

**THE Commercial Real Estate
and Building Industry Breakfast**



Presented By:

Marshall S. Ruben

and

TRAMMELL CROW RESIDENTIAL
A CROW HOLDINGS COMPANY

APRIL 28, 2022

7:00 - 9:00 AM

HARTFORD MARRIOTT DOWNTOWN



Join us for the 2nd Annual *Building Foundations Breakfast* as we come together to raise resources to prevent children and families from becoming homeless and to secure stable housing for those living in shelters.

This is the signature event of the year for the commercial real estate and building industry and you don't want to miss it!



United Way of Central and
Northeastern Connecticut



In early 2021, a diverse group of commercial real estate and building industry professionals, in partnership with the United Way of Central and Northeastern Connecticut, came together to raise more than \$300,000 in much needed funds to help prevent homelessness in the greater Hartford community. The success of this inaugural event, known as the *Building Foundations Breakfast*, was due to the incredible generosity of more than 70 sponsors and many other donors who supported this critical fundraising event.

The funds raised ensured that:

- More than 1,000 people received emergency shelter;
- More than 1,500 people avoided homelessness through the shelter diversion programs and rental assistance;
- Information and referral services through United Way 211 continued to be funded; and
- Two (2) students at Covenant Preparatory School in Hartford have their tuition fully paid each year they attend the school

In addition to raising more than \$300,000 at our Inaugural *Breakfast*, we also honored in memoriam, Jeffrey (Jeff) Digel, due to his numerous contributions to both the real estate profession and the community.

In 2022, and annually thereafter, we will select an honoree at this event to receive the Jeffrey Digel Award. This award will be given to an individual who has similarly demonstrated significant contributions to the commercial real estate profession, as well as the community. Jeff had many accomplishments, but maybe the most important to him was co-founding Covenant Preparatory School in Hartford. That is why a portion of the event proceeds will be donated in his honor to two students to attend Covenant Prep with full tuition paid.



Building Foundation's 2021 check presentation to United Way and Covenant Preparatory School.

REMEMBERING JEFFREY DIGEL

Real estate combined Jeff Digel's interest in architecture, finance, geography and economic systems. As he built his career, Jeff was drawn to the investment side of the business. He co-founded and served as Executive Vice President for iStar Financial Inc., where he helped build the company's investment team and originate more than \$3 billion in structured finance assets. He went on to Figure Eight Properties where he formed a company that brought personal, concierge-level services to his clients. Jeff was equally committed to philanthropy and community action. He was the co-founder and first chairman of the board of Covenant Preparatory School, an independent, interfaith, tuition-free middle school for boys from under-served families in the Hartford Area. Jeff also served on nonprofit boards for organizations including: Charter Oak Cultural Center, Hartford Area Habitat for Humanity and Achievement First Hartford Academy.



Annually, we will pay tribute to our colleague and friend by presenting the Jeffrey Digel Award to a member of the industry that embodies the characteristics of Jeff's legacy.

2022 JEFFREY DIGEL AWARD RECIPIENT:



ALAN LAZOWSKI CHAIRMAN, CEO AND FOUNDER, LAZ PARKING

Alan co-founded LAZ Parking in 1981 while attending the University of Connecticut. Since then, LAZ Parking has grown into a national parking management, transportation, and mobility company with managed revenue in excess of \$1.8 billion and over 15,000 employees.

The son of Holocaust survivors, Alan believes that he has "an obligation to give back." He's a well-respected philanthropist and has given his time and money to various charitable efforts. In 2009, he started the LAZ Parking Charitable Foundation. He is also the founder and co-chair of Voices of Hope, an organization that collects, categorizes, and shares the experiences of Holocaust survivors for the

benefit of future generations. He served as a member of the United State Holocaust Museum's Council appointed by President Obama.

Alan is the recipient of numerous professional awards, including the Thomas and Bette Wolff Family Entrepreneurship Award from the University of Connecticut, the NAACP Civil Rights Award, the Anti-Defamation League's Torch of Liberty Award, the Junior Achievement Business Hall of Fame Award, and the Lifetime Achievement Award from the Hartford Business Journal. Alan has also received an Honorary Doctorate of Commercial Science from the University of Hartford.

Alan's commitment to the community goes far beyond his parking business and charitable endeavors. He is a true champion for the City of Hartford and a critical contributor to its development and success.

[Read more about Alan](#)

THE EARLIER YOU
COMMIT TO
SPONSORSHIP
THE MORE
BENEFITS
YOU WILL RECEIVE

2022 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Name in title of event	Participate in media interviews	Digital Sponsor Profile	Name recognition during event	Name on mobile giving technology/ event video	Logo in program book	Digital and social media recognition	Ads on social media	Ad in program book and location	Amount of Tickets*
PRESENTING	\$15,000	✓	✓	✓	✓		✓	✓	✓	Full page	20
TECHNOLOGY	\$12,500			✓	✓	✓	✓	✓	✓	Full page	20
MEDIA§	\$12,500			✓	✓	✓	✓	✓	✓	Full page	10
PREMIER	\$10,000			✓	✓		✓	✓	✓	Full page	10
PLATINUM	\$7,500				✓		✓	✓	✓	Full page	10
GOLD	\$5,000						✓	✓		Half page	10
SILVER	\$2,500						✓	✓		Half page	7
BRONZE	\$1,750						✓			Half page	5

*Ticket numbers above are for in-person tickets. In-person tickets can be transferred to virtual tickets for this event if desired.

§\$10,000 investment / \$2,500 in-kind donation ** Event Chairs

THANK YOU TO OUR COMMITTEE MEMBERS:

Edmund Kindelan, Cohn Reznick **
 Dave Soule, Smith Brothers **
 Mark Vasington, First American Title Insurance Company**
 Frank Appicelli, Carlton Fields
 Barrie Deschaine, KBE Building Corporation
 Nikki Cannavo Digel, Covenant Preparatory School
 Mark Duclos, Sentry Commercial
 Melissa Ferrucci, CohnReznick

Matt Halprin, New England Retail Properties, Inc.
 David Ingram, UBSMike Kolakowski KBE Building
 Building Corporation Katie McKinney, Covenant
 Preparatory School Nando Parete, Cigna
 Michael Riccio, CBRE
 Randy Salvatore, RMS Companies
 William Wrang, Webster Bank
 Brian Zelman, Zelman Real Estate

PROGRAM BOOK AD SPECIFICATIONS

DEADLINE: March 28, 2022

Full page ad:

4.5" (w) x 7.5" (h)

Half page ad:

4.5" (w) x 3.5" (h)

Quarter page ad:

2" (w) x 3.5" (h)



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT: \$15,000

EXCLUSIVE OPPORTUNITY!

- o Your name in the title of the event in all communications, promotions and marketing for all aspects of the event
- o Name recognition during the virtual event
- o Participate in media interviews (pending booking opportunities)
- o Logo in sponsor listing in program book, in event presentation, on event materials and on mobile bidding technology
- o Full page digital program book ad
- o Digital and social media recognition
- o Ads on social media
- o Digital sponsor profile shared with all event participants
- o 20 event tickets

TECHNOLOGY SPONSOR

INVESTMENT: \$12,500

EXCLUSIVE OPPORTUNITY!

- o Name recognition during the event
- o Logo in sponsor listing in program book, in event presentation, on event materials and on mobile bidding technology
- o Full page digital program book ad
- o Digital and social media recognition shared with all event participants
- o Ads on social media
- o Digital sponsors profile to be shared with all event participants
- o 20 event tickets

MEDIA SPONSOR[§]

INVESTMENT: \$12,500

- o Name recognition during the event
- o Logo in sponsor listing in program book, in event presentation and on event materials
- o Full page digital program book ad
- o Digital and social media recognition
- o Ads on social media
- o Digital sponsor profile shared with all event participants
- o 10 event tickets
- o Logo/name recognition on one event video

[§] \$10,000 investment / \$2,500 in-kind donation

PREMIER SPONSOR

INVESTMENT: \$10,000

- o Name recognition during the event
- o Logo in sponsor listing in program book, in event presentation and on event materials
- o Full page digital program book ad
- o Digital and social media recognition
- o Ads on social media
- o Digital sponsor profile shared with all event participants
- o 10 event tickets

PLATINUM SPONSOR

INVESTMENT: \$7,500

- o Name recognition during the virtual event
- o Logo in sponsor listing in program book, in event presentation, on event materials
- o Full page digital program book ad
- o Digital and social media recognition
- o Ads on social media
- o Digital sponsor profile
- o 10 event tickets

GOLD SPONSOR

INVESTMENT: \$5,000

- o Company name in sponsor listing in program book, in event presentation and on event materials
- o Half-page digital program book ad
- o Digital and social media recognition
- o 10 event tickets

SILVER SPONSOR

INVESTMENT: \$2,500

- o Company name in sponsor listing in program book, in event presentation and on event materials
- o Half-page program book ad
- o Digital and social media recognition
- o 7 event tickets

BRONZE SPONSOR

INVESTMENT: \$1,750

- o Company name in sponsor listing in digital program book, in event presentation and on event materials
- o Half-page program book ad
- o 5 event tickets

Ticket numbers above are for in-person tickets.

In-person tickets can be transferred to virtual tickets for this event if desired.



#BuildingFoundations



United Way of Central and Northeastern Connecticut



THE Commercial Real Estate and Building Industry Breakfast

An Event to Prevent Homelessness

PARTNERSHIP CONFIRMATION FORM

Click **HERE** to conveniently confirm your sponsorship online.

Sponsorship Levels	Deadline: Rolling	<input type="checkbox"/> Presenting: \$15,000	<input type="checkbox"/> Technology: \$12,500	<input type="checkbox"/> Media: \$12,500	<input type="checkbox"/> Premier: \$10,000
		<input type="checkbox"/> Platinum: \$7,500	<input type="checkbox"/> Gold: \$5,000	<input type="checkbox"/> Silver: \$2,500	<input type="checkbox"/> Bronze: \$1,750

Method of Payment		
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to United Way of Central and Northeastern Connecticut)		
<input type="checkbox"/> Credit Card: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER		
<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Card Number	Exp. Date	CCV
<input type="text"/>	<input type="text"/>	
Name as it appears on Credit Card	Phone Number	
<input type="text"/>	<input type="text"/>	
Signature (REQUIRED)	Date	
<input type="checkbox"/> Pay electronically. (Click here.)		

Organization Information	(NOTE: Name will appear in printed materials as provided below.)	
Contact Name:	<input type="text"/>	
Business/Organization Name:	<input type="text"/>	
Address:	<input type="text"/>	
Phone:	<input type="text"/>	Email: <input type="text"/>

Organization Contact Name for Logo	(If different from above.)	
Name:	<input type="text"/>	
Address:	<input type="text"/>	
Phone:	<input type="text"/>	Email: <input type="text"/>

Please provide your business/organization's high-resolution logo in a JPG,
PNG or EPS format when submitting this confirmation form. Thank you!

Please submit this registration form to: Gail Millerick, United Way, 30 Laurel Street, Hartford, CT 06106
For sponsorship questions please email gmllick@unitedwayinc.org.



United Way of Central and
Northeastern Connecticut