

#CRELAUNCH

24



5TH ANNUAL

foresitecre.com/training-program/



SPONSORSHIP OPPORTUNITIES

Summer of 2024



"This program really prepared me for an interview at Dorado Development and now I am an assistant property manager."

Daniel Pacora Class of '22

OUR WHY

CRE TRAINING

In 2020, we decided to open our own training program to those outside our firm and have since trained over 130 professionals both in-person and virtually for dozens of organizations.



INVESTING IN OUR FUTURE

For generations, commercial real estate training has been offered one way, mentorship. We still believe that nothing replaces a good mentor but that has created some gaps in the technical skills not typically taught in our industry without on-the-job experience.

Meanwhile, the technical aspects of the industry continue to evolve and become more complicated. The increased burden on the mentors and trainers leaves them little time and less desire to develop new talent.

As a result, our industry is not attracting and retaining new and diverse talent. A labor shortage could create a severe issue for all of our organizations in the very near future.

The goal of this program is to change that, one emerging professional at a time.



"Foresite's CRE Launch Program was top-notch. As a professional economic developer, I had certain preconceived ideas of what this course would teach me. The program easily surpassed those expectations. I gained a deeper appreciation of the many facets of commercial real estate — from macro economics to micro economics, outstanding lectures from solid professionals and real world projects — I felt I came away with a lot more than I expected. I cannot speak more highly about this program. Thank you again for this remarkable opportunity."

Kate Silva, CEEd - Class of '22



ABOUT

THE PROGRAM

Bethany Babcock, MBA

Founder and CEO
Director of Leasing

Chad Knibbe, CCIM

President and Co-Owner
Director of Investment Sales

Alexandria Tatem

Head of Research and Operations
Associate Vice President of Investment Sales

Nicole Mendoza

Marketing Manager
Production Supervisor



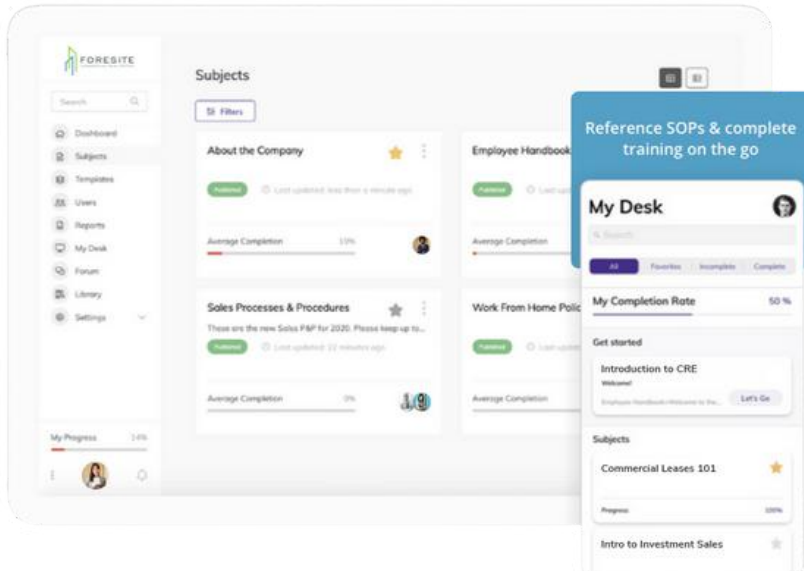
Having been part of Foresite's Commercial Real Estate Training Program, I can say that this is an incredible opportunity to be mentored by industry leaders and veterans from Foresite Commercial Real Estate. Bethany, Chad, Alexandria, and the whole Foresite team were amazing to work with and were always willing to meet virtually one-on-one and provide insightful information for our course work. I'm grateful to have been part of Foresite's 2020 Training Program, as I made so many connections and it led me to my current employment at NorthMarq!



Edith Gonzales - Class of '20
Investment Sales Analyst At Northmarq Capital

COMMERCIAL REAL ESTATE TRAINING

INVESTING IN OUR FUTURE & THE FUTURE OF OUR INDUSTRY



REMOTE + IN-PERSON 10 WEEK - PROGRAM

Up to 30 students from around the country can join live classes online and log in to the curriculum from anywhere. Participants can interact with instructors, students and collaborate from anywhere.

Local students have the option to physically attend classes at the Foresite office and meet the instructors during lunch (provided).

COURSES TAUGHT BY INDUSTRY EXPERTS

SUPPORTED WITH CURRICULUM,
TESTS, AND ASSIGNMENTS WRITTEN
BY OUR TEAM AT FORESITE.

Introduction to CRE
CRE Math 101
Commercial Leases 101
Landlord Representation
Tenant Representation
Property Management 101
Property Accounting
Landlord Representation
Legal Terms and Situations
Development Services
Commercial Title Insurance
Entitlement Process

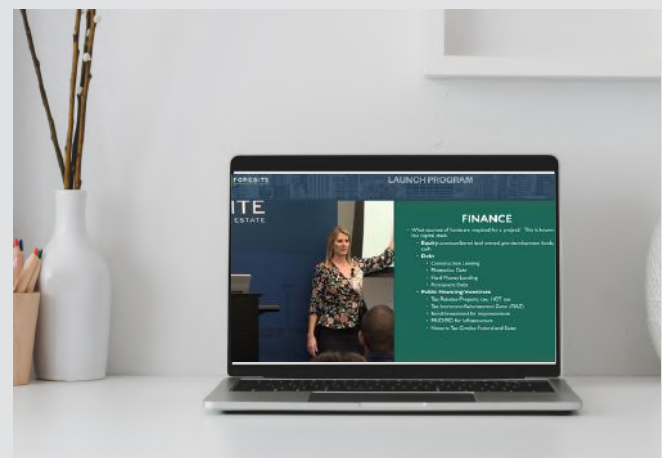
CRE Macro Economics
Tenant Improvements 101
Accounting for Non-Accountants
Intro to Investment Sales
Inv. Sales 101 -Pricing & Risk
Inv. Sales 102 - Leverage
Inv. Sales 103 -Cashflow Model
Intro to Multi-Family Development
Intro to Office Properties
Intro to Retail Properties
Intro to Industrial Properties

Campuses:

San Antonio, Texas

Austin, Texas

Contact us about hosting a campus in your market or for your organization



WHO WE SERVE

Each year we sort through a growing list of applicants and search for the brightest and most ambitious emerging professionals joining our industry.

This includes current working professionals, working parents, veterans, business owners and college students.



Breakdown of the class of 2023

- 43.75% had less than one year of experience in commercial real estate
- 40.6% had 1-3 Years of experience in commercial real estate
- 15.6% had 3 to 10 years of work experience (regardless of industry)
- Common careers prior to CRE included:
 - Attorney
 - Business Owner
 - Military
 - Lender
- 42% Working full time in the industry at the time of application
- 25% Female
- 90% of the students were local 10% joined us remotely
- 16 brokerage firms represented

Graduates of the program have come from or have gone on to enjoy careers at:

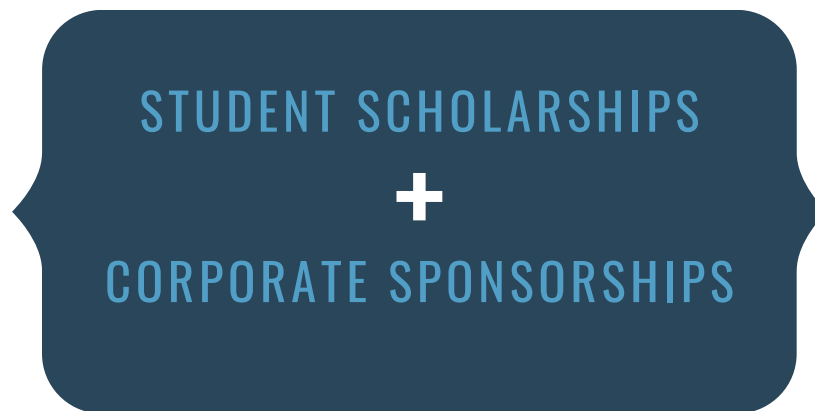


OPPORTUNITY

HOW YOU CAN HELP

Sponsors have a unique opportunity to influence new entrants to commercial real estate and build loyalty to their brand. The students in the program are selected based on their likelihood and ability to build a successful career in the industry.

Our typical class is comprised of a diverse demographic of high-performing individuals with an intentional focus on building a career in commercial real estate. The students may be professionals that are considering a career change or advancement or recent college graduates.



Providing Scholarships to students allows benefactors the opportunity to get to know students one on one if they desire. Many students finish the program by obtaining a position in the industry. This can be a wonderful opportunity for businesses to identify top talent who have already received industry training.

Corporate Sponsors will be promoted with the program as contributors to this important talent development program.

Sponsors of last years' CRE Launch Program





GET INVOLVED

HOW YOU CAN HELP

SPONSORSHIP PACKAGE INFORMATION

Each year our goal is to make this program available at little to no cost to the students in the program. We need your help to continue expanding and improving the program while not limiting access to the students. Please consider partnering with us in developing the talent our industry needs.

Platinum Sponsor

\$5,000

- Sponsor logo on all advertisements named on all program materials, website, social media posts
- Attendance for four at Kickoff and Closing Reception
- May include branded items in student swag bags
- Hyperlinked website on landing page
- Sponsor may provide pop up banner to display at kickoff and all classes
- Company representative introduced to students
- Ongoing social media acknowledgments for the year of 2023
- Inclusion in press release
- Company may send one representative to each session
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- Recognition for sponsorship of two students
- Half page ad in program brochure

Gold Sponsor

\$3,000

- Sponsor logo on program materials and link on website, social media mentions
- Attendance for two at Kickoff and Closing Reception
- May include branded items in student swag bags
- Inclusion in press release
- Recognition for sponsorship of one student
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- Quarter page ad in student program brochure

Silver Sponsor

\$2,000

- Sponsor logo on program materials and website, and inclusion in press release
- May include branded items in student swag bags
- Logo on E-blast to 8,500 industry professionals (2 blasts)
- 2x2 ad in program brochure

Have something else in mind? Talk to us about your goals and budget.

OTHER SPONSORSHIPS

- Headshot Sponsor**
\$500 Professional photographer hired to provide professional headshots of all students to use in their careers. Acknowledgment at photo booth (set up at the kick off event).
- Recruiting Sponsor**
\$500 Receive copies of resumes and application cover letters from the accepted students. Company representative may attend kick off and closing classes to meet students.
- Kickoff Lunch Sponsor**
\$2,500 Named sponsor for kickoff lunch for alumni, mentors, instructors, and students. Approximately 150 attendees. Sponsor may provide and present pop up banner and set up display at event as well as be introduced and welcome the attendees at the start of the program.

Payment can be made via credit card or check prior to March 1, 2024 to be included in E-Blasts and Early Marketing. Organizations partnering in 2024 will receive additional branding opportunities on materials and social media - Contact Foresite for more information.

GET INVOLVED

HOW YOU CAN HELP

SIGNATURE SPONSOR (MAIN UNDERWRITER) - BY INVITATION ONLY



If your organization is looking for ways to brand itself with quality education and resources for up and coming commercial real estate professionals, the signature sponsorship is available by invitation only.

This positions your brand as a partner with industry veterans, mentors and instructors reaching and developing new industry talent.

Ideally we are looking for a partner that can help us expand the program and is committed to working together for several years as the program will be branded jointly.

Signature Sponsor *

\$25,000

Program will be advertised as the *Foresite CRE Launch program underwritten by (your company name)* leading up to and for the duration of the 9 week program.

- Logo on all webcast / virtual class banners
- Continued E-Blasts marketing the event (8,500 + industry professionals)
- Pop Up Banner next to the speaker stage
- Representative from your company serves as the master of ceremonies for the kick off meeting with all students, instructors, alumni, mentors and sponsors
- Sponsor of the Distinguished Student Award presented by (company name) with logo on the physical award for the top student of the class
- Named sponsor on all advertisements, named on all program materials, website, social media posts,
- Centerfold ad in the student program
- Attendance for 5 team members at all events for the year
- Press release

Additional markets and satellite program opportunities available for discussion. Contact Bethany Babcock.

*Signature sponsor is available for brands that compliment but do not compete with the Foresite brand in brokerage or management as the program will be heavily co-marketed with both organizations.