



# Industry Partnerships, Event Sponsorships, and Advertising Prospectus

*Education. Network. Technology.*

**THE CCIM INSTITUTE**

*Advancing the Commercial Real Estate Profession*





# About The CCIM Institute

Elevating our members to the highest level of success through education, technology, and networking.

Since 1967, The CCIM Institute has been the established leader in education, technology, and networking resources. We are a member-driven community, helping more than 13,000 commercial real estate professionals with the finest education and tools. The CCIM Institute's global members span more than 30 countries around the world with the largest international Chapter memberships are in South Korea and Canada.



# CCIM Membership

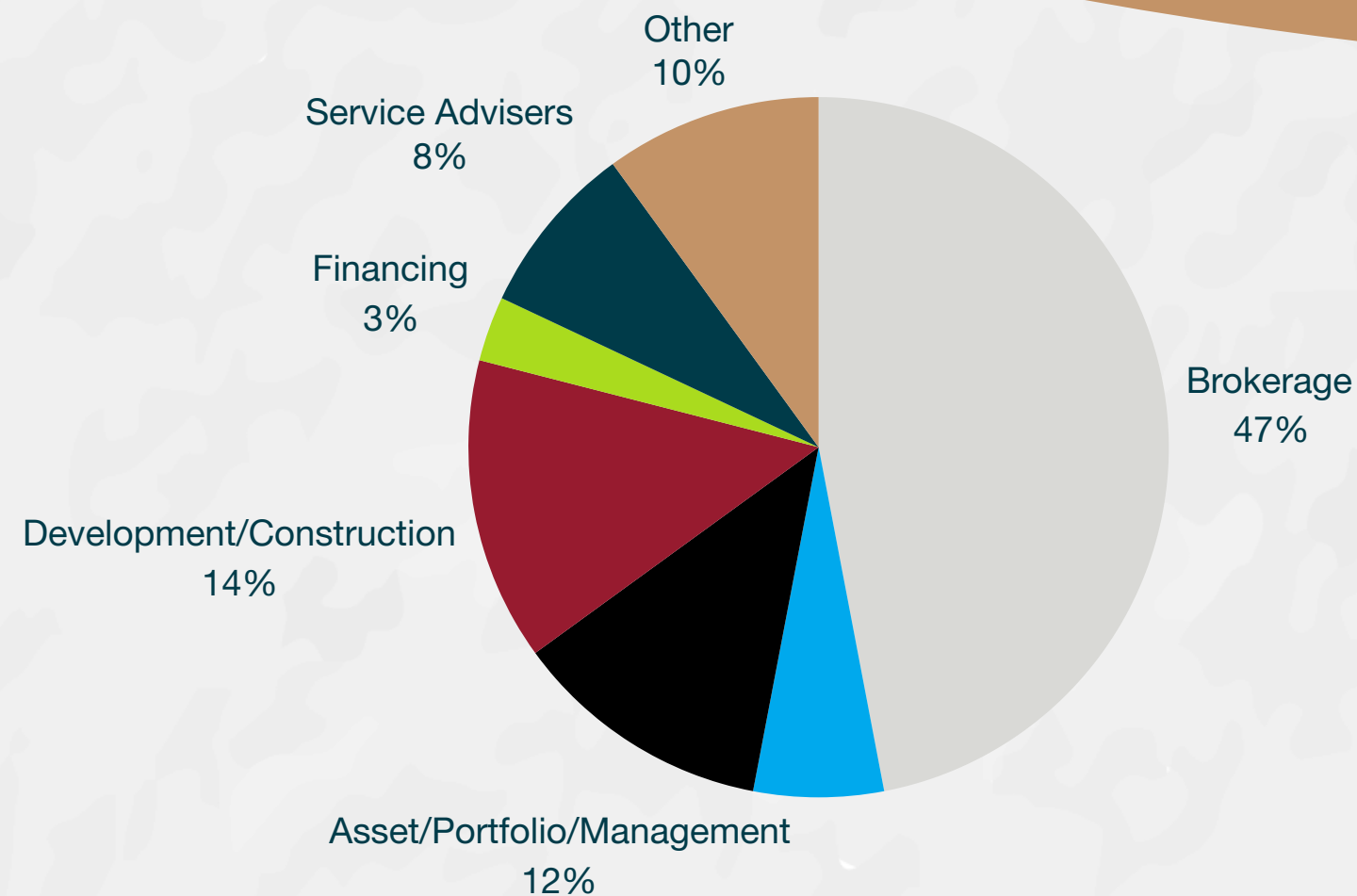
81%

OF MEMBERS  
possess a graduate or  
undergraduate degrees

20 Years

AVERAGE EXPERIENCE

commercial real estate  
from members of  
The CCIM Institute



47% of The CCIM Institute's members are brokers. The remaining 53% includes investors, developers, consultants, property managers, tenant reps, corporate real estate executives, landlord representatives, appraisers, lenders/bankers, and others.





# Industry Partnership Opportunities

*New in 2025*

## Inaugural Deal Maker Award and Event Sponsor

As the inaugural sponsor of the prestigious Deal Maker Award, your company demonstrates a strong commitment to The CCIM Institute's mission and vision of advancing education in the commercial real estate industry. By sponsoring this program, you align your brand with the highest standards of expertise and professionalism that CCIM represents.

CCIM Designees earn 42% more than their peers, solidifying their position as leaders in the field. Starting in 2025, we are excited to introduce the Deal Maker program in collaboration with our 59 chapters. This initiative will highlight our members' outstanding deal-making achievements across the globe.

The program will culminate in an exclusive gathering of quarterly Deal Makers at the October 2025 Fall Governance Forum in Vancouver, Canada. At this event, we will unveil the Top 10 Deal Makers of the Year, celebrating their excellence in real estate transactions.

As the exclusive sponsor, your brand will be front and center throughout this journey—featured prominently on our website, in emails, and across social media. Each quarterly Deal Maker will recognize you as not only a supporter of their success but as a champion of the entire commercial real estate industry.



# Global Partnership

**\$50,000 Commitment**

**Only 3 Available**

As the Global Partner, your brand will gain prominent exposure through CCIM's events, publications, digital platforms, and educational programs, placing you directly in front of key decision-makers and stakeholders. This partnership positions your company as a leading authority in the commercial real estate industry.

You'll have the opportunity to create tailored communications that resonate with our members throughout the year, allowing you to highlight the topics and insights most relevant to them. Additionally, you'll have the chance to engage with CCIM leadership at both in-person and virtual events throughout the year, maximizing your networking opportunities.

The total value of this package exceeds \$95,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
Recognition in Quarterly President Video	\$6,000.00
One (1) email to membership announcing partnership	\$4,500.00
Quarterly Sponsored Blog Post	\$20,000.00
One Speaker on Member Webinar Series	\$6,000.00
One (1) social media campaign to compliment the Member Webinar Participation	\$4,000.00
Spring & Fall Governance Forums   Pinning Ceremony Sponsor	\$20,000.00
Spring & Fall Governance Forums   Complimentary Attendance for Two	\$5,000.00
Fall Governance Forum   President Ball Sponsorship	\$5,000.00



# Visionary Partnership

**\$25,000 Commitment**

**Only 4 Available**

As a Visionary Partnership, you set the example and show your dedication to the industry and its future, demonstrating your role as a key partner in shaping the success of its professionals. Partnering with CCIM positions your company as a partner in fostering industry education and growth. We will align your brand with knowledge, leadership and continuous improvement in the field.

Whether through event sponsorship, digital marketing, or speaking opportunities, your business can showcase its expertise and services directly to our global membership.

The total value of this package exceeds \$45,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
Recognition in Quarterly President Email	\$4,500.00
One (1) email to membership announcing partnership	\$4,500.00
Two (2) Email Blast a Year	\$9,000.00
Middle Square Ad in CCIM Insider   Three (3) Months	\$800.00
Spring & Fall Governance Forums   Sponsorship of the Partners Choice	\$3,000.00
Spring & Fall Governance Forums   Complimentary Attendance for Two	\$5,000.00
Annual Governance Meeting   President Ball Sponsorship	\$3,000.00



# Industry Partnership

**\$10,000 Commitment**

**One (1) Per Sector: Multi-family, Office, Industrial, Retail, Hotel & Hospitality, Land, Mixed-Use, Special Purpose, Self-Storage, Life Sciences, Financial, Insurance, Title Companies and Media**

As the exclusive CCIM Institute Industry Partner for your specific sector in 2025, you will have a unique, year-long opportunity to distinguish your brand from competitors. With access to our global membership base, you can elevate your presence in the commercial real estate industry through targeted sponsorship opportunities.

CCIM provides you with a platform to showcase your brand, engage with influential leaders, and connect with our members through custom advertising and premier event sponsorships.

The total value of this package exceeds \$30,000.

Company logo on ccim.com homepage for one (1) year	\$25,000.00
One (1) email to membership announcing partnership	\$4,500.00
Curated Content   Select two blog posts, one podcast or one member webinar	\$5,000.00 - 8,000.00
Lower Banner Ad in CCIM Insider   Three (3) Months	\$500.00



# Event Sponsorship Opportunities



Miami | Florida



Vancouver | Canada

Join The CCIM Institute leadership, members and newest Designees two times a year for an **exclusive** networking opportunity.

In 2025, the Spring Forum will be held in Miami, FL and the Fall Governance Forum will be held in Vancouver, Canada.



# Event Sponsorships Opportunities

Designee Pinning Ceremony   Spring & Fall Governance Forums	At the Pinning Ceremonies, sponsors will be recognized by the CCIM President, receive brand recognition, and receive event attendance to network with the newest CCIM Designees.	\$20,000.00
State of the Institute   Spring Forum	The sponsor will be recognized by The CCIM Institute President during the event. The sponsor will be given the opportunity to address the attendees in person or with a video message, send a notification through the event app, and mix and mingle with attendees. This event gives the sponsor an opportunity to meet our most dedicated members.	\$10,000.00
Welcome Networking Session   Spring Forum	Guests will be greeted with a welcome video from the sponsor and receive a push notification through the event app highlighting your company with a custom message. Sponsors will be invited to attend the Welcome Networking Session.	\$5,000.00
Toast & Talk   Spring Forum	On day two of the Midyear Governance meeting, our members gather in the morning to toast to The CCIM Institute and network with their peers. The sponsors will be recognized during the toast, receive brand recognition and be invited to attend and network with our members.	\$3,000.00

# Event Sponsorships Opportunities

Dine Around   Spring & Fall Governance Forums, Three (3) Sponsor Opportunities	The sponsor logo will be added on the Dine Around promotional materials. The sponsor can send a message with a push notification to the guests through the event app.	\$1,000.00
Breakfast Sponsor with Podium Pitch   Fall Governance Forum	The sponsor will be invited to attend the breakfast and address our members in-person or have a video message played. The sponsor will receive brand recognition during the event and on the event app.	\$3,000.00
Lunch Sponsor with Podium Pitch   Fall Governance Forum	The sponsor will be invited to attend the lunch and address our members in-person or have a video message played. The sponsor will receive brand recognition during the event and on the event app.	\$5,000.00
Site Tour Sponsor   Fall Governance Forum, Two (2) Sponsor Opportunities	The sponsor will be invited to attend the Site Tour, address the Site Tour guests prior to the start of the event, and receive brand recognition on the event app.	\$2,000.00



# Event Sponsorships Opportunities

Event App   Spring & Fall Governance Forums	The sponsor logo will be on the event app homepage for the duration of meeting. The sponsor will be able to send one pre & post event push notification with a message to attendees.	\$5,000.00
Event Giveaway   Spring & Fall Governance Forums (One per Meeting)	The sponsor logo will be placed on the event giveaway and receive brand recognition on the event app. Every attendee will receive the event giveaway.	\$3,000.00
Daily Coffee Sponsor   Spring & Fall Governance Forums	The sponsor logo will be displayed at the coffee stations throughout the day and send a message through the app to guests.	\$3,000
Exhibitor   Spring & Fall Governance Forums	Join the exhibitor area to meet with our 300+ members. Both events are only open to CCIM members. You will have the opportunity to meet and greet with our active membership.	\$2,000

# Advertising | Connect with Members

**THE CCIM INSTITUTE**  
*Advancing the Commercial Real Estate Profession*

**Get Started Today**



# Commercial Investment Real Estate Podcast Underwriting

Launched in 2020, the CIRE monthly podcast is the perfect companion to our quarterly print magazine. Listeners hear intimate conversations with industry leaders, where they **share their expertise and experience** on the latest trends in CRE.

This exclusive branding opportunity provides omni-channel recognition with one podcast adapted into a column in each issue of the print and online versions of the magazine.

Email and social media promotion provides exposure to the full audience of over 45,000 commercial real estate professionals.

**2 - 2.5K** **AVERAGE LISTENERS**  
*per podcast*

**CCIM**  
**CONNECTIONS**  
**PODCAST**

**THE CCIM INSTITUTE**

# Commercial Investment Real Estate Podcast Underwriting

As the official underwriter of the CIRE podcast, you'll receive:

- Acknowledgement at the beginning of all podcasts along with a quick tagline.
- Logo recognition on both the CIRE podcast landing page and in print on the CIRE podcast column.
- Recognition whenever the podcast is promoted (i.e., social media, CCIM Insider e-newsletter, etc.).





# CCIM.COM Advertising

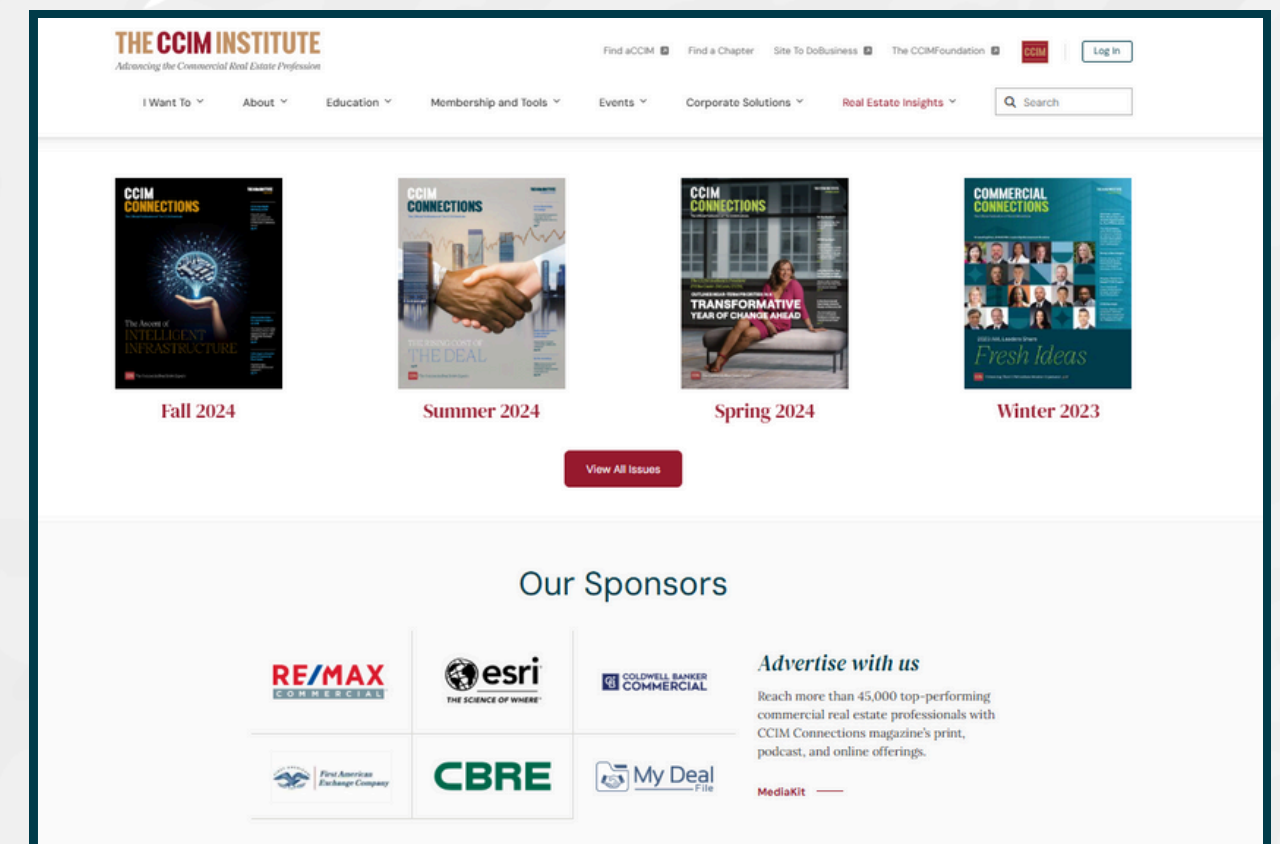
The **Commercial Connections** section on CCIM.com is the go-to destination for commercial real estate professionals worldwide with nearly 400,000 pageviews each year.

This section is rich with content from all present and past issues of the Commercial Connections magazine, our newsletters, blog posts, along with web exclusives.

**+400,000** PAGEVIEWS ANNUALLY

**#** MONTHLY VIEWS

**#** CLICKS PER MONTH





# CCIM.COM Advertising

Two ads are available for run-of-site on the Commercial Connections magazine section on CCIM.com, including the CIRE podcast landing page.

## Ad placement Rate Specs:

Ad Placement	Rate	Specs
Top Position	\$4,000/mo	300px x 250px
Second Position	\$3,800/mo	300px x 250px
Skyscraper Ad		160x600

## Ad Spec Requirements:

- Acceptable files: JPG, PNG, GIF
- Max file size: 40KB
- Animated GIFs must not exceed 15 seconds (animated GIFs not in CCIM Insider)
- Click-through URL should be provided as a tracking URL.\*

\*Note: Ad analytics are not provided by The CCIM Institute for digital ad placements. It is the responsibility of the advertiser to create a tracking URL to analyze their ad metrics.

# CCIM E-newsletter

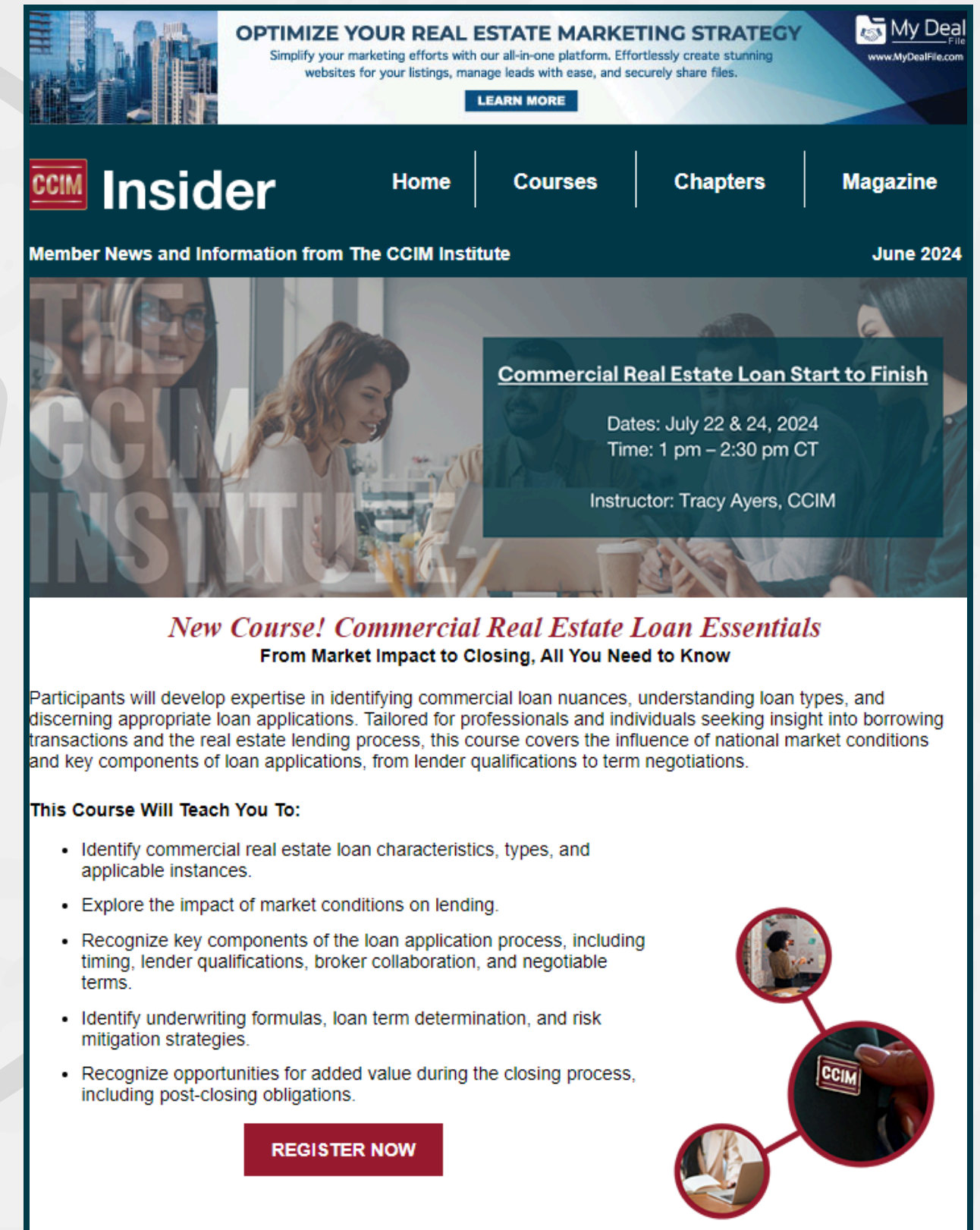
## Target the CCIM membership

Advertise or create custom content to connect with the CCIM member. Every month, we publish an e-newsletter to update our membership on industry trends, CCIM news, the top deals of the month, chapter news, and local and global events.

**9,233** RECIPIENTS

**51%** AVERAGE OPEN RATE

**1.5** CLICKS PER BANNER AD



**OPTIMIZE YOUR REAL ESTATE MARKETING STRATEGY**  
Simplify your marketing efforts with our all-in-one platform. Effortlessly create stunning websites for your listings, manage leads with ease, and securely share files.  
[LEARN MORE](#)

**My Deal**  
www.MyDealFile.com

**CCIM Insider** Home | Courses | Chapters | Magazine

Member News and Information from The CCIM Institute June 2024

**Commercial Real Estate Loan Start to Finish**  
Dates: July 22 & 24, 2024  
Time: 1 pm – 2:30 pm CT  
Instructor: Tracy Ayers, CCIM


**New Course! Commercial Real Estate Loan Essentials**  
From Market Impact to Closing, All You Need to Know

Participants will develop expertise in identifying commercial loan nuances, understanding loan types, and discerning appropriate loan applications. Tailored for professionals and individuals seeking insight into borrowing transactions and the real estate lending process, this course covers the influence of national market conditions and key components of loan applications, from lender qualifications to term negotiations.

**This Course Will Teach You To:**

- Identify commercial real estate loan characteristics, types, and applicable instances.
- Explore the impact of market conditions on lending.
- Recognize key components of the loan application process, including timing, lender qualifications, broker collaboration, and negotiable terms.
- Identify underwriting formulas, loan term determination, and risk mitigation strategies.
- Recognize opportunities for added value during the closing process, including post-closing obligations.

[REGISTER NOW](#)

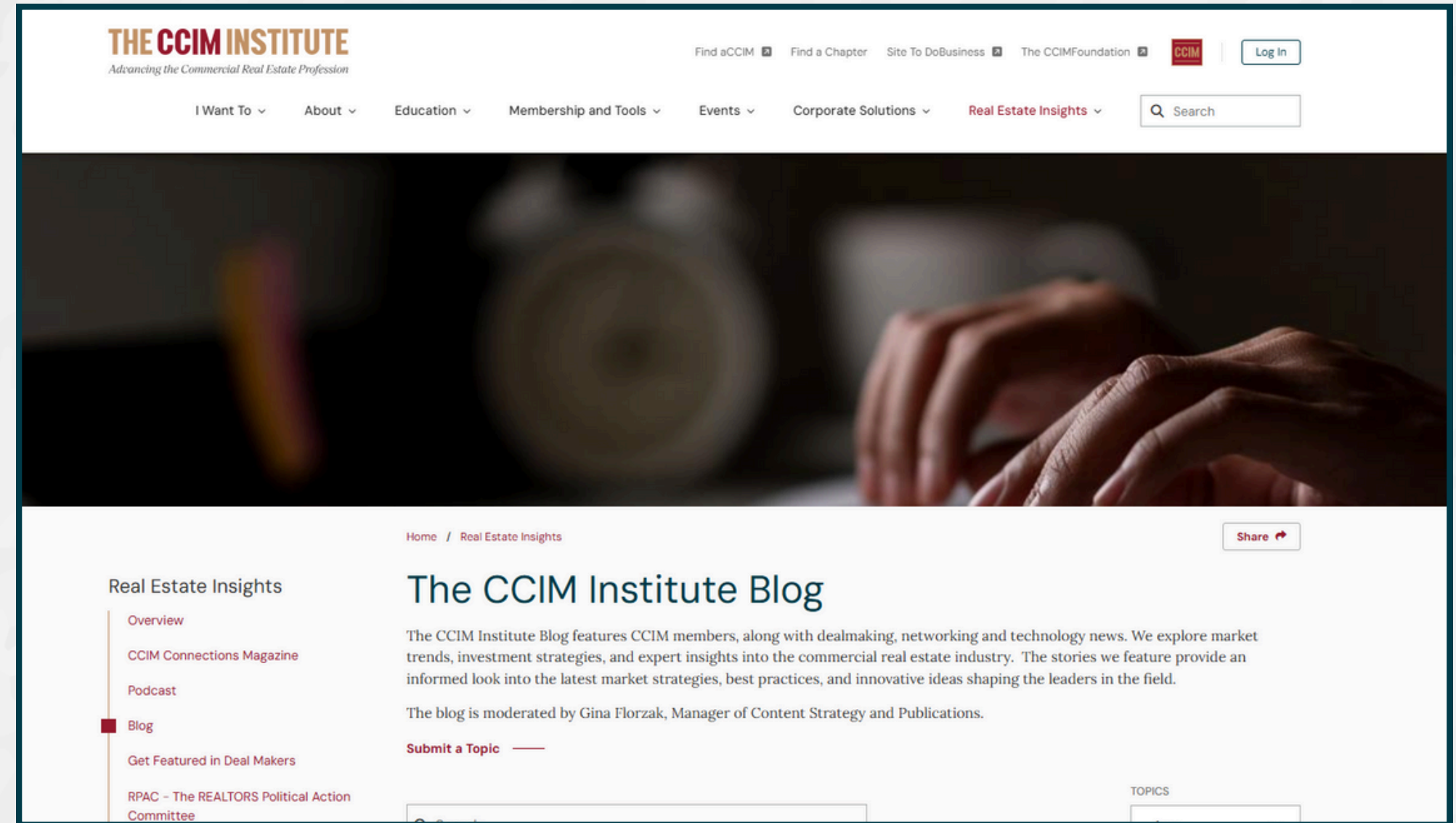




# Sponsored Blog Post

Elevate your thought leadership in commercial real estate with a sponsored blog post on ccim.com.

Your sponsored blog will live on our website for at least one year.



# Sponsored E-Blasts

**Elevate** your brand and your leaders through a completely custom HTML e-blasts sent from The CCIM Institute to approximately 9,000 members in the U.S. and Canada. Inventory is limited and contracted on a first-come, first-served basis.

## HTML Specifications:

- 650 px wide (recommended)
- Footer to include Company Name, Valid Postal Address, Email Address
- Mobile responsive
- Build the HTML file with tables instead of DIV
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded
- Avoid a single image as the eblast



# Sponsored E-Blasts

## General Requirements:

- Materials are due on Monday, two weeks before the scheduled send date. A delay in materials or advertiser approval could jeopardize the send date.
- All content is subject to review by The CCIM Institute
- Necessary alterations are the responsibility of and at the expense of the advertiser
- Materials that do not meet the stated advertising specifications will be rejected
- Disclaimer will be added to the top of the email “This message is brought to you by The CCIM Institute sponsor \_\_\_\_\_”
- Advertiser will be provided one proof for review before the final send

# Social Media Posts

Compliment your blog post, webinar, or a launch a separate campaign to highlight your business to our followers.

**4.15 M** ORGANIC POST REACH

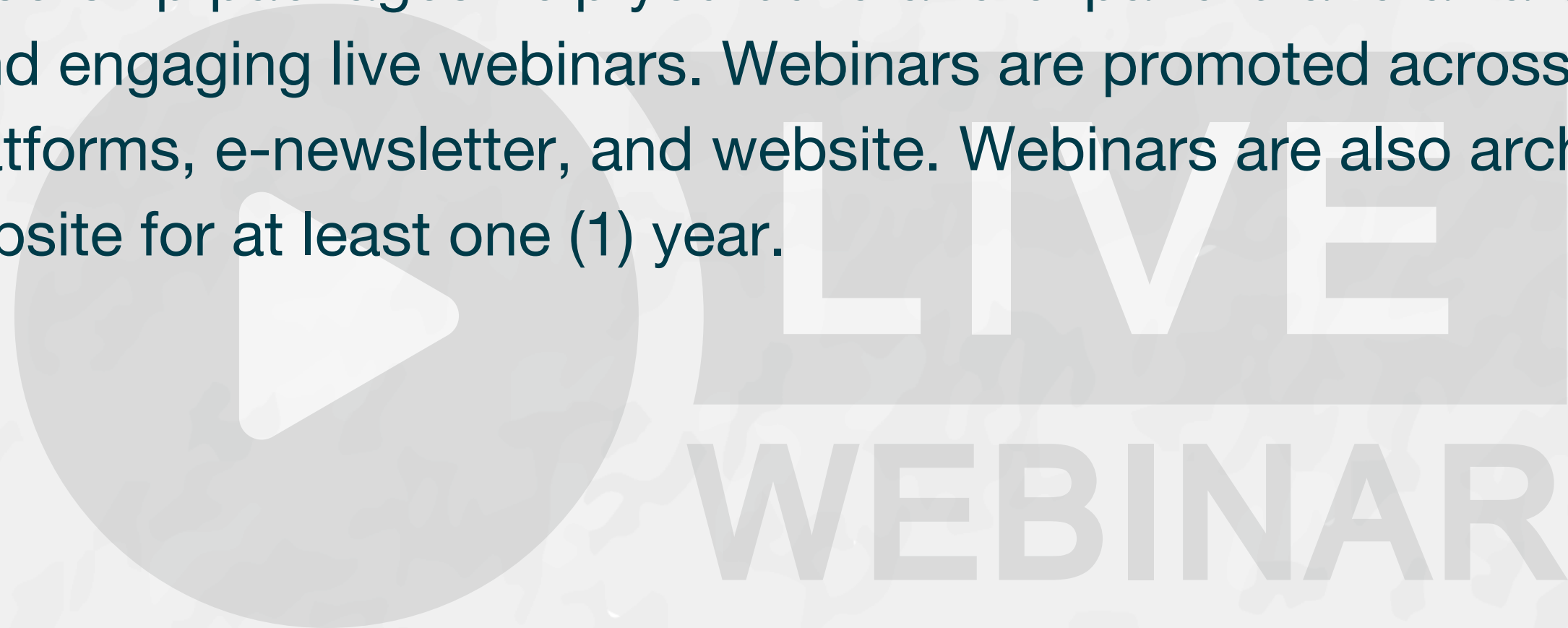
Placement	Specs and Guidelines
<b>Twitter/X</b> (28,216 followers)	<ul style="list-style-type: none"><li>• Recommended specs: 1200px x 675px ad</li><li>• 100-280 characters max. text (with spaces)</li><li>• Call to action</li><li>• Click-through URL</li></ul>
<b>LinkedIn</b> (38,690 followers)	<ul style="list-style-type: none"><li>• Recommended specs: 1200px x 627px ad</li><li>• 100-140 characters max. text (with spaces)</li><li>• Call to action</li><li>• Click-through URL</li></ul>
<b>Facebook</b> (18,081 followers)	<ul style="list-style-type: none"><li>• Recommended specs: 1200px x 628px ad</li><li>• 300 characters max. text (with spaces)</li><li>• Call to action</li><li>• Click-through URL</li></ul>
<b>Instagram</b> (7,561 followers)	<ul style="list-style-type: none"><li>• Recommended specs: 1080px x 1080px ad</li><li>• 125-250 characters max. text (with spaces)</li></ul>



# Webinars

Make your company's name **standout** by sponsoring a CCIM webinar opportunity.

Our sponsorship packages help you build and expand brand awareness through unique and engaging live webinars. Webinars are promoted across CCIM's social media platforms, e-newsletter, and website. Webinars are also archived on the CCIM website for at least one (1) year.



# Webinars

## Sponsored Content Webinar

Position yourself as a thought leader via a webinar. You create the content — we promote it to our influential audience. Lead generation is available with an opt-in during registration. Only four opportunities available in 2025 (topic subject to approval).

## Webinar Underwriter

Put the focus on your brand when you underwrite an educational webinar from The CCIM Institute. These sessions attract an engaged audience that's perfect for your branding.



# Advertising Cost

Social Media Networks (1 post)	Social Media	\$1,000.00
Webinar Underwriter	Webinar	\$2,500.00
Sponsored Content Webinar	Webinar	\$6,000.00
Sponsored Downloads like Toolkits, White Papers, Infographics, Etc.	Website	\$2,000.00
Sponsored Blog Post	Website	\$5,000