

BUILDERS OF COLOR COALITION

Dear Boston Area Business,

I'm writing to invite you to become a valued partner of the **Builders of Color Coalition (BCC)**, as we increase access and diversity in Boston's commercial real estate sector, to create generational impact in expanding economic opportunity.



BCC convenes minority real estate professionals across Greater Boston for the purposes of mutual professional development and leveraged access to development projects -- through partnership, financing, and employment. BCC's membership comprises hundreds of developers, investors, architects, attorneys, bankers, contractors, and brokers working across a wide range of firms, from family-owned enterprises to multinational companies. We host a rich array of education and networking events, create a monthly compendium of industry events, and offer special access to professional development opportunities with partner organizations.

We are reaching out to real estate sector firms and organizations to seek support as sponsors of our 2019 programming. Sponsorship benefit packages start at \$1,000 annually, and are accompanied by a range of valuable benefits (sponsorship package sheet enclosed) to ensure that we can adequately recognize your contribution across our media platforms and at our events. If instead you are able to co-host an event with us and sponsor corresponding costs, we would gladly recognize you at an equivalent sponsor level.

We would welcome an opportunity to discuss our sponsorship program with you. We can be reached at info@buildersofcolor.com. Thank you.



Sincerely,

Builders of Color Coalition Steering Board

BUILDERS OF COLOR COALITION | 2018 HIGHLIGHTS



BUILDERS OF COLOR COALITION | 2019 CALENDAR

MARCH	Executive Leadership Reception [Suffolk Construction] Gateway City Tour [MassDevelopment]
APRIL	Financing Forum [Federal Home Loan Bank]
MAY	Diversity, Equity & Inclusion Summit [NAIOP & REFA] Community Real Estate Development [UFI CLT]
JUNE	Summer Social [Boston Harbor Cruise]
JULY	Gateway City Tour [MassDevelopment]
SEPTEMBER	Fall Social
OCTOBER	Building Development Tour & Reception
NOVEMBER	Annual Meeting

BUILDERS OF COLOR COALITION | PARTNER ORGANIZATIONS & FIRMS

All events of the Builders of Color Coalition are co-hosted by the **African American Real Estate Professional of New England (AAREP-NE)**

Industry Organizations

Urban Land Institute (ULI) | NAIOP | Boston Society of Architects

Real Estate Firms

Suffolk Construction | Millennium Partners | The Grossman Companies | Redgate | Suffolk Construction | Vanderweil Engineers | Rich May, P.C. | Brookline Bank | Seyfarth Shaw LLC

Government + Nonprofit Organizations

MassDevelopment | MassHousing | MassPort | Federal Home Loan Bank of Boston | City of Boston Department of Neighborhood Development | MA Community & Banking Council

\$20,000 | Partnership Sponsor (*Platinum*)

- Dedicated promotional email to BCC listserv (500 recipients) highlighting opportunities at your company and your commitment to equity & inclusion
- Thank you social media video (30 seconds) posted to facebook and youtube -- with paid multi-day post promotion to a guaranteed reach of 50,000 viewers
- Sponsor logo on printed easel *AND* verbal acknowledgement at all 2019 events
- Company logo on advertising for all 2019 events
- Company logo and website link on BCC website sponsors page
- Distribution of up to 5 job postings via jobs newsletter, LinkedIn, and facebook
- *PLUS benefits of Diamond sponsorship*

\$10,000 | Annual Sponsor (*Diamond*)

- Paid social media acknowledgement to a guaranteed reach of 25,000 viewers
- Verbal sponsor acknowledgement at all 2019 events
- Company name on advertising for all 2019 events
- Distribution of up to 3 job postings via jobs newsletter, LinkedIn, and facebook
- Five complimentary tickets to a 2019 BCC event of your choosing
- *PLUS benefits of Gold sponsorship*

\$5,000 | Premiere Event Sponsor (*Gold*)

- Verbal sponsor recognition at an event of your choosing
- Opportunity to display promotional materials and offer giveaways at the event
- Paid social media acknowledgement to a guaranteed reach of 10,000 viewers
- *PLUS benefits of Silver sponsorship*

\$2,500 | Event Sponsor (*Silver*)

- Written program recognition at an event of your choosing
- Logo and website link on advertising for the event
- Social media acknowledgement on Instagram and Facebook
- *PLUS benefits of Bronze sponsorship*

\$1,000 | Friend of BCC (Bronze)

- Distribution of a job posting via monthly newsletter and LinkedIn network
- Two complimentary tickets to a 2019 BCC event of your choosing
- Acknowledgement with website link in monthly events newsletter (500 recipients)
- Company name and website link on website sponsors page

If you are interested in hosting an event with BCC, please visit buildersofcolor.com/eventpartnership to learn more. We would be happy to recognize you as a 2019 sponsors at a level equivalent to costs expended as an event host.

To distribute job postings, firms may instead opt to pay a \$100 fee per posting to promote it via our biweekly jobs newsletter, LinkedIn network, and facebook page.

AND if you have further ideas on how to be recognized, please share them -- we are always open to new ways of collaborating for mutual growth.

Company Name: _____

Company Website: _____

Contact Person: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email Address: _____

Sponsorship Level:

- Partnership Sponsor (Platinum): \$20,000*
- Annual Sponsor (Diamond): \$10,000*
- Premiere Event Sponsor (Gold): \$5,000*
- Event Sponsor (Silver): \$2,500*
- Friend of BCC (Bronze): \$1,000*

Payment Method:

- Check (Make payable to *Builders of Color Coalition*)
- Online (You will receive an email with a payment link)

Please return this form to the Builders of Color Coalition by:

- email (assistant@davemadan.com) or
- regular mail (BCC; PO Box 381155; Cambridge, MA 02238)

For additional information, please visit buildersofcolor.com/sponsorship