

# CREDA Real Estate Research Symposium

Sponsor Packet | October 3-4, 2024

Dear prospective sponsor,

The Leonard W. Wood Center for Real Estate Studies at UNC Kenan-Flagler Business School invites you to become a sponsor of the 2024 Commercial Real Estate Data Alliance (CREDA) Real Estate Research Symposium, which will be held October 3-4 in Chapel Hill.

## *About CREDA*

The Commercial Real Estate Data Alliance is a consortium of over 40 academics dedicated to achieving data parity with other major asset classes. Specifically, CREDA believes that improved access to and understanding of available data in commercial real estate is key to fostering higher quality research and interactions in between academia and industry, to the benefit of the entire commercial real estate community.

## *About the CREDA Real Estate Research Symposium*

An annual event since 2016, the CREDA Real Estate Research Symposium brings together leading academics, industry practitioners and policy makers to discuss cutting-edge research questions that are of interest to the broader commercial real estate community. The event intermingles academic paper presentations and practitioner panels with the aim of fostering dialogue that advances our knowledge frontier. Themes for the 2024 symposium are “Generative AI and Machine Learning in CRE” and “The Post-COVID CRE Debt Market.”

Your sponsorship supports faculty and their research and allows your representatives to have access to high-level commercial real estate academic research. You can learn more about prior CREDA Research Symposia by visiting our [page](#). Please let us know if you would like to see a previous agenda or list of registrant affiliations.

To secure your sponsorship today or ask additional questions, please contact Katie Hambrick at [katie\\_hambrick@kenan-flagler.unc.edu](mailto:katie_hambrick@kenan-flagler.unc.edu).

Thank you for your consideration.

Sincerely,  
**Katie Hambrick**  
Associate Director,  
Leonard W. Wood Center for Real Estate Studies

**Dr. Jacob Sagi**  
Professor of Finance and Wood Center in Real  
Estate Distinguished Scholar,  
UNC Kenan-Flagler Business School

# 2024 CREDA Real Estate Research Symposium Sponsor Menu

## Dinner Sponsor - \$5,000

- Exclusive opportunity open to only one company
- Three attendee registrations
- Event signage with company logo at the event
- Recognition from the podium as dinner sponsor
- Logo included in event email blasts
- Reserved table at dinner
- Recognition on agenda as dinner sponsor
- Recognition on social media as dinner sponsor
- Logo on screens at the event
- Logo on event website

## Reception Sponsor - \$2,500

- Exclusive opportunity open to only one company
- Three attendee registrations
- Event signage with company logo at the event
- Recognition from the podium as reception sponsor
- Logo included in event email blasts
- Recognition on agenda as reception sponsor
- Recognition on social media as reception sponsor
- Logo on screens at the event
- Logo on event website

## Lunch Sponsor - \$1,000

- Exclusive opportunity open to only one company
- One attendee registration
- Event signage with company logo at the event
- Recognition from the podium as lunch sponsor
- Logo included in event email blasts
- Reserved table at lunch
- Recognition on agenda as lunch sponsor
- Recognition on social media as lunch sponsor
- Logo on screens at the event
- Logo on event website

## Supporting Sponsors - \$1,000

- One attendee registration
- Event signage with company logo at the event
- Logo on the event agenda
- Logo on screens at the event
- Logo on event website



KENAN-FLAGLER BUSINESS SCHOOL

Leonard W. Wood Center for Real Estate Studies



Commercial Real Estate  
Data Alliance

# 2024 GREDA Real Estate Research Symposium Sponsor Menu

Sponsor Level	Dinner	<b>Sponsor Secured!</b>	<b>Sponsor Secured!</b>	Supporting
Price	\$5,000	\$3,000	\$2,500	\$1,000
# of Sponsors at this level	1	1	1	Unlimited
# of Registrations	3	3	2	1
Branded Signage	✓	✓	✓	✓
Recognition from podium	✓	✓	✓	
Logo in email blasts	✓	✓	✓	
Reserved table for lunch		✓		
Reserved table for dinner	✓			
Recognition on social media	✓	✓	✓	
Logo on website/screens/agenda	✓	✓	✓	✓