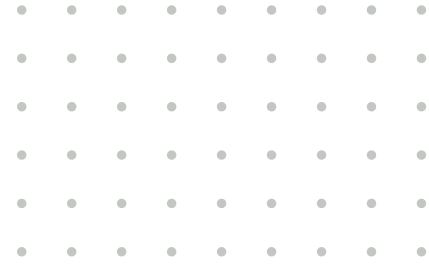


REAL

2025

Sponsorship Packs



www.rea-l.org

info@rea-l.org



Creating transformative opportunities for Latinx Professionals in Commercial Real Estate

OUR MISSION

Building Latinx Opportunity

Our Mission is to increase visibility, advancement, and equity for Latinx Professionals in commercial real estate by creating a multifaceted network, representative of all professional levels, across industry sectors.

With less than 3% of Latinx commercial real estate professionals in executive and decision-making roles, REAL aims to increase the representation of rising Latinx leaders in commercial real estate by fostering relationships, career development, entrepreneurship, and community engagement.

REAL's Growth & Impact

Over the past two years, REAL has expanded its presence and strengthened its network, creating opportunities for Latinx professionals in commercial real estate.

2 Cities

LA and NYC

750+

Attendees

14

Events

12+

Corporate
Partners



A HISPANIC HERITAGE EVENT

RAÍCES

The word "*Raíces*" in Spanish translates to
"Roots" in English.

"Raíces" symbolizes the importance of remembering and honoring where one comes from, maintaining cultural traditions, and recognizing the influences that shape individual and collective identities.

REĀL



Dear Potential Sponsors,

On behalf of the **Real Estate Association of Latinx Professionals (REAL)**, the first national association dedicated to creating transformative opportunities for Latinx professionals in commercial real estate (CRE), we are excited to offer sponsorship opportunities for organizations that align with our mission.

Founded in 2020, REAL's mission is to bring together Latinx professionals, thought leaders, and key stakeholders in commercial real estate to foster meaningful connections, promote collaboration, and drive increased visibility, advancement, and equity for Latinx professionals in the industry. Through our events and initiatives, we aim to create a multifaceted network representing professionals at all levels and across various industry sectors.

We invite organizations like yours to support our initiatives through sponsorship. Below are the sponsorship levels available, each offering distinct benefits and visibility for your organization:

- ☐ **Platinum Sponsorship \$5,000+:** Benefits include verbal recognition at the event; logo placement on marketing materials and website; two (2) annual REAL social media posts/highlights; one (1) future panel speaking opportunity; and ten (10) early RSVP access to our event.
- ☐ **Gold Sponsorship \$2,500+:** Benefits include verbal recognition at the event; logo placement on marketing materials and website; one (1) annual REAL social media posts/highlights; and five (5) early RSVP access to our event.
- ☐ **Silver Sponsorship \$1,500+:** Benefits include verbal recognition at the event; logo placement on marketing materials and website; and three (3) early RSVP access to our event.

REAL is a nonprofit organization. Proceeds from sponsorship contributions will make a significant impact and fund programming that fosters diversity and inclusion within the commercial real estate industry.

We appreciate your consideration and look forward to partnering with you to create meaningful change in the industry.

Sincerely,

A handwritten signature in black ink that reads "Jeffrey Monge". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jeffrey Monge
Managing Partner, Monge Capital

info@rea-l.org | 917-721-4242
6 Atlantic Street - Newark, NJ 07102

Previous & Current Sponsors



Your generosity will support efforts to engage and develop the next generation of leaders in commercial real estate.



REAL

BUILDING LATINX OPPORTUNITY