

# B | O | M | A

Greater Cleveland

## 2020 Marketing and Sponsorship Program

**Set Your Sights on BOMA**



Dear BOMA Member;

With more than 15 years sales experience prior to my role here at BOMA, I would like to believe that I have a decent grasp of how to help our Associate Members get the most out of their BOMA Membership. I know how crucial it is to get your company name in front of current and potential customers. With that in mind, we have designed our Partner Program to help you make the most of the opportunities BOMA has to offer. The Program offers a “one-stop-shop” for meeting attendance, sponsorships and marketing.

Take a look through the different levels of the Partner Program and see which one might work best for you. If the Partner Program does not work for you right now, the remainder of this Marketing & Sponsorship guide will provide detailed information regarding the sponsorship opportunities for the upcoming year. You can pick and choose what works best for you and your company. These opportunities are available throughout next year, but in order to reserve the ones you want, let us know now. We can postpone invoicing until 2020 if that fits your budget better.

BOMA Greater Cleveland is taking the year 2020 as an opportunity to focus on our vision. You'll notice this theme throughout our events and meetings and we hope you will set your sights on BOMA to carry your business to the next level.

Sincerely,



Janice L. Parham  
Executive Vice President,  
BOMA Greater Cleveland

BOMA Greater Cleveland  
**Beer Goggle Tour**

February 29, 2020  
Various Locations

<b>Sponsorship (Number Available)</b>	<b>Benefits</b>	<b>Cost</b>
<b>Guided Tasting Sponsor (3)</b>	<ul style="list-style-type: none"><li>• Company recognition on specialized signage at each table</li><li>• Company recognition on drink tickets</li><li>• Company recognition on event invitation and registration page</li></ul>	\$275
<b>Meal Sponsor (2)</b>	<ul style="list-style-type: none"><li>• Company recognition on specialized signage on buffet table</li><li>• Company recognition on event invitation and registration page</li></ul>	\$225
<b>Snack Sponsor (1)</b>	<ul style="list-style-type: none"><li>• Company recognition on specialized signage at each table</li></ul>	\$200

Get ready to get your beer goggles on! Join us as we explore three of Cleveland's delicious breweries and sample some of their original beers. Snack and dinner included.

BOMA Greater Cleveland  
**MEGA Education Day**

March 26, 2020  
DoubleTree Downtown

Sponsorship (Number Available)	Benefits	Cost
<b>Bites and Brews Sponsor (2)</b>	<ul style="list-style-type: none"><li>• Company recognition on bar signage</li><li>• Color logo on custom drink tickets</li><li>• Company recognition in event program</li></ul>	\$425
<b>Room Sponsor (3)</b>	<ul style="list-style-type: none"><li>• Company recognition at room entrance</li><li>• Company recognition in event program</li></ul>	\$350

Continuing Education for Ohio Real Estate Professionals will attract Property Owners and Managers to attend this full day educational seminar. Attendees will move between three rooms throughout the day and enjoy lunch during the Keynote Address.

After the learning is completed, attendees will enjoy refreshments at a happy hour.

BOMA Greater Cleveland

**Vertical**

April 23, 2020

Holiday Inn Rockside

<b>Sponsorship (Number Available)</b>	<b>Benefits</b>	<b>Cost</b>
<b>Attendee Bag Sponsor (2)</b>	<ul style="list-style-type: none"><li>• 1-Color logo on high-quality reusable bag given to each attendee</li></ul>	\$500
<b>Logo'd Sunglasses (1)</b>	<ul style="list-style-type: none"><li>• Company name on arm of sunglasses given to each attendee</li><li>• Company recognition in event program</li><li>• Company recognition on signage at sponsor table</li></ul>	\$500
<b>Lanyard Sponsor (2)</b>	<ul style="list-style-type: none"><li>• 1-Color logo on lanyards</li><li>• Company recognition in event program</li></ul>	\$325

BOMA is Bringing the Future into Focus with this year's Vertical luncheon and trade show. Register your company to attend the Keynote Luncheon, then showcase your products and services to the Greater Cleveland real estate community during the interactive Trade Show. Non-exhibiting Associate members may not attend the trade show.

## Vertical continued

Sponsorship (Number Available)	Benefits	Cost
<b>Gift Sponsor (1)</b>	<ul style="list-style-type: none"> <li>• Ticket Drop Box at your table</li> <li>• Representative draws winning ticket</li> <li>• Distinguishing tabletop décor</li> <li>• Company recognition in event program</li> </ul>	\$500
<b>Gift Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Ticket Drop Box at your table</li> <li>• Representative draws winning ticket</li> <li>• Distinguishing tabletop décor</li> <li>• Company recognition in event program</li> </ul>	\$300
<b>Gift Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Ticket Drop Box at your table</li> <li>• Representative draws winning ticket</li> <li>• Distinguishing tabletop décor</li> <li>• Company recognition in event program</li> </ul>	\$200
<b>Gift Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Ticket Drop Box at your table</li> <li>• Representative draws winning ticket</li> <li>• Distinguishing tabletop décor</li> <li>• Company recognition in event program</li> </ul>	\$100

BOMA Greater Cleveland  
**Golf Outing**  
 July 13, 2020  
 Quail Hollow Country Club

Sponsorship (Number Available)	Benefits	Cost
<b>Umbrella Sponsor (1)</b>	<ul style="list-style-type: none"> <li>• 1-Color logo on umbrella given to players</li> <li>• Top billing on event banner</li> <li>• 1/8 page ad in BOMA Watch Newsletter</li> <li>• Company recognition on swag bags placed on each cart</li> </ul>	\$5,500
<b>6-Can Golf Bag Cooler Sponsor (1)</b>	<ul style="list-style-type: none"> <li>• Full color embroidered company logo on reusable cooler</li> <li>• Company recognition on event banner</li> <li>• Company recognition on swag bags placed on each cart</li> </ul>	\$3,000
<b>Putting Contest Sponsor (1)</b>	<ul style="list-style-type: none"> <li>• Participants receive shot glass with 1-color logo</li> <li>• Company recognition on event banner</li> <li>• 1/8 page ad in BOMA Watch Newsletter</li> <li>• Company recognition on website registration page</li> </ul>	\$1,000
<b>Hole-In-One Contest Sponsor (2)</b>	<ul style="list-style-type: none"> <li>• Four signs with company recognition placed near Par 3 tee boxes on one course</li> <li>• Company recognition on event banner</li> <li>• Company recognition in event program</li> </ul>	\$750

Nearly 200 BOMA members and their guest come out for our annual golf outing. Show off your company as well as your skills on the links, then mingle and enjoy dinner as prizes are awarded.

BOMA Greater Cleveland

**Golf Outing,  
continued**

Sponsorship (Number Available)	Benefits	Cost
<b>Skill Prize Sponsor (1)</b>	<ul style="list-style-type: none"> <li>• Company recognition on each of the 18 individual skill prizes</li> <li>• Company recognition in event program</li> <li>• Company recognition on event banner</li> <li>• 1/8 page ad in BOMA Watch Newsletter</li> <li>• Verbal recognition during announcements and prize drawing</li> </ul>	\$600
<b>Refreshment Cart Sponsor (2)</b>	<ul style="list-style-type: none"> <li>• One representative accompanying Refreshment Cart</li> <li>• Company recognition on event banner and Refreshment Cart</li> <li>• Sponsors mark golfers' cards for each visit (prize drawing for completed card)</li> </ul>	\$500
<b>Breakfast and Snack Sponsor (6)</b>	<ul style="list-style-type: none"> <li>• Company recognition on breakfast buffet</li> <li>• Company recognition at snack stations</li> <li>• Podium recognition</li> <li>• Company recognition in event program</li> </ul>	\$500
<b>Refreshment Station Sponsor (6)</b>	<ul style="list-style-type: none"> <li>• One representative at refreshment station</li> <li>• Company recognition at station</li> <li>• Sponsors mark golfers' cards for each visit (prize drawing for completed cards)</li> <li>• Additional representative at refreshment station (Limit 1 per company)</li> </ul>	\$300
<b>Gatorade &amp; Water Sponsor (2)</b>	<ul style="list-style-type: none"> <li>• Company recognition on swag bags placed on each cart</li> <li>• Company recognition in event program</li> </ul>	\$275



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**Golf Outing,**  
continued

Sponsorship (Number Available)	Benefits	Cost
<b>2 Hole Signs Sponsor</b>	<ul style="list-style-type: none"> <li>• Company recognition on 1 sign at tee box on <i>each course</i></li> <li>• Company recognition in event program</li> <li>• One customized pin flag on <i>each course</i>, pin flags sent to sponsor after Outing</li> </ul>	\$275
<b>1 Hole Sign Sponsor</b>	<ul style="list-style-type: none"> <li>• Company recognition on 1 sign at tee box on <i>one course</i></li> <li>• Company recognition in event program</li> <li>• One customized pin flag on <i>one course</i>, pin flags sent to sponsor after Outing</li> </ul>	\$175
<b>Ace Level Door Prize Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Company recognition on prize table</li> <li>• Company recognition on event banner</li> <li>• 1/8 page ad in BOMA Watch Newsletter</li> <li>• Company recognition during announcements and prize drawing</li> </ul>	\$500
<b>Eagle Level Door Prize Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Company recognition on prize table</li> <li>• Company recognition on event banner</li> <li>• Company recognition in event program</li> <li>• Company recognition during announcements and prize drawing</li> </ul>	\$250
<b>Birdie Level Door Prize Sponsor (5)</b>	<ul style="list-style-type: none"> <li>• Company recognition on prize table</li> <li>• Company recognition on event banner</li> <li>• Company recognition during announcements and prize drawing</li> </ul>	\$100

BOMA Greater Cleveland

# Clambake

September 11, 2020

Klima Gardens

Sponsorship (Number Available)	Benefits	Cost
<b>Cornhole Tournament Sponsor (1)</b>	<ul style="list-style-type: none"><li>• Company recognition on tournament bracket</li><li>• Two representatives to manage tournament (Includes dinner)</li><li>• Company recognition on event signage</li><li>• Podium recognition</li></ul>	\$500
<b>Yard Game Sponsor (1)</b>	<ul style="list-style-type: none"><li>• Two representatives to manage game play (includes dinner)</li><li>• Company recognition on event signage</li></ul>	\$400
<b>Bar Sponsor (2)</b>	<ul style="list-style-type: none"><li>• Two attendee tickets</li><li>• Company recognition on bar signage</li><li>• Company recognition on event signage</li><li>• Podium recognition</li></ul>	\$375
<b>Meal Sponsor (2)</b>	<ul style="list-style-type: none"><li>• Company recognition on buffet table</li><li>• Company recognition on event signage</li><li>• Podium recognition</li></ul>	\$250
<b>Door Prize Sponsor</b>	<ul style="list-style-type: none"><li>• Select the amount of sponsorship and BOMA Staff will shop for you</li><li>• Company recognition on the prize table</li><li>• Podium recognition</li></ul>	Minimum \$25

The annual BOMA Clambake is a staple of the season! It offers delicious food, fun games, and great prizes. Join fellow members to relax and enjoy the turning of the season. There's a reason it is in its 74<sup>th</sup> year!

BOMA Greater Cleveland

## Whirly Ball

October 15, 2020

Whirly Ball

Sponsorship (Number Available)	Benefits	Cost
<b>Court Sponsor</b> (2)	<ul style="list-style-type: none"><li>• Company recognition on tournament bracket</li><li>• Company recognition on court</li><li>• Sponsorship recognition on up to two company attendee name badges</li></ul>	\$350
<b>Refreshment Sponsor</b> (2)	<ul style="list-style-type: none"><li>• Company recognition on event signage</li><li>• Color logo on custom drink tickets</li></ul>	\$250
<b>Meal Sponsor</b> (2)	<ul style="list-style-type: none"><li>• Company recognition on event signage</li><li>• Company recognition on buffet table</li></ul>	\$225

Time to have some fun with BOMA! Hop in a bumper car and join us for a fun-filled night at whirly ball. Compete with fellow BOMA members in our bracket-style tournament while enjoying food and beverages.