



# Letter from the President



Dear Sponsor,

Thank you for your consideration and your generosity as a CURE Sponsor!

Because of your ongoing support, we are able to continue providing high-impact programs, events and socials to build

connections, opportunities and expertise as we position those we serve for leadership roles and success in the real estate industry.

With the help of all our generous sponsors, CURE NY has been home to the brightest and most diverse real estate professionals in the industry, for more than 27 years.

Each year, our programs grow and our sponsorship program evolves to grow with it. We have new events, more sponsors and more promotion. This translates to more opportunities for exposure for your organization.

As a valued sponsor, we would like to give you even more time to plan your event calendar and budget. Therefore, CURE has developed this complete 2018 Sponsorship Program and Calendar.

Through this new program, you can easily commit to a package of events, reserving your space at a discounted rate. Or you can pledge to sponsor a specific event to ensure you don't miss an opportunity.

Due to your passion for diversity, our events and programming will be the most successful and impactful to date.

So plan ahead and saved the date!

And thank you once again for your ongoing sponsorship!

**Kendrick D. Harris, Esq**  
CURE NY President

## Sponsorship Opportunities 2018

### ABOUT CURE

The Council of Urban Real Estate (CURE) is a nonprofit organization focused on empowering high-performing professionals of color and women for leadership within the real estate industry.

#### Mission

Pursuing diversity and inclusion within the commercial real estate, land use and development industries, while empowering emerging real estate professionals.

#### Vision

The Council of Urban Real Estate was formed for the purpose of advancing Minority Professionals and businesses in the real estate industry, advancing real estate development in the urban communities and developing the awareness of minorities of real estate related subject matters in the metropolitan New York City area.

#### History

Founded in 1990 as the African American Real Estate Professionals of New York, Inc. the organization was formed to advance African-American professionals and businesses in the real estate industry, advancing real estate development in African-American communities and developing awareness of African-Americans in real estate related subject matters. Since then the organization has grown to over 700 members in the New York City metropolitan area, spurring chapters in Washington D.C, Boston, North Carolina and Atlanta.

# 2018 EVENTS CALENDAR

## Sponsorship Opportunities 2018

### January

- MLK National Day of Service with Phipps Neighborhood
- Members Mixer

### February

- Leadership Power Breakfast

### March

- Minority Women in Real Estate- Leadership Power Breakfast

### April

- Walking Tour/Site Visit
- Donor Appreciation Event

### May

- Leadership Power Breakfast

### June

- CURE Golf Outing

### July

### August

### September

- Members Mixer
- Leadership Power Breakfast

### October

- 28th Anniversary Reception

### November

- Real Estate Dealmakers Event

### December

- Holiday Party







# 2018 Premium Annual Packages

We have many sponsorship opportunities throughout the year. For 2018 opportunities, we are giving our sponsors more time to plan their year by presenting all of our opportunities in January.

Our premium annual sponsorship packages ensure that you won't miss out on the top sponsorship spots of our most popular events

### PREMIUM ANNUAL PACKAGES

**Platinum Plus**  
Over \$20,000 value

\$18,500

- Leadership Sponsor of the Annual Anniversary Reception
- Choice of one of the Masters Sponsorship of the Golf Outing
- Platinum Sponsor of (1) one Leadership Breakfast of your choice
- Opportunity to host a sponsored panel event
- Sponsor recognition and logo branded on all 2018 CURE event brochures
- Sponsor logo and link to appear on CURE website for the year
- Name featured in our CURE newsletter throughout the year
- (4) four CURE memberships

**Platinum**  
Over \$18,500 value

\$15,000

- Platinum Sponsor of the Annual Anniversary Reception
- Choice of one of the Masters Sponsorships of the Golf Outing
- Platinum Sponsor of (1) one Leadership Breakfast of your choice
- Sponsor recognition and logo branded on all 2018 CURE event brochures
- Sponsor logo and link to appear on CURE website for the year
- Name featured in (2) two CURE newsletters throughout the year
- (2) two CURE memberships

**Gold**  
Over \$12,500 value

\$10,200

- Gold Sponsor of the Annual Anniversary Reception
- Choice of one of the Eagle Sponsorship of the Golf Outing
- Sponsor logo and link to appear on CURE website for the year
- Name featured in (2) two CURE newsletters throughout the year
- (2) two CURE memberships







## *28th Anniversary Reception*

Late each October, The Council of Urban Real Estate holds their Annual Anniversary Reception. The honorees are selected by the CURE Board of Directors and are awarded based on their contributions and achievements in the community that embody our mission of promoting diversity while empowering emerging leaders.

Award categories include the President's Awards, Founder's Award, and the Vanguard Leader of the Year Award.

The Reception is held each year at the View of the World Terrace Club and attracts over 300 real estate professionals.

### EVENT INFORMATION

Thursday, October 25, 2018

6:00 PM- 8:30 PM

View of the World Terrace Club  
(140 Washington Street  
New York, NY 10006)



### SPONSORSHIP LEVELS

#### Visionary

\$10,000+

- Acknowledgement from Podium
- (15) Complimentary Tickets
- Full-Page Color E-Journal- Advertisement with Priority Position
- Inclusion in Press Release and Press Materials
- Opportunity to Provide Gift Bag Items to Distribute
- Name Added to Event Invitation
- Name Added to Event webpage

#### Leadership

\$8,000

- (12) Complimentary Tickets
- Full-Page Color E-Journal- Advertisement with Priority Position
- Inclusion in Press Release and Press Materials
- Opportunity to Provide Gift Bag Items to Distribute
- Name Added to Event Invitation

#### Platinum

\$5,000

- (10) Complimentary Tickets
- Full-Page Color E-Journal- Advertisement
- Inclusion in Press Release and Press Materials
- Opportunity to Provide Gift Bag Items to Distribute

#### Gold

\$2,500

- (5) Complimentary Tickets
- Full-Page Color E-Journal- Advertisement
- Inclusion in Press Release and Press Materials

#### Silver

\$1,500

- (3) Complimentary Tickets
- Full-Page Color E-Journal- Advertisement

#### E-Journal Advertisement

\$1,000

- Full-Page Color E-Journal- Advertisement





A photograph of four people (three men and one woman) standing on a golf course. They are dressed in golf attire. In the background, there is a red flag on a pole and lush green trees. A large blue diagonal graphic is overlaid on the right side of the image, containing the event title and details.

# 2018 *Golf Outing*

Our Golf Outing and Tournament gets better with time. We have more players, more sponsors, and more promotions than ever before. As a valued sponsor of our 2018 Golf Outing, we would like to give you plenty of time to plan for the event and for sponsorship opportunities.

As in 2017, the CURE's upcoming Golf Outing will attract over 50 foursomes and be heavily promoted to our members — meaning more exposure for your company.

## EVENT INFORMATION

Thursday, June 7, 2018  
NOON  
Hampshire Country Club  
(1025 Cove Road  
Mamaroneck, NY 10543)





### SPONSORSHIP LEVELS

<b>Masters Golf Cart Sponsor</b>	\$5,000	<ul style="list-style-type: none"><li>• Company Logo Displayed on Golf Carts</li><li>• One Foursome</li><li>• Prominent Signage at Event</li><li>• Company Logo Displayed on Event Webpage and Marketing Materials</li></ul>
<b>Masters Gift Bag Sponsor</b>	\$5,000	<ul style="list-style-type: none"><li>• Company Logo Displayed on Gift Bags</li><li>• One Foursome</li><li>• Prominent Signage at Event</li><li>• Company Logo Displayed on Event Webpage and Marketing Materials</li></ul>
<b>Masters Golf Shirts Sponsor</b>	\$5,000	<ul style="list-style-type: none"><li>• Company Logo Displayed on Golf Shirts</li><li>• One Foursome</li><li>• Prominent Signage at Event</li><li>• Company Logo Displayed on Event Webpage and Marketing Materials</li></ul>
<b>Eagle Caddy Sponsor</b>	\$5,000	<ul style="list-style-type: none"><li>• Company Logo Displayed on Caddy Bibs</li><li>• One Foursome</li><li>• Prominent Signage at Event</li><li>• Company Logo Displayed on Event Webpage and Marketing Materials</li></ul>
<b>Eagle Caddy Sponsor</b>	\$5,000	<ul style="list-style-type: none"><li>• Company Logo Displayed on Registration Table</li><li>• One Foursome</li><li>• Prominent Signage at Event</li><li>• Company Logo Displayed on Event Webpage and Marketing Materials</li></ul>
<b>Birdie Driving Range Sponsor</b>	\$1,500	<ul style="list-style-type: none"><li>• Prominent Signage at Driving Range Area</li><li>• Acknowledgement at Dinner</li></ul>
<b>Birdie Cigar Station Sponsor</b>	\$1,500	<ul style="list-style-type: none"><li>• Company Logo and Signage Displayed at Cigar Rolling Station</li><li>• Acknowledgement at Dinner</li></ul>
<b>Birdie Cocktail Hour Sponsor</b>	\$1,500	<ul style="list-style-type: none"><li>• Company Logo and Signage Displayed at Cocktail Hour</li><li>• Acknowledgement at Dinner</li></ul>



### SPONSORSHIP LEVELS (continued)

#### Birdie Dinner Sponsor

\$1,500

- Company Logo and Signage Displayed at Cocktail Hour
- Acknowledgement at Dinner

#### Par Hole in One Sponsor

\$1,000

- Signage at Hole

#### Par Closest to Pin Sponsor

\$1,000

- Signage at Hole

#### Par Longest Drive Sponsor

\$1,000

- Signage at Hole

#### Par Individual Hole Sponsor

\$1,000

- Signage at Hole





A woman with dark hair, wearing a white blazer and a dark striped scarf, is speaking at a podium. A microphone is clipped to her scarf. In the background, a logo for C.U.R.E. Council of Urban Real Estate is visible. An orange diagonal overlay covers the left side of the image.

# *Leadership Power Breakfast*

*Speaker Series*

Our Leadership Power Breakfasts are a quarterly series providing an unparalleled opportunity for our members to hear from prominent individuals, and executives from commercial real estate, state and local government, the legal community and those in the financial sector as they share their unique professional experiences, while also discussing the current trends and issues that are facing today in an intimate conversational setting

Past speakers in the series have been James Kuhn, Paul Massey and Dr. Sam Chandan.

## EVENT INFORMATION

Sign up for our newsletter to receive upcoming Leadership Power Breakfast information and dates/times.



### SPONSORSHIP LEVELS

#### Platinum (1) Per Event

\$1,500+

- Company Logo placed on its own slide featured during the networking hour on (1) or (2) Large Screens
- Company Logo on program/handout
- Company Logo on our website with event registration
- (6) Complimentary Registrants

#### Gold (2) Per Event

\$1,000

- Company Logo placed on the special Gold Sponsor Slide" slide featured during the networking hour
- Company Logo on program/handout
- Company Logo on our website with event registration
- (4) Complimentary Registrants

#### Silver (4) Per Event

\$500

- Company Name Listed on the "Silver Sponsor Slide" during networking hour
- Company Name on program/handout
- Company Name on our website with the event registration
- (2) Complimentary Registrants





With the exception of the Platinum Plus, Platinum and Gold Premium Annual Packages, event sponsor commitments are accepted on the date that the sponsorship opens. The new CURE Sponsor Program gives members and friends of CURE a chance to plan their sponsorship calendar and budget for the upcoming year.

However, you can pledge to sponsor an event at any time. When you pledge to be an event sponsor, you will be called personally by CURE staff or a committee member on the day sponsorship opens to remind you to sign up online.

If you select one of the sponsorship packages, you are guaranteed one of the top spots at our most popular event for the entire year.

### Package Commitment

☐ **Platinum Plus**  
\$18,500

☐ **Platinum**  
\$15,000

☐ **Gold**  
\$10,200

### Sponsor Pledge This is not a commitment to payment or terms and conditions.

☐ **Anniversary Reception**

☐ **Golf Outing**

☐ **Leadership Power Breakfast series**

TERMS AND CONDITIONS: The undersigned is authorized to contract for the stated sponsor, and is otherwise authorized to enter into contractual relations on behalf of the stated sponsors. Signator agrees to and is familiar with the full terms and conditions stated on the next page of this agreement. Signator understands that the gross rate represents the charge for the space and the signator is responsible for paying for any additional production charges. Faxed and emailed copies of this agreement are binding.

**Email artwork to:** [marketing@cureny.com](mailto:marketing@cureny.com)

### Sponsor

**Company Name**

**Contact**

**Title**

**Email**

**Phone**

**Cell**

**Web**

**Address**

**City**

**State**

**Zip**

### For Package Commitment Only

**Print**

**Title**

**Signature X**

**Date**

**CURE Signature X**

**Title**

The Council of Urban Real Estate® (CURE) will not accept cancellations made after the appropriate sponsorship closing deadline.

To cancel a Premium Annual Package Commitment, sponsor must provide CURE with 60-days written notice of cancellation. Cancellation is subject to being changed full event sponsor rate prices, in accordance with percent of package canceled.

All sponsor ads are accepted and published by CURE upon the representation that the sponsor is authorized to publish the entire contents and other subject matter thereof. In consideration of CURE's acceptance of such ads for publication, the sponsor shall indemnify and hold CURE harmless from and against any loss of expense resulting from claims or suits based upon the contents or subject matter of such advertisements.

Sponsor will indemnify, hold harmless and defend for any and all loss, cost expense and damages on accounts of any and all manner of claims, demands, actions and proceedings that may be instituted against CURE on grounds alleging that advertisement violates any copyright, or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Sponsor agrees, at sponsors own expense, to promptly defend and continue the defense of the of any such claim, demand, action or proceeding that may be brought against CURE, provided that CURE promptly notifies the sponsor of with respect thereto, and provided that CURE will give to the sponsor such reasonable time as the extent of the situation may permit in which to undertake and continue thereof.

All orders accepted are subject to CURE's acceptance. CURE reserves the right to reject or cancel of any reason at any time any sponsorship, including ads which, in the opinion of CURE, does no conform to the content or graphic standards of CURE. CURE shall not be liable for failure to publish, distribute or display any part of an event due to labor disputes, accidents, fire, acts of nature, or any other events beyond CURE's control.

All art materials will become the property of CURE, unless a written request from the sponsor accompanies the design submission.

CURE disclaims any conditions of sale, expressed or implied, which are not stated in this contract.

Payment is due upon commitment of the sponsorship. No sponsorship level or space is reserved without payment in full.

Sponsorship contracted with no logo, artwork or copy delivered by the deadline with not be entitled to a refund. Unless otherwise provided, the rates in effect on the date of the agreement will be honored through the completion of this contract. Claims for defects or damages of the display or ad must be made in writing by the sponsor within thirty (30) days of the event or ad. Failure to make the claim within the stated period. CURE's liability is limited to the stated purchase price of the sponsorship. This agreement will insure to the benefit of, and bind, the parties, their personal representatives, successors and assigns, is specifically enforceable, is construed under the laws of New York State, and may be modified only in writing signed by the parties.

The parties agree that facsimile copies of this signed agreement are acceptable and binding.

The parties agree and stipulate that the venue and jurisdiction shall be proper in the court of New York, New York for purposes of enforcement of this agreement.

I have read and understand the sponsorship order terms and conditions.

Initial \_\_\_\_\_