



2027 Sponsorship Opportunities

Partner with CARW

Elevate Your Brand. **Expand** Your Network.
Empower Commercial Real Estate Growth.



Why Sponsor CARW?

As Wisconsin's most impactful commercial real estate organization, CARW empowers industry leaders with the knowledge, connections, and advocacy that drive success. When you sponsor CARW, you're not just supporting events — you're fueling the future of commercial real estate in Wisconsin.

Here's what your sponsorship delivers:

- **Build Credibility:** Align with the most trusted name in Wisconsin commercial real estate.
- **Gain Visibility:** Reach influential CRE decision-makers through premier events and marketing channels.
- **Expand Your Network:** Connect directly with brokers, developers, investors, and allied professionals.
- **Support Industry Growth:** Fuel education, advocacy, and economic development that strengthens the industry.



CARW sponsorships are built for meaningful exposure and measurable impact. Whether your goals include brand recognition, strategic partnerships, or market presence, your support positions you at the heart of Wisconsin's commercial real estate community.



Who You Reach

As a CARW sponsor, you connect with a powerful audience of commercial real estate professionals who are actively shaping Wisconsin's economic landscape:



**Brokers &
Decision Makers**



**Financial &
Legal Experts**



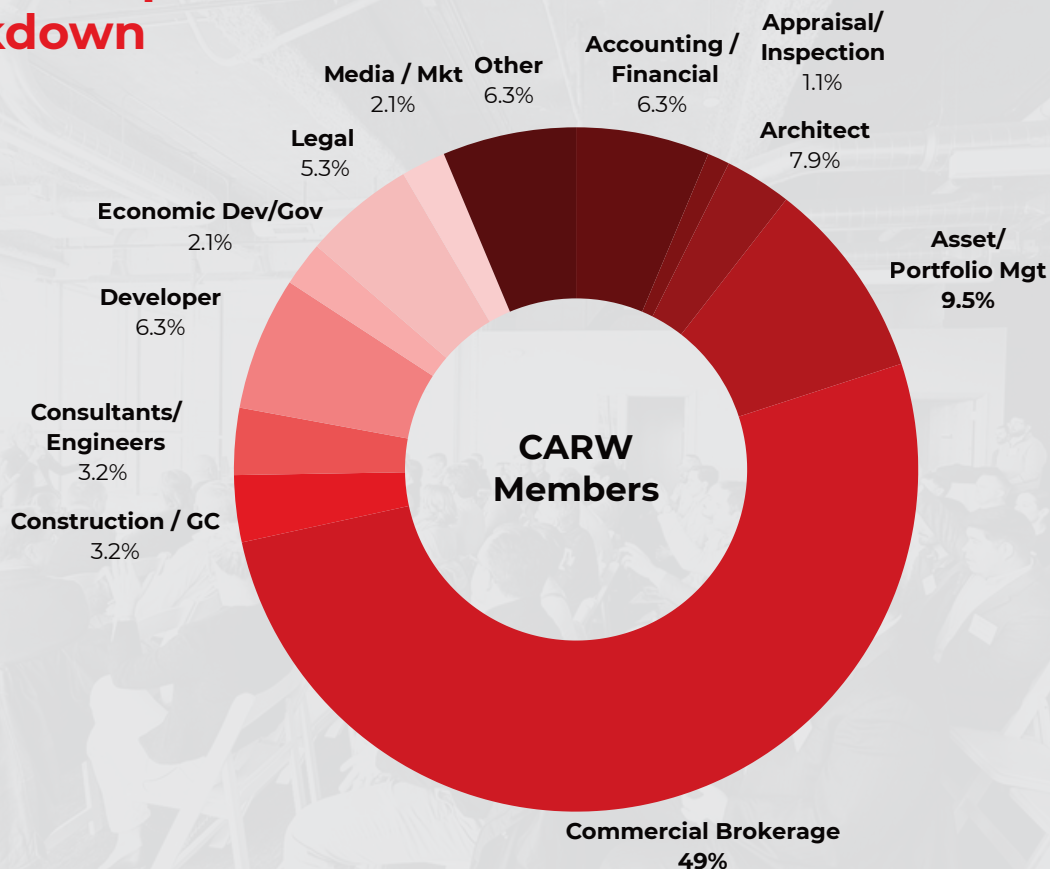
**Service &
Operations Partners**



**Civic & Policy
Influencers**

CARW members are engaged, growth-minded, and community-focused, and they do business with those who invest in the industry. With a network of **nearly 1000 commercial real estate professionals** across **400+ companies**, your sponsorship puts your brand in front of the people who matter most, in the places where deals get done.

Membership Breakdown



Sponsorship Benefits

Partnering with CARW means more than just visibility — it's about positioning your brand at the forefront of Wisconsin's commercial real estate industry. All sponsors receive:

➤ **Premier Brand Visibility:** Your logo featured prominently on event signage, promotional materials, and digital outreach, ensuring consistent recognition.

➤ **Direct Access to nearly 1000 CRE Leaders:** Engage with CARW's influential network through email, social media, and high-impact in-person events.

➤ **Exclusive Attendee Lists:** Receive valuable post-event follow-up opportunities with access to curated contact lists.

➤ **VIP Event Experience:** Enjoy priority seating and elevated recognition that puts your brand front and center.

➤ **Thought Leadership Opportunities:** Selected sponsorships include speaking roles that allow you to showcase your expertise and lead the conversation.



Sponsorship Opportunities

CARW offers two key ways to boost your visibility: **Annual Sponsorships** for year-round exposure and **Marquee Event Sponsorships** for high-impact moments at our premier events.

Bundle both for maximum value, combining event visibility, advertising, and ongoing recognition tailored to your goals. Flexible payment options are available quarterly or upfront.

Ask us about custom sponsorship solutions—we're here to create a package that works for you.

Questions? Contact Amanda at amanda@carw.com.

Ready to Sponsor? Secure Your Spot Today!

Join us in driving the future of commercial real estate in Wisconsin!

-  Complete the attached form and select your sponsorship level.
-  Choose your payment option – upfront or quarterly.
-  Email your form to Amanda at CARW: amanda@carw.com.

Sponsorship Type _____		
Name _____	Company _____	
Street Address _____		
City _____	State _____	Zip _____
Email _____	Phone _____	
Credit Card #* _____	Exp _____	Code _____
Check # _____	Amount Enclosed _____	
Invoice Me _____	Bill Upfront _____	Bill Quarterly _____
Signature _____		Date _____

**Credit card payments will include applicable processing fees.*

Annual Sponsorship Levels and Benefits

CARW Annual Sponsors receive year-round visibility, access to key industry leaders, and valuable brand alignment. Explore the table below to see the benefits included at each sponsorship level.

Annual Sponsorship Levels	Partner	Diamond	Platinum	Gold/Plus	Silver	Brokerage*	Municipal Partner**
Website Recognition	Banner Ad	Banner Ad	Banner Ad	Logo (graphic)	Listing (words)	Logo	Logo
CARW Connector Banner Ad	12x/year	6x/year	4x/year	-	-	-	-
Sponsor Submitted Content in Newsletter	As Requested	Quarterly	2x/year	-	-	-	-
Social Media Recognition	4x	2x	1x	-	-	-	-
Golf Outing Foursome	2	2	1	1 (Gold Plus)	-	-	-
Golf Outing Sponsorship	Yes	Yes	Yes	Yes	-	-	-
CARW Deal of the Year Awards & Installation Tickets	Table	Table	4	2	2	2	1
Holiday Party Tickets	8	8	4	2	2	2	1
Coffee with CARW Tickets	2	2	2	2	2	2	1
CARW & NAIOP Market Update Tickets	2	2	2	2	2	2	1
Tickets to Annual Sponsor Reception (Exclusive)	2	2	2	2	2	2	1
Tickets to Membership Meetings (3/year)	2	2	2	2	2	2	1
Access to CARW Membership Directory	Included	Included	Included	Included	Included	Included	Included
	\$15,000	\$12,000	\$7,500	\$5,000/ \$6,000	\$4,000	\$3,000*	\$1,000**

*Exclusive to Brokerage Firms

**Municipal Partnership is available to municipalities, Business Improvement Districts (BIDs), and economic development organizations. Includes three designated non-licensee CARW memberships and access to member-only events for designated members.

An optional retail booth is available for an additional \$500, limited to 10 organizations.

Marquee Event Sponsorship Opportunities

CARW's marquee events offer high-impact visibility and direct engagement with Wisconsin's commercial real estate leaders. These sponsorships can be combined with Annual Sponsorship packages and may be customized to include added annual benefits. Maximize your exposure while supporting the events that shape our industry.

CARW Golf Outing Sponsor **\$10,000**

- ✓ Be the title sponsor of CARW's most anticipated commercial real estate networking event of the year.
- ✓ Includes premier branding on all marketing materials, event signage, and speaking opportunities.

Membership Meeting Presenting Sponsor **\$10,000**

- ✓ Gain visibility at three of CARW's major economic forecast and industry update meetings annually.
- ✓ Includes marketing presence, event signage, and a speaking opportunity at each meeting (3 per year).

Retail Conference Sponsor **\$7,000**

- ✓ Position your brand at Wisconsin's leading retail-focused commercial real estate conference.
- ✓ Includes presenting sponsor recognition on all marketing materials, event signage, and eight complimentary event tickets.

Holiday Party Sponsor (2 available) **\$5,000**

- ✓ Celebrate a year of success with the industry's top leaders.
- ✓ Includes presenting sponsor recognition, event signage, and six complimentary tickets to CARW's annual holiday celebration.

Coffee with CARW Sponsor (2 available) **\$5,000**

- ✓ Connect directly with members by sponsoring the Coffee with CARW quarterly breakfast series.
- ✓ Includes presenting sponsor recognition at all four events and engagement opportunities with attendees.

NextGen Sponsor (6 available) **\$2,500**

- ✓ Showcase your commitment to the next generation of commercial real estate leaders.
- ✓ Includes sponsor recognition and speaking opportunities at all nine NextGen events annually.

Fox Valley/Madison Event Sponsor **\$2,500 each market**

- ✓ Expand your brand's presence at CARW's growing regional event in the Fox Valley and/or Madison.
- ✓ Includes presenting sponsor recognition, marketing visibility, and a speaking opportunity at the event.

CARW Podcast Sponsor (4 available) **\$2,500 or \$10,000 for buyout**

- Expose your organization to the world as a sponsor of the CARW Podcast "Take on Commercial Real Estate"
- ✓ Includes recorded ad to be played during podcasts and logo recognition on coverart.