THE CCIM INSTITUTE

Northern California Chapter



PARTNERSHIP BROCHURE

2027

About you

Your Success is Our Mission.

Dear Prospective Partner,

Thank you for supporting the NorCal CCIM Chapter. Your support is incredibly important to us, because it is not only financial, but also personal. Many of you have representatives who man our committees and our Board, who come to the events, from the luncheons to the networking socials, and who network with each other to help one another be better at their business.

This past year, we have continued in the spirit of what we have been building - a place where you can come to be with esteemed professionals, good friends, and see strong programming that educates you about the real estate world today. From our monthly luncheons at Scott's Seafood; to well-attended mixers in San Jose, Walnut Creek, and now Sacramento; to our trailblazing AI course that we created this year; to the Golf Tournament, which sold out again this year for another record-breaking performance; to much more, CCIM has become a place for all CRE professionals to get the best this industry and region have to offer.

I am very proud that we have established a beachhead in Oakland with our luncheons at Scott's Seafood. While it may seem like a small step, it feels great to be contributing to the resurgence of Oakland, which is well under way. Many organizations would have shied away from making such a statement, but CCIM followed its heart and its conviction and we have built a great partnership with Scott's, a regional landmark.

I am also very excited about the progress being made in Sacramento. There has long been a strong CCIM tradition in Sacramento, and for a time there were nascent efforts to revive that district. Now, we finally have the leadership in place there that will grow the Sacramento district into what it deserves to be. We recently had our first mixer there in a long time, and it was a smashing success. Many more will come.

We also have partnerships forming with other Bay Area real estate organizations. We already partner with CREW to put on our golf tournament; we have a budding relationship with the Bay Area Mortgage Association (BAMA), which will result in networking and educational growth throughout the Bay Area; and we are in discussions with UC Berkeley, Santa Clara University, and others as part of our university outreach program.

As a sponsor, you get to contribute to all this and to build CCIM into what you want it to be for the future. We pledge to continue to give you the world class education we are known for and to provide the top-notch networking and relationship building opportunities you have come to expect from us. As a sponsor, we hope you bring us your ideas, needs, wants, and hopes and that, in partnership, we can make them a reality.

Sincerely,

Maxim Shapiro

Max Shapiro, CCIM

President
Northern California CCIM Chapter

The First Chapter. Still Leading.

NorCalCCIM.com | NorCalCCIM@ccim.net

About us

The First Chapter. Still Leading.

The Northern California Chapter represents the most elite group of commercial real estate professionals in the region. We're not just any CCIM chapter, we're the first, founded in 1972. For over 50 years, we've set the standard every other chapter follows.

As an affiliate of the National Association of REALTORS®, the CCIM Institute has been a recognized global leader in professional education for more than 30 years.

Our members include brokers, investors, developers, asset managers, lenders, attorneys, and corporate real estate executives—all leveraging CCIM's world-class education in investment analysis. Only 6% of CRE professionals nationwide hold the CCIM designation. You're reaching the top tier.

When you sponsor NorCal CCIM, you connect with decision-makers across three major markets: Bay Area, Silicon Valley, and Sacramento. That's unparalleled access to Northern California's most active dealmakers, all under one chapter.

#1 NORCAL WAS THE FIRST CCIM CHAPTER IN THE WORLD FOUNDED 1972

200+ ACTIVE MEMBERS STRONG

15+ ANNUAL EVENTS ACROSS THREE MAJOR MARKETS BAY AREA • SILICON VALLEY • SACRAMENTO

2024 CHAPTER OF EXCELLENCE - INNOVATION

2025 PRESIDENT'S CUP - THIRD PLACE

5 SCHOLARSHIPS AWARDED FOR EDUCATION ANNUALLY



About partnership

Year-Round Visibility. Lasting Connections.

Monthly Luncheons – Consistent access to Northern California's top dealmakers

15+ Annual Events – Happy hours, district mixers, and networking across Bay Area, Silicon Valley & Sacramento

Exclusive Golf Tournament – Premium sponsors get foursome/twosome access

Associate Memberships – Your designated team members join the CCIM network

Amplified Marketing and More – This year we enhanced social media, spotlight opportunities, and year-round visibility based on your feedback







About opportunities

Four Tiers. One Exceptional Network.

PARTNERSHIP OPPORTUNITIES	PLATINUM	GOLD	SILVER	BRONZE
	$6,000	$4,500	$2,750	$1,500
MEMBERSHIP				
Complimentary Associate Memberships – *Individual(s) must be chosen for the calendar year)*	2 People	2 People	1 Person	1 Person
Featured in NorCal Chapter Membership directory	Yes	Yes	Yes	Yes
MONTHLY LUNCHEONS				
Complimentary Admission to Each Luncheon (total per year)	4 people	3 People	2 People	1 Person
Logo Featured on Intro Slides*	Yes	Yes	Yes	Yes
Logo Displayed at Every Luncheon Table*	Yes	Yes	Yes	Yes
Sponsor Flag on your nametag	Yes	Yes	Yes	Yes
Sponsor Spotlight Opportunity to Address Audience that Month.	Yes	Yes	Yes	
Sponsor Spotlight Opportunity to Provide Promotional Material During Sponsors that Month at Each Table	Yes	Yes	Yes	
Individual Recognition During Luncheon	Yes	Yes	Yes	
Group Recognition During Luncheon				Yes
ANNUAL CCIM GOLF TOURNAMENT				
Golf Tournament Players	4	2		
MARKETING				
Company Logo on Our Website (with links), All Email Marketing, and Chapter Events.*	Yes	Yes	Yes	Yes
Sponsor Logo and Thank You at Year End in Linkedin Digital Ad. *	Yes	Yes	Yes	Yes
Sponsor Spotlight on Social Media and Website (monthly)	Yes	Yes	Yes	

Become a Sponsor Today!

*Logos displayed/featured will be sized accordingly based on tier of sponsorship.

Please note: A 3% processing fee applies to credit card payments.

About opportunities

Additional opportunities. Everyone Wins.

ONE-TIME LUNCHEON PARTNERSHIP $600

Perfect for testing the waters or targeting a specific audience.

- Access to our most valued members, designees, and industry newcomers
- Recognition in all marketing materials for that luncheon
- Two complimentary luncheon tickets
- Recognition during the presentation
- One minute to address attendees
- Opportunity to display promotional materials at your table

ONE-TIME EVENT PARTNERSHIP Starting at $500

Sponsor a district mixer, happy hour, or special event.

- Recognition in all marketing materials for that event
- Two complimentary event tickets
- Recognition during event presentation
- One minute to address attendees
- Opportunity to display promotional materials

CUSTOM EVENT PARTNERSHIP Starting at $500

Have a unique idea? Let's create something together.

We work with partners to design custom sponsorship packages tailored to your specific goals and budget. From educational workshops to market-specific events, we'll collaborate to create maximum impact for your brand.

Contact us: NorCalCCIM@CCIM.net

Become a Sponsor Today!

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