PROJECT REAP
The Real Estate Associate Program
SPONSORSHIP OPPORTUNITIES
2020 - 2021

www.projectreap.org
For over 20 years REAP has connected talented minority professionals to pathways and careers in commercial real estate. For an industry that has struggled with diversity, REAP has been a valued resource, particularly for companies like yours who need smarter, more resourceful, more strategic, more results-oriented people than ever before.

The lesson is simple. Diverse talents make a great team. Diverse teams make a great company able to better see opportunity, create more profitable relationships, make smarter deals and build more successful ventures. REAP is the nation’s largest talent resource for minority CRE professionals.

REAP was launched in Washington, DC (1998) and has grown to: Atlanta (2001); New York City (2006); Chicago (2009); Los Angeles (2011); Cleveland (2012); Columbus (2014); Dallas (2015); and Kansas City (2017). Target markets for REAP include: Seattle, Philadelphia, Houston, Denver, San Francisco and Detroit.

Over 1,300 talented professionals have graduated from REAP since its inception and the plan is to increase the annual number of graduates to over 250 per year by 2021.

To supplement the signature 10-week academies, REAP is planning to host events, information sessions and sponsor-led webinars (in-person and virtual) to facilitate networking, mentorship and provide continuing education for REAP graduates and established professionals in each of its markets. These events may be co-branded with REAP sponsors, trade associations or academic institutions that support REAP’s mission. Sponsors associated with these supplemental programs will have multiple exposures to REAP graduates and the local commercial real estate community members attending the events.

REAP is also focused on expanding the pipeline of talent to the commercial real estate industry by providing outreach to students at colleges and universities across the country to attend local initiatives and establish connections with members of the REAP community: graduates, instructors and sponsors. Through REAP, our sponsors and the CRE industry can expose students to CRE earlier and change the competitive landscape for talent.

We hope that you will take advantage of this innovative platform and contribute to its continued growth and success.
There are multiple ways to sponsor REAP:

I. **Become a National Sponsor** – Executive and Diamond level sponsors support all REAP programs and initiatives nationwide.

II. **Become a 10-Week Academy Full Sponsor (In-Person or Virtual)** – Platinum level sponsors support the signature program for REAP, our 10-Week Academies which are held annually in our various markets including New York City, Chicago, Atlanta, Dallas, Los Angeles, Cleveland, Washington D.C., Kansas City and Columbus. REAP is also seeking Full Sponsors for the expansion of REAP in additional markets for 2021, including: Seattle, Philadelphia, Denver, San Francisco, Houston, North Carolina and Detroit.

III. **Sponsor Components of a Program or Academy (In-Person or Virtual)** – REAP accepts sponsorships for all of the components of our academies or any other program. Plans are underway to establish a Virtual Academy that will allow for national exposure for all sponsor levels.

IV. **Sponsor a Local Event (In-Person or Virtual)** – In each market, REAP is establishing a community and a presence by holding events designed to facilitate networking and continued education. Examples of forms of events include: panel discussion; webinar; property tour; after-work cocktail reception; or speed-networking. Events could be REAP community only or open to other commercial real estate professionals in the market. Events may be co-executed with trade association or academic institutions that support REAP’s mission.
# National Sponsorship Tiers: (In-Person & Virtual)

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<th>Name</th>
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| Executive Diamond | > $100,000     | ✓ Participation in REAP’s Advisory Council  
✓ Strategic partnerships on diversity & inclusion initiatives and mentorship programs.  
✓ Includes all benefits of Diamond Sponsorship plus custom brand visibility at REAP events. |
| Diamond         | $75,000 - $99,999 | ✓ Rotating banner on REAP website and alumni site.  
✓ Access to student resumes and REAP events.  
✓ Special Recognition at in-person/virtual events and on the REAP websites (general and alumni).  
✓ Serve as faculty for a maximum of two units (in-person or virtual programming)  
✓ Option to send four associates to each REAP program that year at no cost.  
✓ Unlimited placement of job announcements |
| Platinum        | $25,000 - $74,999 | ✓ Rotating banner on REAP website and alumni site.  
✓ Access to student resumes and networking events.  
✓ Recognition at in-person/virtual events  
✓ Serve as faculty for a maximum of two units (in-person or virtual programming)  
✓ Option to send two associates to REAP at no cost.  
✓ Unlimited placement of job announcements |
| Gold            | $10,000-$24,999  | ✓ Recognition on REAP website and alumni site.  
✓ Recognition at in-person/virtual events  
✓ Serve as faculty for one unit (in-person or virtual programming)  
✓ Option to send one associate to REAP at no cost.  
✓ Unlimited placement of job announcements |
## Local Market Sponsorship (In-Person & Virtual)

| Local Market Sponsor (Gold) | $10,000 | ✓ Recognition on REAP website and alumni site.  
| | | ✓ Recognition at local networking events and programs.  
| | | ✓ Serve as faculty for a maximum of two units. (in-person or virtual)  
| | | ✓ Option to send one associate to REAP at no cost  
| | | ✓ Unlimited placement of job announcements to be distributed via REAPConnect.org, customized email and alumni distribution via social media and group text messaging.  
| Local Market Supporter | $5,000 | ✓ Recognition on REAP website and alumni site.  
| | | ✓ Serve as faculty for a maximum of one unit (in-person or virtual)  
| | | ✓ Up to five placements of job announcements to be distributed via REAPConnect.org, customized email and alumni distribution via social media and group text messaging.  
| REAPConnect.org Supporter | $2,500 | ✓ Up to 2 placements of job announcements to be distributed via REAPConnect.org, customized emails and alumni distribution via social media and group text messaging.  

- **Job announcements are distributed via REAPConnect.org, customized emails and alumni distribution via social media and group text messaging.**
- **Sponsorship at the Platinum and higher levels may be provided in a split value of in-kind support and cash contribution up to 50%.**
- **In-kind support includes hosting of academies and events, interviews, receptions and special programs.**
- **All benefits may be customized to suit the sponsor's needs and specific events.**
# REAP Sponsors & Supporters

## PLATINUM LEVEL

- ICSC
- ICSC Foundation
- JPMorgan Chase & Co.
- CBRE
- NAA
- NAIOP
- National Apartment Association
- Commercial Real Estate Development Association
- Walmart Realty
- CUSHMAN & WAKEFIELD
- WATERTON
- Marcus & Millichap

## GOLD LEVEL

- BOMA International
- McDonald's
- NMHC
- National Multifamily Housing Council
- ASANA Partners
- Urban Land Institute
- K
- SunTrust Bank
- KIMCO Realty
- Washington Holdings
- Microsoft
- Avanath
- Acadia Realty Trust
- Related
- Duke Realty

## SUPPORTERS

- REEC
- IREM
- Starbucks
- CDR
- Cedar Realty Trust
- BOZZUTO
- USAA Real Estate
- Borghese Investments
- MIT
- Dentons
- HCP
- Hutensky Capital Partners
- JLL
- JLL
- Ackman Ziff
- LM Development Partners
- The Cordish Companies
- Hines
- Ariel
- Integral
- CIVITAS
- Rappaport
- CCIM
- Copaken Brooks
- Commercial Real Estate
- Copaken Brooks
- JLL
KEITH SELLARS, WASHINGTON DC ECONOMIC PARTNERSHIP (WDCEP)

Under Sellars’ leadership as President and CEO, the WDCEP has lead initiatives attracting national and local retailers to the District of Columbia. The organization’s budget grew from $500,000 to $4.8 million today. To support the tech industry, in 2013 WDCEP launched Accelerate DC, a tech startup mentoring program. Before serving as the WDCEP president, Sellars spent 13 years with Whole Foods Markets and the Rappaport Companies of Mclean, Virginia. The Washington Business Journal recognized Sellars as a Minority Business Leader.

SONYA ROCVIL, BERRY ROCVIL ENTERPRISES

Rocvil is a noted leader and innovator in the commercial real estate industry. She is the Principal and Founder of multifamily manager Berry Rocvil Enterprises. Her expertise in financial services generates asset growth and strengthens company operations. She has a proven track record of solutions that promote investment strategy development. Rocvil earned her MBA from the Zicklin School of Business at Baruch College.
NATHANIEL R. CENTENO, MADISON MARQUETTE

Centeno’s experience in retail real estate includes managing shopping centers for Westfield and Simon Property Group. As a Senior General Manager at Madison Marquette, he currently oversees property management for Bay Street, a popular shopping, dining, and entertainment destination in Emeryville, CA.

LESLEY HORTON CAMPBELL, INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC)

For years, Horton Campbell has counseled senior business leaders on global real estate matters, including in her current role as General Counsel & Corporate Secretary at International Council of Shopping Centers (ICSC). She has a keen understanding of corporate real estate, luxury realty, and all matters concerning real estate development and litigation. She earned her law degree at the New York University School of Law.
JOHN GILMORE, WALKER & DUNLOP

Gilmore is an expert at establishing and expanding relationships with real estate investors. He began his career as an analyst and previously was a Vice President of Income Property Group, a division of KeyBank providing affordable housing solutions. In 2018 John joined Walker & Dunlop as a Senior Vice President and Managing Director focused on multifamily originations in their New York Office.

BUWA BINITIE, DANTES PARTNERS LLC

Since launching Dantes Partners, Binitie secured over $300 million in financing for affordable housing units in D.C. As its Managing Partner, he is an expert at executing development plans. The Washington Business Journal has honored him for his work in affordable housing.
ANGELE ROBINSON-GAYLORD, IKEA

Robinson-Gaylord earned her JD degree from the George Washington University Law School. Since then, she’s served as a senior law associate, a regional property manager for McDonald’s Corporation, and now the President – North America Real Estate Cluster for IKEA Group. In 2018 Angele was elected to the Board of Trustees for the International Council of Shopping Centers (ICSC).

LISA TOMIKO BLACKBURN, CEC ENTERTAINMENT

Blackburn is a leading counselor in real estate law in the state of Texas, with additional licenses in Nevada and California. Her general counsel experience spans a wide array of real estate issues, such as litigation, finance and securities, compliance, commercial real estate development, investor real estate portfolios, and more. Blackburn has experience counseling firms with $1.5 billion in assets. She advises CEC Entertainment as its Director, Commercial Real Estate Attorney and is the Principal and Founder of Blackburn Law, LLC.
LONDON KEMP, NETFLIX

Kemp is Global Head of Corporate Real Estate. She oversees a team responsible for the day-to-day operation of Netflix-owned and leased production facilities worldwide, including: studio, office and industrial facilities. Along with the implementation and management of Netflix's acquisition, leasing and development pipeline, Kemp works closely with cross-functional teams within Netflix.

KATRINA RAINEY, MCDONALD’S CORPORATION

Rainey’s experience in the commercial, residential, and retail sectors of real estate shows a consistent track record of increasing earnings and insuring growth while minimizing risk. As a Real Estate Portfolio Manager for McDonald’s Corporation, she manages 1,400 traditional and co-branded restaurants throughout the Northeast, representing 5 million square feet.
MIN CHAN, CHAN LAW FIRM, LLC

Min is an EB-5 program expert attorney, working with NYC developers to access global financing, find foreign investors, and operate regional centers. Min is the founder of Chan Law Firm and the China-based website meixichina.com, which connects Chinese buyers with real-time New York property listings. She is dedicated to helping her overseas clients make their American life dreams a reality.

ADEOLA ADEJOB, NYC DEPT. OF HOUSING PRESERVATION AND DEVELOPMENT

Adejobi’s years of experience in commercial real estate spans acquisitions, transactions, sales, and strategic partnerships. She handles complex legal issues surrounding housing programs as the Agency Attorney for the NYC Department of Housing Preservation and Development. She earned her J.D. from Cornell Law School with a specialization in International Legal Affairs.
JIMENA SAYAVEDRA (ASSOCIATE AT NEWMARK KNIGHT FRANK)

Sayavedra is an expert in task management. In her work as a commercial real estate broker, she handles disposition and acquisition of commercial real estate assets on behalf of her clients in the industrial real estate industry. Currently employed at Newmark Knight Frank, she enjoys helping business owners make informed decisions that positively grow their bottom line. Outside of her work in commercial real estate, she is an avid marathon runner.

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