



PHOTOGRAPHY COURTESY OF EZIO MOLINARI

2024 Sponsorship Opportunities

Promote your brand to a niche audience
for our Signature Events and Special Initiatives.

Increase brand awareness. Be Seen.

BOMA
Toronto

Inspired leadership since 1917



For over 100 years, BOMA Toronto has been one of the most influential voices in the Canadian Commercial Real Estate Industry.

Our active membership comprises more than 750 property owners, managers, industry stakeholders, and leading service providers, representing over 85% of all commercial real estate operations in all asset classes in the GTA and beyond.

BOMA Toronto supports the industry and its members through engaged programming, advocacy and communications. Discover a multitude of opportunities to gain both broad and niche audience exposure to elevate your brand and support the commercial real estate industry.

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bomatoronto.org



Table of Contents

2	Table of Contents >
3	Signature Events >
5	Ski Day >
7	Celebration of Excellence Gala >
9	Spring Golf Classic >
13	AGM Luncheon >
15	NXTConnect >
17	CREST Awards >
19	Holiday Luncheon >
21	Education Sponsorships
27	Special Initiatives >
31	Digital Exposure >

Signature Events

Build your brand through
seven distinguished events!

BOMA Toronto sponsors gain
great exposure to a captive
audience of Commercial Real Estate
Industry leaders. Showcase your
organization at our high profile
events and elevate your company's
brand, products or services through
on site promotion, digital media
marketing and networking.



Inspired **leadership** since 1917

Ski Day Sponsorship



February 2, 2024, Craigleith Ski Club

Connect with a niche audience of ski enthusiasts on the slopes and enjoy networking in the chalet. We cap off the day with an après ski reception where all attendees congregate in the chalet for snacks, drinks and prizes!

Average attendance: 150

All Ski Day sponsors benefit from logo recognition on event signage, in the event flyer and through verbal acknowledgment during opening remarks

Title Sponsorship: \$6,000 x 1 (6 tickets)

The Title Sponsor receives stand alone, premium logo placement and recognition through:

- All branding promoting Ski Day
- BOMA Toronto Events page and in all digital messages promoting Ski Day to members
- Logo Exposure on day of signage and in the Ski Day flyer

The Presenting sponsor has the option of bringing swag and promotional materials to distribute at registration during the event.

Verbal acknowledgment in opening remarks and complimentary tickets round out this great niche event opportunity.





Aprés Ski: \$5,000 x 1 (5 tickets)

Exposure on Ski Day flyer, drink tickets, tent cards, social media platforms and onsite signage situated at the reception buffet. Verbal acknowledgment and complimentary tickets.



Gift: \$3,000 x 1 (2 tickets)

Exposure on gift items, option for sponsor to give out the gifts on the day of, exposure on Ski Day flyer and social media. Verbal acknowledgment and complimentary tickets.



Race: \$3,000 x 1 (2 tickets)

Exposure on race flags, Ski Day flyer, social media and on-site signage. Verbal acknowledgment and complimentary tickets. Option to award prizes to winners.



Pre-Ski Reception: \$2,500 x 1 (2 tickets)

To kick things off, a pre-event reception will be held the evening before Ski Day. The pre-reception sponsor benefits through exposure on drink tickets, acknowledgment on social media posts for the reception, on tent cards and onsite signage. Verbal acknowledgment and complimentary tickets.



Breakfast/Lunch: \$2,000 x 2 (2 tickets)

Recognized for supporting the breakfast and lunch meals with brand exposure at food stations. Verbal acknowledgment and complimentary tickets.



Beginner Clinic: \$2,000 x 1 (1 ticket)

Our Beginner Clinic is growing in popularity and includes ski pro instruction on the beginner hill and a half day ticket. Sponsor gets exclusive exposure on related social media posts, in the Ski Day flyer, onsite signage, verbal acknowledgment and complimentary tickets.



Massage: \$1,500 x 2 (1 ticket)

Back by popular demand, Massage sponsors benefit from on-site signage at the designated massage area, logo on Ski Day flyer and through social media acknowledgment along with verbal mention and complimentary tickets.

Celebration of Excellence Gala Sponsorship



May, 2024

It's year 26 of our Celebration of Excellence Gala! This premiere CRE event sees industry leaders come together to celebrate building excellence. This popular event typically sells out quickly so don't wait, secure your sponsorship today!

Average attendance: 600

In addition to sponsorship exposure unique to each sponsor type, all will receive tickets to this event (based on level of investment), logo exposure on promotional signage, in the Gala program, mention in the main script and on screen during the presentation.

Platinum Premium Sponsorship

Title Sponsor: \$12,000 (10 tickets)

The most prestigious Gala sponsor, the Title Sponsor receives stand alone premium logo placement and recognition in:

- All branding for the event (posters, program etc.)
- The Winner's Circle Gallery on BOMA Toronto's website
- Pre & post event social posts
- A banner ad in BOMA Toronto's e-blast promoting the event
- A display ad on BOMA Toronto's event page
- A 1/2 page ad in the Membership Directory



Gold Sponsorship

Dinner: \$7,500 (5 tickets)

The Fairmont Royal York is considered a gold standard venue and our dinner sponsor is synonymous with this prestige. In addition to on-screen and verbal acknowledgment during the Gala, this sponsor is recognized for supporting the evening's meal with:

- Brand exposure on the cover of the Gala program distributed to all attendees
- Pre-event logo recognition in an e-blast promoting the event
- Post-event recognition in enews and through social media

Silver Sponsorships

High-level recognition is given to sponsors in this category. Opportunities range from \$5,000 - \$6,000.



Pre-Gala Reception: \$6,000 x1 (4 tickets)

To celebrate our member's achievements, we're popping the cork by offering Prosecco to guests during the reception. Sponsors in this category will be showcased by the bar area.



Photo Roamer: \$6,000 x 1 (4 tickets)

This engaging activity provides sponsors with plenty of exposure. Our photo roamer team will be capturing photos of attendees during the reception and dinner. Sponsor logos are featured on the digital frame and displayed on the on-screen photo gallery during the evening.



Wine: \$5,000 x 2 (3 tickets)

Sponsors in this category get unique brand recognition tied to their sponsorship. Wine collars featuring your logo will be strategically placed on the tables.



TOBY Award: \$5,000 x 1 (3 tickets)

As a sponsor of the most prestigious award of the evening, you will be invited to provide a pre-recorded message that will be played on screen, as an introduction to the award category.

Bronze Sponsorships

Sponsors in these categories get unique brand recognition tied to their sponsorship.

Opportunities range from \$3,000 - \$4,000.



Centerpiece: \$4,000 x 1 (2 tickets)

Customized cards that feature your brand will be positioned in all centerpiece arrangements. As an added bonus one lucky attendee at each table will get to take the arrangement home!



Entertainment: \$4,000 x 1 (2 tickets)

Professional entertainment will be performing during the reception and dinner adding ambiance and a celebratory vibe. Sponsor signage will be positioned by the entertainment in the reception and on the main stage.



Draw Prize: \$3,500 x 2 (2 tickets)

Throughout the evening many valuable prizes will be drawn. Each attendee will get one complimentary ticket for the draw. This sponsor receives on screen and verbal acknowledgment throughout the evening.



EMCEE: \$3,500 x 1 (2 tickets)

Each year, BOMA Toronto welcomes a high-profile personality to host this prestigious event. This sponsor receives verbal endorsement and recognition by our EMCEE throughout the show. 2024 EMCEE to be confirmed.



Award Category: \$3,000 x 5 (2 tickets)

Associate your brand with winning excellence by sponsoring an award category. All category sponsors get on screen recognition and the opportunity to pre-record a message that connects your brand with the awards criteria.

Spring Golf Classic Sponsorship



June 2024, Station Creek Golf Course, Gormley, ON

Each year BOMA Toronto hosts two sold-out golf tournaments, providing the opportunity for exceptional exposure in front of an engaged crowd!

Average attendance: 432

In addition to sponsorship exposure unique to each sponsor type, all will receive tickets to the tournament (based on level of investment), logo exposure on signage recognizing Golf Tournament sponsors in the brochure given to every golfer, verbal mention and on screen logo acknowledgment during presentations.

Premium Sponsorships

Title Sponsor: \$10,000 x 1 (8 tickets)**

The most prestigious sponsor of the tournament, the Title Sponsor receives premium logo placement and recognition:

- In all branding for the event (posters, golf brochure, etc.)
- On the Digital Score Card landing page
- On Pre and Post event social posts
- Displayed on a banner ad in BOMA Toronto's e-blast promoting the event
- In a display ad on BOMA Toronto's event page
- Option of sponsored product for distribution to golfers at registration



**The Golf Ball sponsorship can be added to the Premium Sponsorship with 4 tickets instead of 8



Golf Ball: \$8,000 x 1 (4 tickets)**

As an added gift for all attendees, a representative from your organization can distribute a sleeve of branded golf balls with your logo at registration. This branding opportunity is offered as a stand-alone sponsorship or can be wrapped into the Premium Hole Sponsorship.

Ice Cream Station: \$6,000 x 1 (4 tickets)

Available for four hours during the tournament, attendees can take a break and enjoy an ice cream treat. This sponsor is invited to station a representative at the cart to greet attendees. Branding on signage, in the Golf program and on corresponding social media post round out this great activation.





Dinner: \$6,000 x 1 (4 tickets)

- Signage in the dining room adjacent to dinner buffet and promotional signage recognizing all tournament sponsors
- Tent cards placed on tables in the dining room area
- T-shirts or pins worn by club staff
- On the Scorecard App



Charity Draw: \$6,000 x 1 (4 tickets)

BOMA Toronto is proud of its long-standing commitment to the Lions Foundation of Canada Dog Guides.

- The cheque presentation photo shared with members (via enews) and on social
- On all branding promoting the Draw Prize fundraiser
- In the Golf brochure
- Opportunity to draw a winning ticket

In addition to the standard recognition, the sponsors in this category offer unique branding opportunities specific to the sponsorship type.



Draw Prize: \$5,000 x 1 (4 tickets)

Every year some great prizes are awarded during the Fall Tournament. The sponsor logos are featured in all messages promoting the draw prizes on digital media and on signage at the tournament. A sponsor representative is also invited to draw the winning names in front of the crowd of attendees!



Massage Station: \$5,000 x 1 (4 tickets)

To recognize sponsors in this category, additional signage is posted directly at the Massage Station, a popular destination for golfers after they've completed their 18 holes!



Golf Cart: \$4,500 x 1 (4 tickets)

The Golf Cart sponsor receives logo recognition:

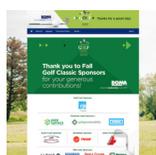
- On all golf carts used for the tournament
- On promotional signage recognizing golf tournament sponsors
- In the golf brochure
- On the Scorecard App



Premium Hole: \$4,000 x 6 (4 tickets)

- Premium Hole sponsors are invited to promote their products, services and interact with attendees by setting up a display at their designated hole
- Premium Hole sponsors get additional promotion in the golf flyer

Note: the distribution of food and beverage must be coordinated directly through Station Creek



Scorecard: \$4,000 x 1 (4 tickets)

- In 2021, a digital scorecard was introduced. The scorecard sponsor's logo is featured on the App's landing page of the site
- This interactive App enables golfers to record their team's scores and check the leaderboard throughout the tournament. Golfers are able to interact with other foursomes by sharing pictures, scores, etc during the day



Wine: \$4,000 x 1 (4 tickets)

- To provide this sponsor with exclusive exposure, wine bottles displayed at the bar will be branded with the sponsors logo. Table tents acknowledging wine sponsors will be displayed throughout the dining room



19th Hole: \$4,000 x 3 (4 tickets)

- Signage at the entrance to the 19th hole patio and on the bar
- Tent cards on all 19th hole patio tables
- Window decals at the entrance to/from the dining room leading to the patio
- Verbal recognition thanking 19th Hole sponsors



Beverage Cart: \$4,000 x 3 (4 tickets)

2 drink tickets, branded with Beverage Cart sponsors are distributed to all golfers. To recognize sponsors in this category, additional signage is displayed at all food & beverage stations across the course.



Halfway House Lunch \$3,000 x 3 (2 tickets)

Sponsors benefit from logo recognition on signage at all halfway huts and on the cover of the event program. Sponsor logos are included on lunch tickets that are redeemed at the Halfway House.



Water Bottle: \$3,000 x 1 (2 tickets)

In addition to logo recognition in the flyer and on signage, branded bottled water with your logo will be placed in all golf carts.





Beat the Pro: \$3,000 x 1 (2 tickets)

A Golf Pro, stationed at Beat the Pro holes challenges golfers to take a better tee shot: For a \$5 fee (donated to the Lions Foundation of Canada Dog Guides), golfers who beat the pro, are automatically entered into an exclusive draw to win exciting prizes! Branded swag will also distributed.

Contest & Beat the Pro sponsors are also invited to assist in handing out prizes.

Hole Contest: \$2,000 x 6 (2 tickets)

Contests add to the fun! Our contest sponsors get additional signage at each contest hole.



Breakfast: \$2,000 x 3 (2 tickets)

To recognize sponsors in this category, additional signage is stationed in the dining room next to the breakfast buffet and on table tents throughout the dining room.



Hole: \$2,000 x 27 (2 tickets)

In addition to two tournament tickets (\$1,640 value), each hole is branded with that sponsor's logo.



AGM Breakfast Sponsorship



Summer, 2024

This popular annual event brings together members and guests to network, hear from an industry keynote and get updates from our Board Chair on plans for the coming year, and election of the new Directors. We encourage all members in good standing to participate in this important event. **Average attendance: 200**

All AGM sponsors benefit from logo recognition on event signage, in the AGM program and through on screen and verbal acknowledgment

Title Sponsorship: \$5,000 x1 (4 tickets)

The most prestigious AGM sponsor, the Title Sponsor receives stand alone, premium logo placement and recognition through:

- All branding at the event (posters, program etc.)
- Pre & post-event social posts identifying title sponsorship
- Brand recognition in all enews articles promoting the event
- A banner ad in BOMA Toronto's e-blast promoting the event
- A display ad on BOMA Toronto's event page





Specialty Coffee Station: \$4,500 x 1 (3 tickets)

This exclusive sponsorship provides stand alone brand exposure at a special coffee station and provides attendees with a curated treat to start their day!



Keynote: \$3,500 x 1 (3 tickets)

In addition to all brand recognition touch-points that AGM sponsors receive, this sponsor will have face time at the podium to introduce the keynote along with strategically placed signage.



Centerpiece: \$3,000 x 1 (2 tickets)

Customized cards that feature your brand will be positioned in all centerpiece arrangements. As an added bonus one lucky attendee will win the centerpiece at each table.



Breakfast: \$2,500 x 2 (2 tickets)

Recognized for supporting the morning meal through screen and verbal acknowledgment, the breakfast sponsors also benefit from brand exposure on the front of the menu which is placed on all attendee's plates.



Reception: \$2,500 x 2 (2 tickets)

Sponsors in this category will be showcased by the bar area through signage. An optional signature drink tied to the sponsor's business name or services adds to the unique brand exposure for this sponsorship.



Registration: \$2,500 x 1 (2 tickets)

Name tags no more! We will be handing out lanyards instead! Sponsor logos are displayed on the lanyard and as an added bonus, one lucky attendee's lanyard will include a special symbol denoting a prize. The sponsor is invited to the podium to give the prize away.

NXTCONNECT Sponsorship



Summer, 2024

Join us for our second annual NXTCONNECT Summer Intern event. This unique event provides interns with the opportunity to learn more about the CRE industry and connect with experts for an afternoon of trivia, networking and fun.

Average attendance: 250

BOMA Toronto is proud to host this amazing networking event that supports the bright future and the positive impact that the next generation will bring to our industry.

Intern Sponsor Cost: \$2,000 x 20 (8 tickets)

As a sponsor, you will benefit from:

- Complimentary admission for up to 8 interns and 2 team members
- The opportunity to share information about your organization and network with interns
- All sponsors will be recognized for their contribution to this event on social media leading up to and during the event with logos displayed on event signage



[Watch highlights reel here >](#)

NXTCONNECT ▶

SUMMER INTERN EVENT HOSTED BY BOMA TORONTO



CREST Awards Sponsorship

October, 2024

The 2024 race2reduce represents an exciting milestone as we embrace a new era of decarbonization. By focusing on greenhouse gas emission (GHG) reduction, we aim to support the commercial real estate industry's transition towards a sustainable and carbon-neutral future.

Average attendance: 150 - 200

The 2024 CREST Awards honour participants from the race2reduce program who have demonstrated a commitment to continuously improving the management and operation of their buildings and are driving down emissions in alignment with R2R new decarbonization focus.

Properties and tenants will be recognized across four categories:

- Emission Reduction Leadership
- Innovative Excellence
- Collaborative Excellence
- Climate Champion



As we introduce the next iteration of the race, we are dedicated to enhancing the value for our participants.

Gold: Presenting Sponsor: \$8,000 x1 (6 tickets)

High-level recognition is given to the exclusive sponsor in this category.

Promote your brand as a Presenting Sponsor to a niche audience of CRE industry leaders that are committed to energy conservation and climate action. Help us celebrate the trailblazers that are driving innovative solutions that advance this inspired conversation.

Opportunity to speak on stage for 2-4 minutes or provide a 60-second video clip (informational vs. promotional)

Logo recognition as the presenting sponsor of the Annual CREST Awards Reception through:

- All signage
- On presentation screens
- On all CREST Awards promotion materials (digital and printed)
- "Presented by" acknowledgment on all social posts related to CREST Awards
- Logo and link on CREST awards page on BOMA Toronto's website
- Flexibility to amend sponsorship commitment



Silver: Award Category Sponsors: \$5,000 x6 (4 tickets)



Recognition as a Category Sponsor at the CREST Awards Presentation

- Stage presence as an award category presenter or opportunity to provide a 30-second video message applauding sponsored category winners
- Opportunity for photo with category awards recipients to be shared on BOMA Toronto's social media channels
- Award "Sponsored by" acknowledgment on all promotion tied to the award category



Award Categories:

1. Emission Reduction Leadership (ERL): **Office, Tenant**
2. ERL: **Retail, Open-air, Enclosed, Mixed use**
3. ERL: **Light industrial, Universal, MURB**
4. Innovative Excellence
5. Collaborative Excellence
6. Climate Champion

Bronze: Exclusive Event Activations: \$3,500 x4 (2 tickets)

Exclusive recognition tied to a specific aspect of the CREST Awards event



Reception Sponsor

- Logo on designated signage
- Brand recognition tied to sponsorship in digital program and enews
- Logo on screen tied to sponsorship category



Entertainment Sponsor

- Logo on designated signage
- Brand recognition tied to sponsorship in digital program and enews
- Logo on screen tied to sponsorship category



Green Carpet Sponsor

- Step & Repeat photo opportunity for attendees during the event
- Logo on designated signage
- Brand recognition tied to sponsorship in digital program and enews
- Logo on screen tied to sponsorship category



Keynote Speaker Sponsor

- Opportunity to introduce the Keynote
- Logo on designated signage
- Brand recognition tied to sponsorship in digital program and enews
- Logo on screen tied to sponsorship category

Holiday Luncheon Sponsorship



December 6, 2024, Metro Toronto Convention Centre

Our popular Holiday Luncheon takes place at the conclusion of PM Expo and The Buildings Show. This annual event brings over 600 industry professionals together to celebrate the holiday season. This is a great opportunity to network as we wrap up another successful year in the CRE industry!

Average attendance: 650

Holiday lunch sponsors all benefit from logo exposure on category signage, on the lunch menu, on screen and through verbal acknowledgment during the event.

Title: \$10,000 x 1 (10 tickets)

The most prestigious Holiday Lunch Sponsor, the Title Sponsor receives exclusive stand-alone premium logo placement and recognition through:

- All branding for the event (posters, menu, enews etc.)
- An opportunity to play a 30 video clip to kick off the luncheon
- Pre and post event social posts
- A banner ad in BOMA Toronto's e-blast promoting the event
- A display ad on BOMA Toronto's event page



Reception: \$6,000 x 2 (4 tickets)

Sponsors in this category host the ever popular Wine Reception which sees attendees gather to toast the season. Sponsor branding is positioned on Wine collars and through signage at the central wine display.



Photo Roamer: \$6,000 x 1 (4 tickets)

This engaging activity provides sponsors with plenty of exposure. Our photo roamer team will be capturing pictures of attendees during the reception and lunch. Sponsor logos are featured on the digital frame and the on-screen photo gallery displayed during the lunch.



Entertainment: \$5,000 x 2 (3 tickets)

Each year, BOMA Toronto secures high level, professional entertainment to add to the holiday luncheon atmosphere. Sponsor signage will be positioned on the main stage and in the reception area. Sponsors are often invited up to participate during the entertainment segment.



Centerpiece: \$5,000 x 1 (3 tickets)

Customized cards that feature your brand will be positioned in all centerpiece arrangements to acknowledge your important contribution to the luncheon. As an added bonus one lucky attendee will win the centerpiece at each table.



Holiday Gift Sponsor: \$5,000 x 2 (2 tickets)

A holiday gift caps off this very special event. Sponsors in this category get great brand exposure on the packaging on this holiday gift given to all attendees.



Wine: \$4,000 x 2 (2 tickets)

Sponsors in this category get unique brand recognition tied to their sponsorship. Wine Collars promote your brand and will be strategically placed on all tables in the dining room.



Draw Prize: \$3,500 x 2 (3 tickets)

Every year some great prizes are awarded during our Holiday Luncheon. The Draw Prize sponsors logos are featured in all messages promoting the prizes on digital media and on signage at the event. A sponsor representative is also invited to pull the winning names!



Lunch: \$3,500 x 2 (3 tickets)

Recognized for supporting the afternoon's meal, the lunch sponsor gets prominent brand exposure on the menu which is placed by all attendee's plates, and through verbal acknowledgment during the lunch.

2024 Education sponsorships

We've refined our education session format and themes to deliver thought leadership and market intelligence to a larger, more engaged audiences through a variety of delivery methods.

Education Formats

In-person. Livestream. Webinar.
OnDemand.

What does this mean for our sponsors?

Grow total audience reach at these sought after sessions through on-site branding, in-person engagement and the added exposure delivered through virtual attendance and digital branding.



Inspired **leadership** since 1917

Thought leadership sessions in-person and livestreamed

In 2024 BOMA Toronto will deliver a robust education program focusing on the challenges and opportunities facing the commercial real estate industry.

2024 Education Themes

- Best Practices & Compliance
- Building Performance
- Emerging Leaders
- NXTEK Smart & Connected
- Retail
- Security & Risk Management
- State of CRE
- Sustainability & Climate Action

Content expert sponsors are invited to contribute both through session planning and speaking opportunities.

Presenting Sponsor*: \$5,000 per session (exclusive)
Supporting Sponsors: 3 x \$2,000 per session

OnDemand views grow your audience

Sessions are recorded and shared with members, bolstering viewership by 80%!

In 2023, 24 education sessions were offered for OnDemand viewing driving 300 hours of view time.



*Presenting sponsors are offered time at the podium to introduce or moderate sessions and benefit from premium logo exposure.

Emerging Leaders education program

The future of our industry lies in the growth and development of today's young professionals.

BOMA Toronto has fostered an engaged Emerging Leader membership and is committed to supporting the personal development of this niche group.

Series Sponsors benefit from targeted exposure at:

- Two Building Tours
- In-person Executive Round Table
- Professional Development Workshop

Exclusive Sponsorship: \$13,500

Shared Sponsorship: 3 x \$5,000



Virtual sessions are enhanced by content experts

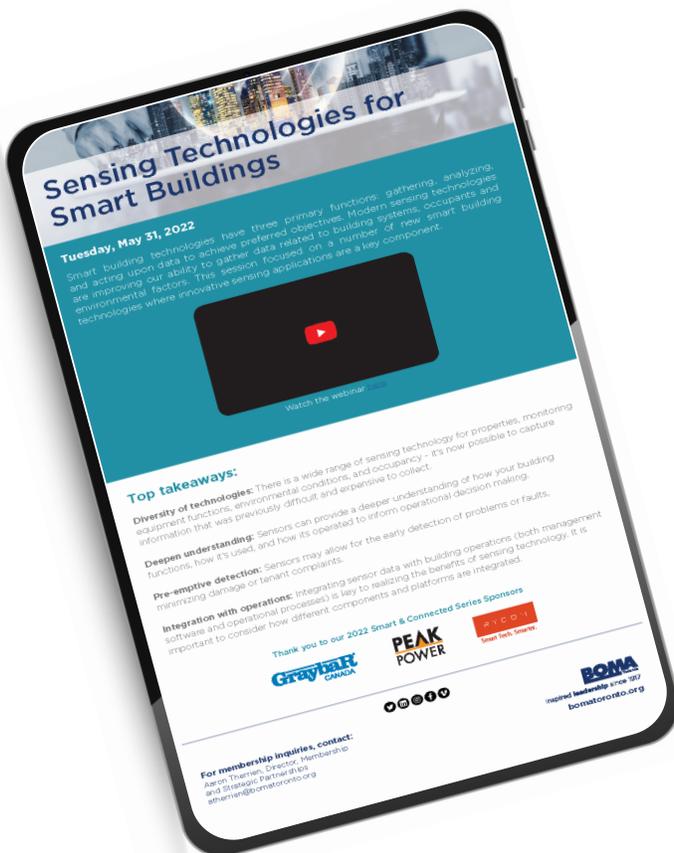
In addition to in-person sessions, live webinars are offered to our members and content expert sponsors are invited to contribute both through planning and content delivery.

Regulatory Compliance - 4 Sessions

Individual Session Sponsorship: \$2,000 each

This series addresses critical regulatory compliances for property managers, highlighting due diligence best practices for meeting annual requirements related to fire and life safety systems, elevating devices and energy reporting.

Potential for: “Ask the Expert” or FAQ engagement. Live webinar and pre-recorded sessions.



Top Takeaways drive additional views!

To ensure our members stay informed, after each education session **Top Takeaway** summaries are published and saved in the online resource library for easy member access.

All Top Takeaway summaries include a link to the OnDemand recording. Sponsors’ logos are also featured, providing yet another touchpoint!

OnDemand views in 2023 have enhanced total education audiences by 80% through over 300 hours of total view time.

Website, enews and resource libraries extend reach

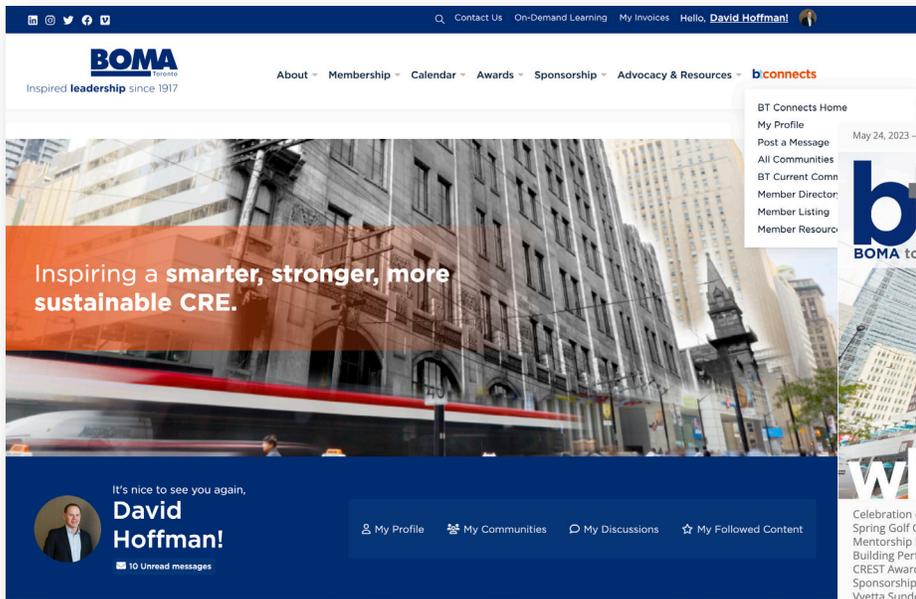
We've refined our education session format and themes to deliver thought leadership and market intelligence to larger, more engaged audiences through a variety of delivery methods.

Education Formats

In-person. Livestream. Webinar. Pre-Recorded. OnDemand.

What does this mean for our sponsors?

Grow total audience reach at these sought after sessions through on-site branding, in-person engagement and the added exposure delivered through virtual attendance and digital branding.



Special Initiatives

In 2024, BOMA Toronto is introducing new special initiatives aimed at fostering growth, connecting with future talent, and inspiring the change makers that will drive our industry forward. Be part of our industry's transformation by helping us advance the conversation.



Inspired **leadership** since 1917

Mentorship Sponsorship



BOMA Toronto's Mentorship program is designed to ensure our members from all backgrounds have access to personal development and networking opportunities. Mentorship is a rewarding way to create meaningful connections between industry peers, partners and leaders.

In a one-to-one relationship between an experienced CRE professional (mentor) and an individual looking to develop their professional or individual growth (mentee), this structured program will provide the tools and support needed to ensure that participants realize a positive developmental experience.

Cohort #2 begins January 2024
Support this important program to help advance the CRE

Cost: \$5,000 x 5

As a sponsor, you will benefit from:

- Logo recognition on the Mentorship website
- Logo on social media posts promoting this member exclusive value add program (LinkedIn, Twitter and Instagram)
- Logo on all Mentorship communication including the Mentorship enews, program training, presentations, corresponding documents, video clips and on signage (where applicable)
- One Mentee and one Mentor position per Cohort
- Sponsor Logo on all Mentorship Completion Certificates

[Learn more here >](#)



Mentorship Matters

Mentorship Matters

BOMA
Toronto
Inspired leadership since 1917

Mentor Handbook

Getting Acquainted

"Fit and chemistry must be considered when pairing the mentor and the protégé. If the two don't get along, it matters little what each can offer the other in terms of knowledge and skills."

—Michael Zey, Building a Successful Formal Mentor Program

An important part of getting acquainted is determining compatibility. Your mentee should schedule one or two sessions to informally get to know each other before more intense goal-setting. If you sense poor chemistry and worry that it might get in the way of productive mentoring discussions, bring your concern to your mentee and alert an administrator. It is better to discover an imperfect match early.

To begin getting to know each other, online messaging is an unimposing, flexible approach. Many people find it easier to open up to someone new in writing. Your Mentoring Area includes a messaging component where you can get to know each other, plan meetings, or even discuss progress on tasks and milestones. To break the ice, try sharing a little about yourself:

- Jobs, hobbies, and extracurricular activities
- Research, projects, or career-related accomplishments
- Ways of balancing work with your personal life
- Your favorite class in college, favorite book, favorite movie, etc.

As you get to know each other better, your mentee is encouraged to voice concerns regarding their goals. In some cases, you may need to take the initiative to help your mentee express these uncertainties. If your mentee lacks the lexicon to discuss certain issues with you, he or she may try to paraphrase. Take care to understand what your mentee is trying to say. Although it might take several online discussions to clarify a point, your mentee will appreciate your patience.

1



Digital Exposure

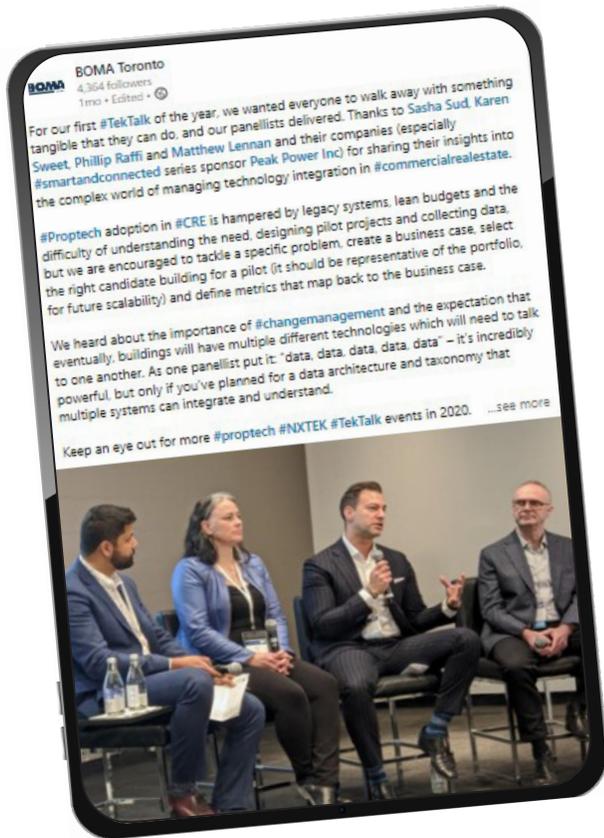
Grow total audience reach as a lead sponsor through BOMA Toronto's popular Signature Events and sought after education sessions through on-site branding, in-person engagement and the added exposure delivered through virtual attendance and digital branding.



Inspired **leadership** since 1917

Extend reach and brand recognition through digital channel exposure

We take promoting your brand very seriously. Both Signature Event Presenting Sponsors and Education Series Sponsors gain value recognition through pre-and-post promotional social posts.



Social Media

We stay connected to the CRE community with over **12,000 followers** through 4 social media channels: LinkedIn, “X” (formerly Twitter), Instagram and Facebook.





Enews

BOMA Toronto Weekly (btw) is an effective way to reach members. Our enews engagement rates are consistently well above industry norms!

Weekly Audience: 938

Open Rate: 42% (2022)

Click-Through Rate: 8% - 10%

Sponsors benefit through logo placement in event and education session promotion.

Exclusive sponsors get even more exposure through a banner advertisement.



Over 120,000 annual website visits in 2022

Our Events page is the most frequently visited page on our website, **earning 8% of total web visits in 2022**. Corresponding with the session, education sponsors' logos are displayed on our Events Registration Page.

Title and exclusive education series sponsors also benefit through advertising space on our Events Page.

Secure your sponsorship today!

Let's get social

Help us leverage your brand! Please provide us with your social handles when confirming your sponsorship.



Contact

Nadeyah Kailan

Manager, Stakeholder Engagement

c: 416 560 0428

e: nkailan@bomatoronto.org

bomatoronto.org



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