WISCONSIN

CREDA

COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION

Formerly NAIOP

2027

Sponsorship & Marketing Guide

CONNECT. ADVOCATE. LEARN. LEAD

Building thriving communities through successful real estate development!

From the Chapter President
A Message of Welcome

About CREDA Wisconsin
Who We Are

October 2026

Dear Prospective CREDA Partner,

On behalf of the Board of Directors, committee chairs, and 450 members of CREDA — the Wisconsin Chapter of the Commercial Real Estate Development Association — it is my great honor to welcome you to our 2027 Partnership Season.

As Wisconsin's most active and influential commercial real estate association, CREDA has spent nearly 25 years amplifying the voices of developers, owners, investors, brokers, attorneys, architects, and service providers who power our state's built environment. Today, that work is more critical—and more impactful—than ever before.

None of that happens without the strategic support of partners like you. CREDA's corporate sponsors are not passive donors — they are active participants in shaping Wisconsin's commercial real estate future. Your investment in CREDA means your brand appears in front of the decision-makers, deal-makers, and policy influencers who matter most to your business.

I invite you personally to reach out and discuss how we can tailor a partnership that delivers the most meaningful return for your organization. Thank you for your time, your interest, and your continued commitment to CREDA Wisconsin and the CRE industry. We look forward to growing together with you and your team in 2027.

With sincere appreciation,

Brad Amundsen
SVP | Sr. Regional Manager | Commercial Real Estate Banking; Associated Bank
Board President, CREDA Wisconsin

CREDA Wisconsin is a Chapter of CREDA, the Commercial Real Estate Development Association.

Founded in 1967, CREDA (formerly NAIOP) has become the leading organization for developers, owners, and investors of office, industrial, retail, multi-family, and mixed-use real estate. CREDA represents 21,000 members and provides strong public policy advocacy, education, and business opportunities through a powerful North American network.

CREDA Wisconsin was chartered in 2003. Today the Chapter represents 450 individual members working at more than 200 businesses across Wisconsin.

We offer a strong network to build your pipeline, integrated, in-depth, and industry-specific education and informational programs, and a powerful public policy advocacy program.



2027 Partnership Opportunities

Partnership Tiers

Platinum Package

$* *Limited by industry segment. Contact us for pricing.*

Premier partnership status - maximum visibility, access, and influence across Chapter platforms and events.

- Premier logo placement on Chapter communications, CEO email signature, website, and at Chapter events.
- Three (3) complimentary event registrations to most Chapter events.
- Featured member or business spotlight in the CREDA Connections e-newsletter (2x per year)
- Two (2) CREDAWI.org advertisements.
- One (1) dedicated member email per year.
- Private introduction to CREDA Board of Directors
- Two (2) social media feature campaigns, including dedicated posts on CREDA's LinkedIn and Instagram channels.

Gold Package

$7,000

High-impact partnership with strong brand presence, event access, and media exposure across key Chapter channels.

- Company logo placement on Chapter communications, CEO email signature, website, and at Chapter events.
- Two (2) complimentary event registrations to most Chapter events.
- Featured member or business spotlight in the CREDA Connections e-newsletter (1/year).
- Two (2) CREDAWI.org advertisements.
- Private introduction to CREDA Board of Directors.
- Two (2) social media feature campaigns, including dedicated posts on CREDA's LinkedIn and Instagram channels.

Silver Package

$3,000

An excellent entry point for organizations seeking brand recognition and networking.

- Company logo placement on the Chapter website, and at Chapter events.
- One (1) complimentary event registration to most Chapter events.
- Featured member or business spotlight in the CREDA Connections e-newsletter (1/year).
- One (1) CREDAWI.org advertisement.
- Private introduction to CREDA Board of Directors.

Enhance Your Partnership

A La Carte Sponsorship

Enhance your Annual Sponsorship package by adding a la carte event sponsorships!

CREDA offers targeted opportunities to amplify your brand and deepen your engagement with Wisconsin's commercial real estate community. These à la carte services can be added to any existing sponsorship tier, or purchased independently as a standalone investment. Each option is designed to deliver focused, high-value visibility.

CREDA Wisconsin Annual Meeting (March 2027)

$1,500 – Awards Sponsor: Logo placement, six complimentary registrations, a half-page ad in the event program, and an opportunity to engage with attendees and/or leave a takeaway.

$1,000 – Reception Sponsor: Logo placement, four complimentary registrations, and a quarter-page ad in the event program.

CREDA Wisconsin Clay Shoot (September 2027)

$800 – Beer Bird Sponsor (1 of 2 available): Logo placement on event signage and two complimentary shooter registrations.

$800 – Cocktails Sponsor: Logo placement on event signage and two complimentary shooter registrations.

$250 – Stand Sponsor: Opportunity to be present at the stand and engage with attendees.

CREDA Wisconsin Capital Markets Update (October 2027)

$1,500 – Platinum Sponsor: Logo placement, six complimentary registrations (including two passes to the speaker's private roundtable), and an opportunity to engage with attendees and/or leave a takeaway.

$1,000 – Gold Sponsor: Logo placement and four complimentary registrations.

$750 – Cocktails Sponsor: Logo placement and two complimentary registrations.

CREDA Wisconsin Madison and Fox Valley Events

$750 – Gold Sponsor: Logo placement on event marketing and signage, four complimentary registrations, and an opportunity to leave a takeaway for attendees.

$500 – Silver Sponsor: Logo placement on event signage and two complimentary registrations.

Contact us for information on sponsorships for individual public policy and Developing Leader events, as well as for our MKE CRE Summer Immersion Camp for high schoolers.

Not sure where to start or prefer to customize a package specifically for you? Let us help you! Contact us for information and to get started today!

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