29	30	31		




## APRIL

SUN	MON	TUE	WED	THR	FRI	SAT
					1	2
3	4	5 	6 	7 	8	9
10	11	12	13 	14 	15	16
17	18	19 	20	21	22	23
24	25	26	27	28	29	30

## MAY

SUN	MON	TUE	WED	THR	FRI	SAT
1	2	3	4	5	6	7
8	9	10 	11	12 	13	14
15	16	17	18 	19 	20	21
22	23	24 	25 	26	27	28
29	30	31				

## JUNE

SUN	MON	TUE	WED	THR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15 	16 	17	18
19	20	21 	22 	23 	24	25
26	27	28	29 	30		

- **Boston**
- **Chicago**
- **DC**
- **NJ**
- **South Florida**
- **San Francisco**
- **Philadelphia**



# RELA NYC SPONSORSHIP OPPORTUNITIES 2021 – 2022

## RELA NYC Regional Sponsorship

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- \$20,000 – Logo prominence on RELA.org, event signage and e-blasts
- Lenders Only Event access (excluding Golf Outing and New Year’s Networking Event) with admissions at member rate. Access to lenders contact mailing List, speaking opportunities with first refusal to moderate panel presentations. Exclusive sponsorship open to one sponsor per industry segment. Law firm and consulting firm sponsorships sold out.

## RELA NYC Welcome Back Reception – Tentative Date 9.23.21

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- \$5,000 – Gold Sponsorship Logo placement on RELA.org, event signage and e-blasts
  - Complimentary attendance by four (4) sponsor representatives
- \$2,500 – Silver Sponsorship
  - Complimentary attendance by two (2) sponsor representatives
- Additional guests welcomed at non-member rate. All sponsors receive logo placement on event-related email blasts and event signage that will reach over 1,500 NYC lenders.

## RELA NYC Syndications Event – Tentative Date 11.4.21

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- \$8,500 – Platinum Sponsorship
  - Complimentary attendance by six (6) sponsor representatives
  - Option to include branded promotional items given to attendees at the event
- \$5,000 – Gold Sponsorship
  - Complimentary attendance by four (4) sponsor representatives
- \$2,500 – Silver Sponsorship
  - Complimentary attendance by two (2) sponsor representatives
- All Sponsors receive logo placement on event-related email blasts that will reach over 2,500 national industry professionals, as well as sponsor appreciation screens and event signage.

## RELA NYC New Year’s Networking Event – Date 1.20.22

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- \$15,000 – Platinum Event Sponsorship
  - Complimentary attendance by two (2) sponsor representatives
  - Four (4) additional guests welcomed at member rate, additional guests charged non-member rate
  - 3-minute welcome toast, addressed to over 500 industry professionals
  - Logo placed on giveaway distributed to every guest
  - Logo printed on photography wall (step and repeat) where each guest will stop to take photos
  - Exclusive access to attendee list
- \$7,500 – Diamond
  - Three (3) sponsor representatives welcomed at member rate
  - Logo displayed at one tasting station
- \$5,000 – Gold
  - Two (2) sponsor representatives welcomed at member rate
  - Logo displayed at one food station
- \$3,000 – Silver
  - One (1) sponsor representative welcomed at member rate
- All Sponsors receive logo placement on event-related email blasts that will reach over 2,500 national industry professionals, as well as sponsor appreciation screens and signage.



# RELA NYC SPONSORSHIP OPPORTUNITIES 2021 – 2022

## RELA NYC Thomas E. Sasso Golf Outing – Tentative Date 5.9.22

- **\$10,000 – Event Sponsor**
  - Speaking opportunity during awards announcements, prominent logo placement on marketing materials and 24"x36" signage at the event
- **\$3,000 – Hole in One Sponsor**
  - Includes 30"x40" signage at hole in one contest
- **\$3,000 – Caddy Bib Sponsor**
  - Includes logo placement on caddy bibs
- **\$3,000 – On Course Item Sponsor**
  - Includes 24"x36" signage at on course item. Item will be offered to guests on the course.
- **\$3,000 – Golf Balls**
  - Includes logo placement on golf balls given to attendees
- **\$3,000 – Dinner Sponsorship**
  - Includes 24"x36" signage at dinner
- **\$3,000 – Lunch Sponsorship**
  - Includes 24"x36" signage at lunch
- **\$3,000 – Cocktail Hour Sponsorship**
  - Includes 24"x36" signage at cocktail hour
- **\$2,000 – Breakfast Sponsorship**
  - Includes 24"x36" signage at breakfast
- **\$2,000 – "Beat the Pro" Sponsorship**
  - Includes 24"x18" signage at "Beat the Pro" contest
- **\$2,000 – Registration Desk Sponsorship**
  - Includes 24"x36" signage at registration desk
- **\$2,000 – Beverage Stations Sponsorship**
  - Includes signage at beverage stations
- **\$2,000 – Premium Cigar Sponsorship**
  - Includes 8.5"x11" signage and cigars at registration check in
- **\$1,500 – Towel Sponsorship**
  - Includes 8.5"x11" signage and logo placement and towels
- **\$950 – Putting Green Sponsorship**
  - Includes 24"x18" signage at the putting green
- **\$750 – Gift Item Sponsorship**
  - Includes donated branded gift of sponsors choice given to attendees at check in
- **\$750 – Closest to the Pin Sponsor**
  - Includes 24"x18" signage at closest to the pin contest
- **\$550 – Driving Range Sponsorship**
  - Includes 24"x18" signage at driving range
- **\$550 – Hole Sponsorship (1-18)**
  - Includes 24"x18" signage at hole
- All sponsorships include logo placement on flyers at check in, sponsor appreciation screens and event-related email blasts.

## RELA NYC Year End Event – Tentative Event Date 6.19.22

- **5,000 – Gold Sponsorship**
  - Complimentary attendance by four (4) sponsor representatives
- **\$2,500 – Silver Sponsorship**
  - Complimentary attendance by two (2) sponsor representatives
- Additional guests welcomed at non-member rate. All sponsors receive logo placement on event-related email blasts and event signage that will reach over 1,500 NYC lenders.

**\*BUNDLED EVENT SPONSORSHIPS AVAILABLE**