

B | O | M | A

Greater Cleveland

2021 Marketing and Sponsorship Program





2020 BOMA Greater Cleveland Partners

Signature

Constellation
RWK Services, Inc.

Cornerstone

Neptune Plumbing & Heating Co.

Leadership

BASF
BOAK & Sons Roofing
Cleveland Thermal LLC
H&M Landscaping
Jani-King of Cleveland
Janitorial Services, Inc.
Ohio Paving & Construction Co. Inc
Western Specialty Contractors

A note from the Chairman



Over the past several years the Partner Program has grown to become a major contributor to the success of BOMA Greater Cleveland. The generosity of our Sponsors and Annual Partners support our events and programs which are the underpinning of our greatest strength – the sense of community and collaboration between members. The successful partnerships build value in nearly 30 million square feet of commercial assets in Northeast Ohio.

COVID-19 has certainly impacted business operation in the Greater Cleveland market and throughout the world. Now, more than ever, it is important to get your company name out to current and prospective customers. During the pandemic, BOMA worked with our 2020 Annual Partners to help maximize their investment. We have revised the Partner Program to incorporate more flexibility to help you plan your marketing budget and choose the options you find most beneficial to your business.

Sponsorship in BOMA is an opportunity to build you brand and to connect with colleagues and customers in the Cleveland commercial real estate marketplace. I invite you to show your support of BOMA and commercial real estate. Make an investment in the 2021 Partner Program!

A handwritten signature in black ink that reads "Timothy J. Mandilakis". The signature is fluid and cursive, with the first name being the most prominent.

Timothy J. Mandilakis, FMA
Chairman
BOMA Greater Cleveland

2021 PARTNER PROGRAM

Partner Levels:	Partnership Value	You Pay
Signature Partner	\$29,380	\$15,000
Cornerstone Partner	\$19,830	\$10,000
Community Partner	\$13,980	\$7,500
Leadership Partner	\$9,855	\$5,000

Included in **Every** Level:

- Advance notice of BOMA sponsorship opportunities
- Preferred consideration to make presentations at BOMA meetings
- Concierge Service
- 2 Partner name tags for each BOMA luncheon or breakfast
- Right to use BOMA Greater Cleveland Partner Logo on Company Collateral
- Frequent recognition through signage and announcements at all meetings
- Recognition in all issues of BOMA Watch Newsletter
- 2 tickets to exclusive Partner Breakfast
- 2 tickets to exclusive Partner Reception
- Web link on BOMA Greater Cleveland Website to move customers to your site

New This Year!

Member to Remember: 4 weeks of features on BOMA Greater Cleveland's Social Media Platforms:

Week One: Introduction of your Company - Features and Benefits

Week Two: Social Media-sized ad created by you

Week Three: Provide More Information About Your Company

Week Four: Video-Call to Action

	\$15,000	\$10,000	\$7,500	\$5,000
* Signature Partner recognition on all collateral for major events	X			
* Linked logo on all electronic meeting notifications	X			
* Electronic copy of membership directory	X			
Prominent ¼ Page ad in each BOMA Watch Newsletter	X			
One 100-word company profile in BOMA bulletin	X			
* Exclusive representation by industry segment	X	X		
* VIP Seating at events	X	X		
* Waiver of Associate Membership Dues	X	X		
* Right of First Refusal to renew sponsorship level	X	X		
* Preferred consideration for next Partner level if an opening occurs		X	X	
* Partner produced ad distributed to BOMA membership	X	X	X	
Featured as Member to Remember for one month on BOMA Social Media	X	X	X	X
Double Space at Vertical	X			
Space at Vertical		X	X	X
1 Foursome at BOMA Golf Outing	X	X	X	X
2 Tickets to the Annual Business Meeting	X	X	X	X
Partner Award & Recognition at Annual Business Meeting	X	X	X	X
BONUS SELECTIONS <i>to be put towards additional sponsorships, marketing, and event attendance of Partner's choice</i>	\$3,000	\$2,500	\$2,000	\$500
Total Value	\$29,380	\$19,830	\$13,980	\$9,855

*Items exclusive to BOMA Partners

BOMA Greater Cleveland
Murder Mystery Party
 January 28, 2021
 Virtual

Sponsorship (Number Available)	Benefits	Cost
Event Sponsor (2)	<ul style="list-style-type: none"> • One sponsor introduces event and provides 2-minute company infomercial, second sponsor announces winner and provides 2-minute infomercial • Company Name on event registration page on website • Company Name on meeting invitation sent to all members • Sponsors highlighted on Social Media event announcement • Company recognition on virtual platform background 	\$500
Academy Award Sponsor (1)	<ul style="list-style-type: none"> • Company recognition in BOMA Bulletin • Company representative announces winners in each category • Company recognition on virtual platform background • Company highlighted on Social Media with event highlights and photos 	\$300

BOMA members welcome the New Year with a classic “who dun it?” mystery. BOMA Members and their guests will work together as characters in this networking Murder Mystery.

BOMA Greater Cleveland
MEGA Education Day

March 18, 2021
DoubleTree Downtown

Sponsorship (Number Available)	Benefits	Cost
Event Sponsor (2)	<ul style="list-style-type: none">• Introduce luncheon keynote speaker and provide 2-minute infomercial• Company name on event registration page on website• Company name on event invitation• Company name in event program• Company highlighted on Social Media	\$500
Room Sponsor (3)	<ul style="list-style-type: none">• Company name at entrance of room• Company name on live-stream channel• Company recognition in event program	\$350

Continuing Education for Ohio Real Estate Professionals will attract Property Owners and Managers to attend this full day educational seminar. Attendees will be able to participate in person or online, travelling through three classrooms throughout the day. All attendees will gather for lunch during the Keynote Address.

BOMA Greater Cleveland
BOMA Gives Back:
Build a Bike

April 22, 2021
Location TBD

Sponsorship (Number Available)	Benefits	Cost
Bike Sponsor (10)	<ul style="list-style-type: none">• Company name on event registration page on website• Company recognition on event invitations• Company representative will lead the team building the bike• Photo on Social Media with completed bike	\$125

The first in our BOMA Gives Back series for the year, sponsors will mingle with property managers while working together to build bicycles. Finished bikes will be donated to children in need.

BOMA Greater Cleveland
Wine Down with BOMA
May 20, 2021
Virtual

Sponsorship (Number Available)	Benefits	Cost
Wine Glass Sponsor (1)	<ul style="list-style-type: none">• Company logo etched on each stainless-steel glass given to participants• Company recognition on merchandise packaging• Company recognition on virtual platform background• Verbal recognition during event	\$500
Event Sponsor (2)	<ul style="list-style-type: none">• Company name on event registration on website• Company highlighted on Social Media• Company recognition on Zoom background• Verbal recognition during event	\$300

Wine Down with BOMA during our virtual wine tasting event. Each attendee will receive 8 sampling bottles of wine to sip on while an expert sommelier leads us through the ins and outs of wine.

BOMA Greater Cleveland
Golf Outing
 July 12, 2021
 Quail Hollow Country Club

Sponsorship (Number Available)	Benefits	Cost
Umbrella Sponsor (1)	<ul style="list-style-type: none"> • 1-Color logo on umbrella given to players • Top billing on event banner • 1/8-page ad in BOMA Watch Newsletter 	\$5,500
Cigar Sponsor (1)	<ul style="list-style-type: none"> • One representative to distribute cigars to golfers • Company recognition in event program • Company recognition on cigar station signage 	\$1,000
Hole-In-One Contest Sponsor (2)	<ul style="list-style-type: none"> • Four signs with company recognition placed near Par 3 tee boxes on one course • Company recognition on event banner • Company recognition in event program 	\$750
Refreshment Station and Cart Sponsor (2)	<ul style="list-style-type: none"> • One representative accompanying Refreshment Cart • One representative at Refreshment Station • Company recognition on event banner • Company recognition on Refreshment Cart • Company recognition at Refreshment Station 	\$500

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
Lunch Sponsor (4)	<ul style="list-style-type: none"> • Company recognition on lunch voucher • Recognition during announcements • Company recognition in event program • Company recognition on event banner 	\$500
Skill Prize Sponsor (2)	<ul style="list-style-type: none"> • Company recognition on skill prize sheets • Company recognition in event program • 1/8-page ad in BOMA Watch Newsletter • Recognition during announcements 	\$350
Refreshment Station Sponsor (6)	<ul style="list-style-type: none"> • One representative at refreshment station • Company recognition at station • Company recognition in event program • Additional representative at refreshment station (Limit 1 per company) 	\$300
Gatorade & Water Sponsor (2)	<ul style="list-style-type: none"> • Company recognition in event program • Company recognition at cart staging area 	\$275

BOMA Greater Cleveland

**Golf Outing,
continued**

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

BOMA Greater Cleveland
BOMA Gives Back
Build a Backpack

August 5, 2021
Location TBD

Sponsorship (Number Available)	Benefits	Cost
Backpack Sponsor	<ul style="list-style-type: none">• Company name on event registration page on website• Company recognition on event signage• Photo of company representative with completed backpacks in BOMA Social Media and BOMA Bulletin• Photo of company representative with completed backpacks in BOMA Watch Newsletter	\$50

In the second BOMA Gives Back event of the year, members will stuff backpacks with school supplies. Full backpacks will be given to children in need just in time for the new school year.

BOMA Greater Cleveland

Vertical

September 9, 2021

Location TBD

Sponsorship (Number Available)	Benefits	Cost
Food Truck Sponsor (3)	<ul style="list-style-type: none">• Company recognition at Food Truck• Company recognition on food voucher• Company recognition in event program	\$1,500
Beverage Truck Sponsor (1)	<ul style="list-style-type: none">• Company recognition at Beverage Truck• Color logo on custom drink tickets• Company recognition in event program	\$1,500
Attendee Bag Sponsor (2)	<ul style="list-style-type: none">• 1 Color logo on reusable bag• Company recognition in event program	\$500

A new take on BOMA's Vendor Show. Meet us outside for a Trunk Trade Show where you can showcase your products and services to the Greater Cleveland real estate community. Commercial Real Estate professionals will enjoy refreshments from Food and Beverage trucks while they walk the show. Non-exhibiting Associate members may not attend the trade show.

**Vertical,
continued**

Sponsorship (Number Available)	Benefits	Cost
Gift Sponsor (1)	<ul style="list-style-type: none"> • Ticket drop box at your space • Representative draws the winning ticket • Distinguishing décor at your location • Company recognition in event program 	\$500
Gift Sponsor (4)	<ul style="list-style-type: none"> • Ticket drop box at your space • Representative draws the winning ticket • Distinguishing décor at your location • Company recognition in event program 	\$300
Gift Sponsor (5)	<ul style="list-style-type: none"> • Ticket drop box at your space • Representative draws the winning ticket • Distinguishing décor at your location • Company recognition in event program 	\$200
Gift Sponsor (5)	<ul style="list-style-type: none"> • Ticket drop box at your space • Representative draws the winning ticket • Distinguishing décor at your location • Company recognition in event program 	\$100

BOMA Greater Cleveland

Clambake

October 1, 2021

Klima Gardens

Sponsorship (Number Available)	Benefits	Cost
Cornhole Tournament Sponsor (1)	<ul style="list-style-type: none">• Company recognition on tournament bracket• Two representatives to manage tournament (includes dinner)• Company recognition on event signage• Podium recognition	\$500
Bar Sponsor (2)	<ul style="list-style-type: none">• Two attendee tickets• Company recognition on bar signage• Company recognition on event signage• Podium recognition	\$375
Meal Sponsor (2)	<ul style="list-style-type: none">• Company recognition on buffet table• Company recognition on event signage• Podium recognition	\$250
Yard Game Sponsor (3)	<ul style="list-style-type: none">• One representative to manage game play (includes dinner)• Company recognition on event signage	\$200
Door Prize Sponsor	<ul style="list-style-type: none">• Select the amount of sponsorship and BOMA Staff will shop for you• Company recognition on prize table• Podium recognition	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 75th year!

BOMA Greater Cleveland
**Charcuterie Boards:
The Perfect Presentation**

November 18, 2021
Virtual

Sponsorship (Number Available)	Benefits	Cost
Event Sponsor (1)	<ul style="list-style-type: none">• Introduce speaker and provide 2-minute company infomercial• Company name on event registration page on website• Company recognition on Social Media• Company logo on kit sent to attendees	\$500
Wine Sponsor (1)	<ul style="list-style-type: none">• Company logo on kit sent to attendees• Company recognition on virtual background	\$250
Kit Sponsor (1)	<ul style="list-style-type: none">• Company logo on kit sent to attendees• Company recognition on virtual background	\$200

Just in time for Holiday Parties, BOMA members and guests will learn how to make picture-perfect and delicious charcuterie boards. This virtual event will bring BOMA members together to connect and network.

BOMA Greater Cleveland
Marketing

Build your brand with BOMA. Our marketing opportunities allow you to use our platform to get the word out about your company and what it has to offer.

Ask the Expert

- Targeted electronic email invitation **\$750**
- BOMA Staff maintains registration
- Conference room space with use of A/V equipment and screen
- Breakfast and parking for attendees and up to 3 company representatives/speakers

Commercial Real Estate Happy Hour

- Company logo on email announcement and invitation **\$425**
- Name badge for up to 4 representatives identifying sponsorship
- Specialized signage on appetizer table

BOMA Bulletin Logo

- Monthly bulletin sent to over 400 real estate professionals **\$200**
- Full color logo linked to your website or PDF document of your choice
- Up to 15-word byline (provided by company) will run under the linked logo

BOMA Bulletin Company Profile

- Monthly bulletin sent to over 400 real estate professionals **\$750**
- Up to 100 words highlighting company expertise and identifying product and service offerings
- Directional link in bulletin to your website or PDF document of your choice

BOMA Greater Cleveland
Marketing

BOMA Website Linked Logo

- Company logo on all website pages **\$1,500**
- Logo linked to your website or PDF document of your choice
- Logo cycles through with other sponsors' logos
- Logo will be placed from date of payment until 12/31/2020

BOMA Website Educational Article

- 450-word educational article on website for 1 month **\$1,000**
- Available to BOMA Members and nonmembers visiting the website
- Highlights company expertise

BOMA Watch Newsletter ¼ Page Advertisement

- Mailed to nearly 400 Real Estate professionals
- Available to BOMA Members and nonmembers visiting the website
- Available to BOMA Members and nonmembers visiting Social Media
- Featured in one issue **\$250**
- Featured in all 4 issues for the year **\$800**

Contact Krista at the BOMA Greater Cleveland
Office to secure your sponsorship today!

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Greater Cleveland

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