

REAL

2024

# Sponsorship Packs



[www.rea-l.org](http://www.rea-l.org)

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REAL

## 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.

**BUILDING** LATINX OPPORTUNITY

# RAÍCES

A HISPANIC HERITAGE EVENT

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October 8, 2024 | 5-8 PM ET

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Alianza Dominicana Cultural Center,  
New York, NY

REAL

[WWW.REA-L.ORG](http://WWW.REA-L.ORG)



# Agenda Program



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**5:30 to 6:00 pm**

## **Registration & Networking**

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**6:00 to 6:15 pm**

## **Opening Remarks**

**Jasmine Gurreri**, Committee Chair

**Jeff Monge**, REAL Board President

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**6:15 to 6:30 pm**

## **Keynote Remarks**

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**6:30 to 8:00 pm**

## **Reception, Special Performance & Networking**

A special live performance by a renowned local ensemble, in celebration of Hispanic Heritage Month

### **Event Committee:**

**Jeff Monge**, Monge Capital;

**Jasmine Gurreri**, Pillsbury Winthrop Shaw Pittman LLP;

**Julio Villalobos-Torres**, Fairstead;

**Ralph Declet**, MBT Development Advisory;

**Joseph Moreno**, Douglass Park Asset Management;

**Mayra Juarez Gutierrez**, Wells Fargo Bank;

**Melissa Bindra**, Vaya Development;

**Crystal Proenza**, Growth Mindset NYC

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### 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 your organization the opportunity to partner with us as a sponsor for the first annual Raices event celebrating Hispanic Heritage Month!

Founded in 2020, the mission of REAL 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.

Your sponsorship will support our inaugural **Raices 2024** event held at the **Alianza Dominicana Cultural Center** including impactful programming and networking opportunities that contribute to the professional development and success of Latinx professionals in CRE. We believe your organization's values align with our goals, and we would be honored to have you as a partner.

We have outlined several sponsorship levels, 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 fiscally sponsored project of Possibility Labs, a 501(c)(3) nonprofit organization.

We hope you will consider partnering with us to support our mission. Your generous sponsorship will directly contribute to fostering diversity and inclusion within the commercial real estate industry. Thank you for your consideration. We look forward to the possibility of working together to make a lasting impact on the future of commercial real estate.

Sincerely,

**Jeffrey Monge**  
REAL Board President

**Jasmine Gurreri**  
Raíces 2024 Chair



Your generous contribution will make a significant impact  
on fostering and inclusion in the CRE industry.



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BUILDING LATINX OPPORTUNITY