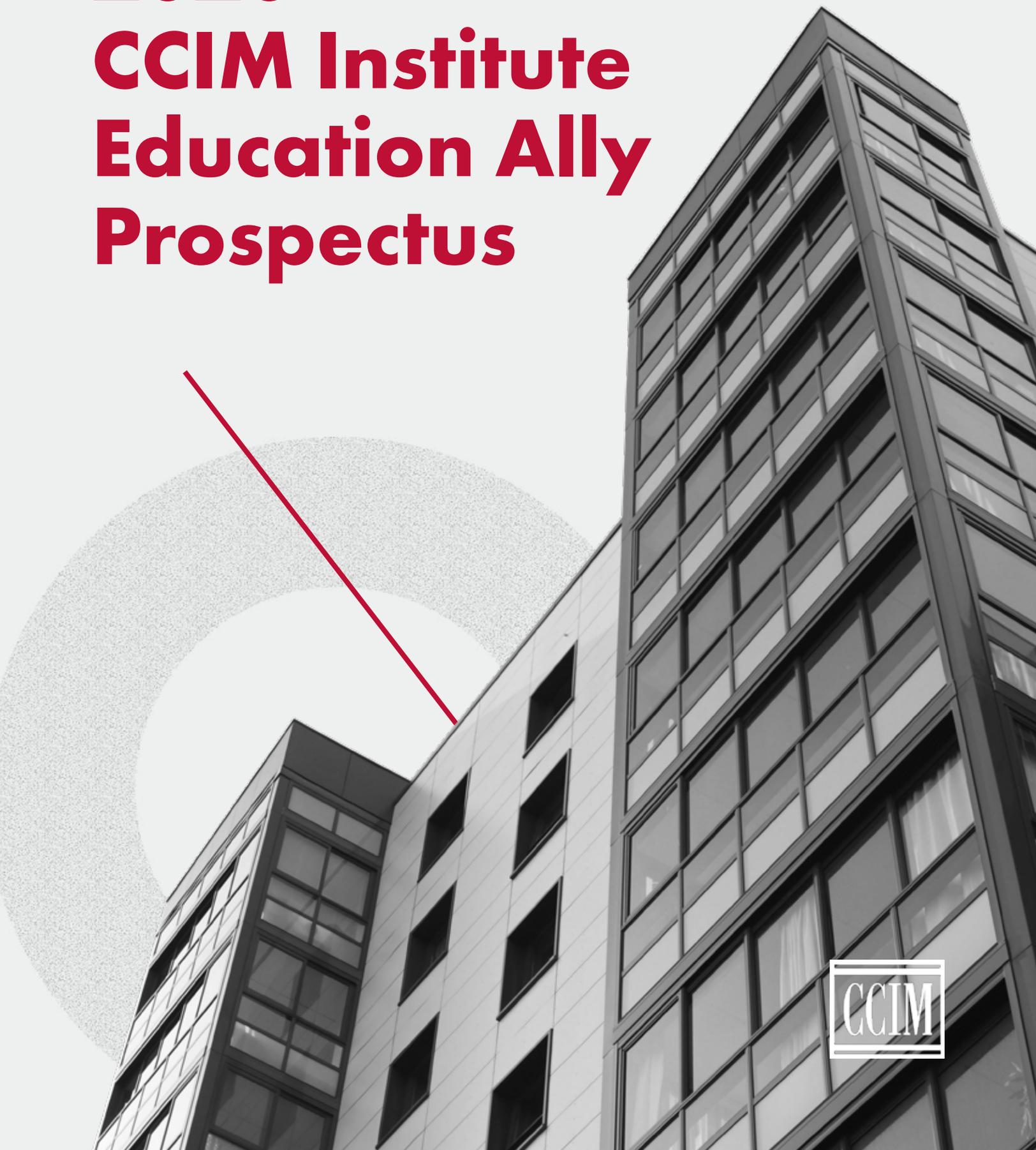
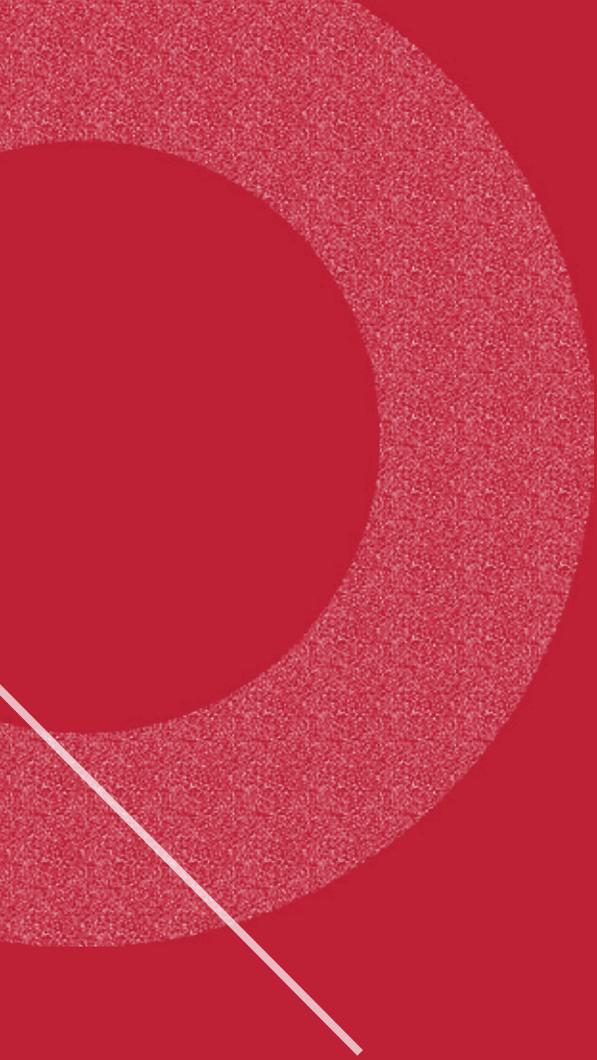


2020 CCIM Institute Education Ally Prospectus





Education is at the heart of CCIM Institute

and the key to enduring success for professionals in commercial real estate. That's why CCIM Institute is proud to introduce the new Education Ally program in 2020. This program is designed to celebrate and recognize organizations for their ongoing support of the institute's premier commercial real estate education offerings.

Why CCIM?

CCIM Institute created the language of global real estate investment. Our courses and worldwide community deploy commercial real estate investment methodologies and tools that speed the pathway between opportunity, a go/no-go decision, and success for an asset, led by instructors who are themselves industry leaders. Today, the organization continues to innovate best practices and elevate the commercial real estate professional through its core designation program to earn the CCIM pin — real estate's most coveted credential — and its topical education courses offered through the Ward Center for Real Estate Studies.

Who Takes CCIM Courses?

- Brokers
- Leasing professionals
- Investment counselors
- Asset managers
- Appraisers
- Corporate real estate executives
- Property managers
- Developers
- Institutional investors
- Commercial lenders
- Other allied professionals



13,000+

Members

8,000

Course participants
annually

30

Countries

50+

Chapters

Here's how it works. Simply purchase any of the following qualifying education offerings to be recognized as a CCIM Institute Education Ally:

- **Education vouchers**

Purchase course vouchers in bulk and receive a 10-25% volume discount. You can then distribute the vouchers individually or combine them for an exclusive classroom experience.

- **Education discount(s)**

Pay a flat fee upfront to receive year-round discounts off select courses.

- **Host a course**

Create an exclusive education experience for your organization. Recognition is retroactive once revenue is recognized.

All participating organizations will be recognized with a CCIM Institute Education Ally banner under their logo placement across all channels. The more you spend in 2020, the more you'll receive in additional benefits.

Under \$15,000

- Logo with CCIM Education Ally banner on website
- Inclusion in annual Education Ally recognition ad in *CIRE* magazine.
- CCIM Institute provides articles/content for your newsletters and other communications throughout the year.

\$15,000 – \$40,000

- Director-level recognition (excludes Director-level sponsorship deliverables)*
- Logo with CCIM Education Ally banner on website
- Inclusion in annual Education Ally recognition ad in *CIRE* magazine.
- CCIM Institute provides articles/content for your newsletters and other communications throughout the year.
- Discounts on *CIRE* magazine offerings:
 - 10% off online advertisements
 - 10% off print offerings in *CIRE* (including advertorial and inserts)
 - 10% off *CIRE* podcast underwriting

To learn more about Education Ally opportunities, contact Patricia Pereyra at ppereyra@ccim.com or +1 (312) 321-4512.

\$40,000 – \$60,000

- President-level recognition (excludes President-level sponsorship deliverables)*
- Logo with CCIM Education Ally banner on website
- Inclusion in annual Education Ally recognition ad in *CIRE* magazine.
- CCIM Institute provides articles/content for your newsletters and other communications throughout the year.
- Discounts on *CIRE* magazine offerings:
 - 10% off online advertisements
 - 20% off print offerings in *CIRE* (including advertorial and inserts)
 - 20% off *CIRE* podcast underwriting

\$60,000+

- Chairman-level recognition (excludes Chairman-level sponsorship deliverables)*
- Logo with CCIM Education Ally banner on website
- Inclusion in annual Education Ally recognition ad in *CIRE* magazine.
- CCIM Institute provides articles/content for your newsletters and other communications throughout the year.
- Discounts on *CIRE* magazine offerings:
 - 10% off online advertisements
 - 30% off print offerings in *CIRE* (including advertorial and inserts)
 - 30% off *CIRE* podcast underwriting

* Please note: education and sponsorship spends are combined to determine recognition level only (Director, President, or Chairman). Total spend in each category determines the appropriate deliverables and/or benefits as detailed in the individual Education Ally and Sponsorship Prospectuses.

The Education Ally Prospectus details recognition and benefits for the education spend only. If there is an additional spend on education and/or sponsorship during 2020 (as detailed in the separate CCIM Institute Sponsorship Prospectus), your recognition level will be upgraded.

Want to know more about becoming an official sponsor of CCIM Institute? Contact Patricia Pereyra at ppereyra@ccim.com or +1 (312) 321-4512.