

THE Commercial Real Estate
and Building Industry Breakfast



Presented By:
TRAMMELL CROW RESIDENTIAL
A CROW HOLDINGS COMPANY

MAY 4, 2023

7:30 - 9:30 A.M.

HARTFORD MARRIOTT DOWNTOWN



Join us for the 3rd 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.

In April 2022 at the 2nd Annual *Building Foundations Breakfast*, the industry came together again for the cause, raising \$420,000 collectively.

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

Annually, at the *Building Foundations* event, we honor the memory of the late Jeff Digel for his commitment to the profession and the community with an award in his name.

Jeff helped to start Covenant Preparatory School in Hartford and each year, a portion of the proceeds from *Building Foundations* are donated in his honor.

Congratulations to our 2022 Jeffrey Digel Award Recipient, Alan Lazowski, LAZ Chairman, CEO and Founder.



Pictured L-R from the 2022 Building Foundations Breakfast: Eric Harrison, President and CEO, United Way; Jane Digel, wife of Jeff Digel; Alan Lazowski, Founder, President and CEO, LAZ Parking and recipient of the 2022 Jeffrey Digel Award; Luke Bronin, Mayor, City of Hartford; and, Shawn T. Wooden, Treasurer, State of Connecticut.

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.

2023 JEFFREY DIGEL AWARD RECIPIENT: BILL FARLEY.



Farley, who grew up in industrial Brockton, MA, arrived in Hartford in 1958 for a job offer from Connecticut General. After multiple leadership positions in the real estate industry, Bill then joined the College of Holy Cross at Worcester by invitation from its President to be part of its development team. Farley ultimately returned to Hartford with his family to start his own company. The Farley Company founded in 1968 grew and became the largest commercial real estate firm in the state with more than 50 employees. The firm was always a leader in community involvement.

Along with his successful professional career, Farley's philanthropic spirit has always been at his core. Participating actively on many boards and accomplishing countless efforts for the community, his most recent and impactful achievement around the issue of homelessness is founding the nonprofit Journey Home. After being asked by the Mayor of Hartford to Chair a Commission to End Chronic Homelessness in the Greater Hartford Region, Farley helped increase its membership from 16 to nearly 140 members, the commission presented their recommendations resulting in the inception of Journey Home. Today, Journey Home celebrates its seventh year of service.

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

2023 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Name in title of event and staging	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	\$25,000	✓	✓	✓	✓		✓	✓	✓	Full page	10
NETWORKING	\$15,000			✓	✓		✓	✓	✓	Full page	10
TECHNOLOGY	\$12,500			✓	✓	✓	✓	✓	✓	Full page	10
MEDIA [§]	\$12,500			✓	✓	✓	✓	✓	✓	Full page	10
PREMIER	\$10,000			✓	✓		✓	✓	✓	Full page	10
PLATINUM	\$7,500				✓		✓	✓	✓	Full page	5
GOLD	\$5,000						✓	✓		Half page	5
SILVER	\$2,500						✓	✓		Half page	3
BRONZE	\$1,750						✓			Half page	2

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

THANK YOU TO OUR COMMITTEE MEMBERS:

Ed Kindelan, CohnReznick
 Dave Soule, Smith Brothers
 Mark Vasington, Retired, First American Title Insurance Company
 Michael Riccio, CBRE
 Mark Duclos, Sentry Commercial
 Nando Parete, Cigna
 Brian Zelman, Zelman Real Estate
 Melissa Ferrucci, CohnReznick
 Chris Arnold, Liberty Bank
 Jessica Dziob, Phase Zero

Randy Salvatore, RMS Investments
 Mike Kolakowski, KBE Building
 Barrie Deschaine, KBE Building Corporation
 Jane Davey, LAZ Investments
 James Lane, Webster Bank
 Matt Halprin, New England Retail Properties, Inc.
 Frank Apicelli, Carlton Fields
 David Ingram, UBS
 Licia Ciotti, United Property Restoration Services
 Gregory R. Faulkner, Robinson+Cole

DIGITAL PROGRAM BOOK AD SPECIFICATIONS

DEADLINE: April 4, 2023

Full page ad:
1200 x 600 px

Half page ad:
600 x 600 px

Quarter page ad:
280 x 400 px



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

INVESTMENT: \$25,000

- o Your name in the title of the event in all communications, promotions and marketing for all aspects of the event
- o Event Staging
- o Name recognition during the 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 10 event tickets

NETWORKING SPONSOR

INVESTMENT: \$15,000

- o Name recognition during the event and is prominently displayed in the networking area.
- 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

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 10 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 5 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 5 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 3 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 2 event tickets



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TRAMMELL CROW RESIDENTIAL
A CROW HOLDINGS COMPANY

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"/> Networking: \$15,000	<input type="checkbox"/> Technology: \$12,500	<input type="checkbox"/> Media: \$12,500	<input type="checkbox"/> Premier: \$10,000
<input type="checkbox"/> Presenting: \$25,000		<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 [gmillerick@unitedwayinc.org](mailto:gmilleric@unitedwayinc.org)



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Northeastern Connecticut