

THE Commercial Real Estate
and Building Industry Breakfast



MAY 2, 2024

7:30 - 9:30 A.M.

CONNECTICUT CONVENTION CENTER



Join us for the 4th 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, came together to create the Building Foundations Breakfast. The goal was to bring the industry together to prevent and address homelessness in partnership with United Way. Since that time, the event has raised nearly \$1.2 million to support programs and services in Greater Hartford.

This is THE event for the commercial real estate and building industry and has grown every year since inception. The event began with 100 attendees for the inaugural breakfast in 2021 and has grown to host more than 400 members of the industry.

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 2023 Jeffrey Digel Award Recipient, Bill Farley. Pictured from left to right, Eric Harrison, President and CEO of United Way of Central and Northeastern Connecticut; Mike Riccio, CBRE; Ed Kindelan, Cohn Reznick; Vittoria Pace, Chair, Board of Directors; Bill Farley; Dave Soule, Smith Brothers; Brian Zelman, Zelman Real Estate; Chris Arnold, Liberty Bank; Mark Vasington, Retired, First American Title Insurance Company and Mark Duclos, Sentry Commercial.

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 of North Central Connecticut 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.

2024 JEFFREY DIGEL AWARD RECIPIENT: MARTIN J. KENNY.

This year, Building Foundations will honor the incredible legacy of the late Martin J. Kenny of Lexington Partners for his lasting contributions to the industry and our community.



Past recipients of the Jeffrey Digel Award are Alan Lazowski (2022) and Bill Farley (2023).

2024 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	NETWORKING	TECHNOLOGY	MEDIA	PREMIUM	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$25,000	\$15,000	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$2,500	\$1,750
Name in title of event and signage	✓								
Media interviews	✓								
30 second commercial at the beginning of event	✓								
Branded swag	At the tables	Networking Area							
Name on mobile giving technology/event video	✓	✓	✓	✓					
Digital sponsor profile	✓	✓	✓	✓	✓				
Name recognition during event	✓	✓	✓	✓	✓	✓			
Ad in program book (print)	Two Full	Full	Full	Full	Full	Full	Half	Half	Half
Digital and social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	
Logo in program book, event presentation and event materials	✓	✓	✓	✓	✓	✓	✓	✓	
Ads on social media	✓	✓	✓	✓	✓	✓	✓	✓	
Event tickets	30	20	20	20	10	10	5	3	2

DIGITAL PROGRAM AD SPECIFICATIONS

Deadline: April 12, 2024

Full page ad:
1200 x 600 px

Half page ad:
600 x 600 px

Quarter page ad:
280 x 400 px

THANK YOU TO OUR COMMITTEE MEMBERS:

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

Jessica Dziob, Phase Zero Design
 Randy Salvatore, RMS-Companies
 Mike Kolakowski, KBE Building
 Barrie Dechaine, KBE Building
 Jane Davey, Laz Investments
 James Lane, Webster Bank
 Melissa Roy, Tecton Architects
 Greg Faulkner, Robinson+Cole
 Josh Sullivan, Standard Builders



PRESENTING SPONSOR

INVESTMENT: \$25,000

EXCLUSIVE OPPORTUNITY!

- Your name in the title of the event in all communications, promotions and marketing for all aspects of the event.
- Company name recognition on stage throughout the duration of the event.
- Participation in a 30 second commercial presented at the start of the event.
- Branded swag with your logo at every table.
- Participate in radio and/or television interviews (pending booking opportunities)
- Digital sponsor spotlight.
- Name recognition during event.
- Name on mobile giving technology and event video.
- Two full page ads in printed program book.
- Digital and social media recognition.
- Paid ads on social media.
- 30 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

NETWORKING SPONSOR

INVESTMENT: \$15,000

EXCLUSIVE OPPORTUNITY!

- Branded swag with your logo in the networking area.
- Digital sponsor spotlight.
- Name recognition during event.
- Name on mobile giving technology and event video.
- One full page ad in printed program book.
- Digital and social media recognition.
- Paid ads on social media.
- 20 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

TECHNOLOGY SPONSOR

INVESTMENT: \$15,000

EXCLUSIVE OPPORTUNITY!

- Name on mobile giving technology and event video.
- Digital sponsor spotlight.
- Name recognition during event
- One full page ad in printed program book.
- Participation in a Lunch and Learn.
- Digital and social media recognition.
- Paid ads on social media.
- 20 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

MEDIA SPONSOR

INVESTMENT: \$12,500

EXCLUSIVE OPPORTUNITY!

- Name on mobile giving technology and event video.
- Digital sponsor spotlight.
- Name recognition during event.
- One full page ad in printed program book.
- Participation in a Lunch and Learn.
- Digital and social media recognition.
- Paid ads on social media.
- 20 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials

PREMIUM SPONSOR

INVESTMENT: \$10,000

UNLIMITED OPPORTUNITIES.

- Digital sponsor spotlight.
- Name recognition during event.
- One full page ad in printed program book.
- Participation in a Lunch and Learn.
- Digital and social media recognition.
- Paid ads on social media.
- 10 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials

PLATINUM SPONSOR

INVESTMENT: \$7,500

UNLIMITED OPPORTUNITIES.

- Name recognition during event.
- One full page ad in printed program book.
- Participation in a Lunch and Learn.
- Digital and social media recognition.
- Paid ads on social media.
- 10 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

GOLD SPONSOR

INVESTMENT: \$5,000

UNLIMITED OPPORTUNITIES.

- One half page ad in printed program book.
- Participation in a Lunch and Learn.
- Digital and social media recognition.
- Paid ads on social media.
- 5 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

SILVER SPONSOR

INVESTMENT: \$2,500

UNLIMITED OPPORTUNITIES.

- One half page ad in printed program book.
- Digital and social media recognition.
- Paid ads on social media.
- 3 event tickets.
- Logo in sponsor listing in program book, event presentation and event materials.

BRONZE SPONSOR

INVESTMENT: \$1,750

UNLIMITED OPPORTUNITIES.

- One half page ad in printed program book.
- 2 event tickets.
- Company name in sponsor listing in program book, event presentation and event materials.

PROGRAM AD SPECIFICATIONS

Full page ad:

5 x 8"





Half page ad:

5 x 3.875"

Quarter page ad:

2.375 x 3.875"

For sponsorship questions please email Gail Millerick at gmilleric@unitedwayinc.org.

   
@unitedwayinc
unitedwayinc.org
#LIVEUNITED



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: \$25,000	<input type="checkbox"/> Networking: \$15,000	<input type="checkbox"/> Technology: \$15,000	<input type="checkbox"/> Media: \$12,500	<input type="checkbox"/> Premium: \$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 gmlerick@unitedwayinc.org.



United Way of Central and Northeastern Connecticut