

# **BREAA Corporate Partnerships**

Supporting the growth of Berkeley's Real  
Estate Community

# BREAA's Strategic Mission

BREAA is the official **real estate alumni association** of the University of California, Berkeley. We are **committed** to developing a **diverse community** of professionals that provides graduates and students with opportunities to **serve, learn, connect, and innovate** in the built environment.



**Professional  
Network**



**Lifelong  
Learning**



**Student  
Engagement**

*BREAA's Three Strategic Pillars  
implement our mission*

# Corporate partners support the execution of our mission

BREAA sponsors provide steady funding for our initiatives

## Stabilize cash flows

*Enable planning and facilitate growth*

- ❖ Budget for administration and management
- ❖ Reduce dependence on membership growth

## Expand the fellowship

*Provide support for more fellows*

- ❖ Support add'l fellow with D&I focus
- ❖ Reduce dependence on founding donors

## Support events

*Certainty of funding for select events*

- ❖ Holiday Party
- ❖ Networking Happy Hour
- ❖ Recruiting Events
- ❖ Gala
- ❖ Flagship Tour

## Our Strategic Priorities - Initiatives Partners Support

- ❖ Dedicate additional resources to membership

- ❖ Create Event Calendar with funding for specific events

- ❖ Delineate between Bay-Area and national governance structures

- ❖ Increase engagement with current students

- ❖ Co-brand/market all Berkeley real estate events

- ❖ Request subsidy from Berkeley schools & programs (e.g. MRED)

- ❖ Implement CRM solution to drive engagement with members

- ❖ Create satellite chapter roadmap to ensure consistent experience

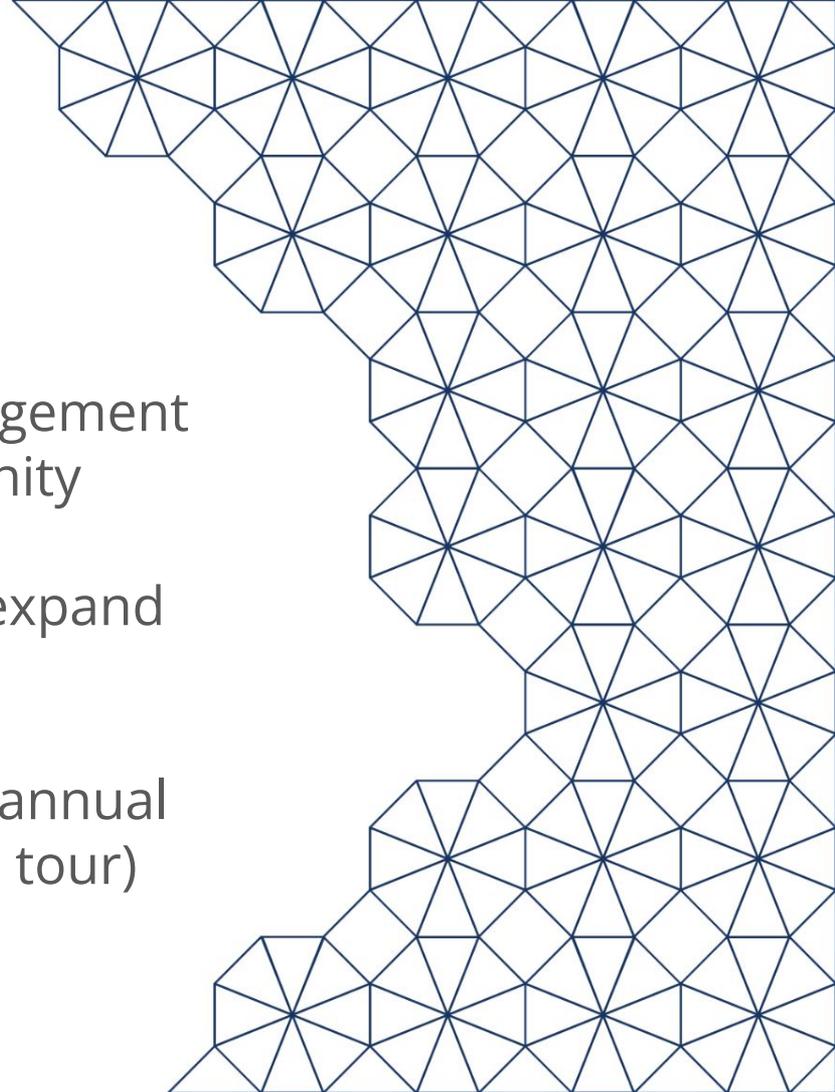
- ❖ Create membership classes (“full” and “virtual only”)

- ❖ Develop marketing plan that connects Haas/Berkeley’s financial need with BREAA membership

*Expand fellowship and add programming for students*

## **Our priorities this year...**

- ❖ Grow membership by driving engagement with Berkeley's real estate community
- ❖ Secure corporate partnerships to expand fellowship and D&I efforts
- ❖ Create standard programming for annual recurring events (e.g. gala, flagship tour)



# Corporate Partners can engage with BREAA at various levels of commitment

## Campanile - \$12,500

For companies looking to make the maximum impact with BREAA and engage with our leadership and members

## Gold - \$10,000

For companies looking to provide significant support to BREAA and engage in our programming

## Blue - \$5,000

For companies looking to start their relationship with BREAA

	Campanile	Gold	Blue
Logo Placement	✓	✓	-
Speaking Opportunity	✓	-	-
Free Event Tickets	✓ 3+	✓ 2 tickets	✓ 1 tickets
BREAA Promotion of Sponsor Event	✓	✓	-
Gala Table / Tickets	✓ 1 table (10 tickets)	✓ (4 tickets)	✓
Gala Promotion Package	✓	✓	✓