



SPONSORSHIP OPPORTUNITIES 2022



Project REAP

THE REAL ESTATE ASSOCIATE
PROGRAM

*Advancing diversity, equity & inclusion
in commercial real estate*

www.projectreap.org

WHO ARE WE?

For 24 years, Project REAP has connected professionals of color to careers in commercial real estate. Our network is a valued resource for companies looking to diversify their talent pool with resourceful and results-oriented individuals.

Diverse teams produce better results, increase profit margins, make more innovative deals, and build more dynamic ventures. ProjectREAP has provided a strong pathway for CRE to access diverse talent through our signature academy, mentorship, and continued educational support.



***There are over 1,600
Graduates***

who have successfully graduated from Project REAP over its 25 years in existence.



***Alumni Represent
30+ States & Canada***
including Washington, DC.

OUR MARKETS

Atlanta
Chicago
Cleveland
Columbus
Dallas

Kansas City
Los Angeles
New York
Washington D. C.

New broader national reach through virtual academy access.

OUR MODEL

We engage college graduates and postgraduates of color with diverse professional experience and expose them to commercial real estate through our signature Academy. Once our fellows complete the Academy, we cultivate their leadership through continued education and networking.

REAP is a talent resource.

REAP strives to advance diversity, equity, and inclusion in the commercial real estate industry through education, mentorship, and partnerships.

REAP is a means by which talented multicultural professionals are exposed to the world of commercial real estate.

REAP provides intensive exposure to market and financial analysis, deal negotiation, brokerage, asset management, property management, and leasing within the retail, office, multi-family, and industrial sectors.

REAP is supported by the industry's leading trade associations and companies.

REAP graduates work throughout the commercial real estate industry filling critical roles in management, finance, and development.



THE REAP AFFECT



ANGELE ROBINSON-GAYLORD, RITE AID

Robinson-Gaylord earned her JD degree from the George Washington University Law School. Since then, she's served as a senior law associate, a regional property manager for McDonald's Corporation, President – North America Real Estate Cluster for IKEA Group, and now Senior Vice President – Store Development at Rite Aid. In 2018 Angele was elected to the Board of Trustees for ICSC.



JOHN GILMORE, WALKER & DUNLOP

Gilmore is an expert at establishing and expanding relationships with real estate investors. He began his career as an analyst and previously was a Vice President of Income Property Group, a division of KeyBank affordable housing solutions. In 2018 John joined Walker & Dunlop as a Senior Vice President and Managing Director focused on multifamily originations in their New York Office.



KEITH SELLARS , WASHINGTON DC ECONOMIC PARTNERSHIP

Under Sellars' leadership as President and CEO, the WDCEP has led initiatives attracting national and local retailers to the District of Columbia. The organization's budget grew from \$500,000 to \$4.8 million today. To support the tech industry, in 2013 WDCEP launched Accelerate DC, a tech startup mentoring program. Before serving as the WDCEP president, Sellars spent 13 years with Whole Foods Markets and the Rappaport Companies of Mclean, Virginia. The Washington Business Journal recognized Sellars as a Minority Business Leader.



KHALID RASHID, MANAGING DIRECTOR, CLARION PARTNERS

Khalid Rashid, an equity owner of Clarion Partners and a member of the firm's Investment Committee, joined the firm in 2008 and possesses more than 18 years of experience in the real estate industry. Khalid has extensive transaction and leadership experience in portfolio and asset management, acquisitions, and financings. As Portfolio Manager and Managing Director in the firm's Los Angeles office, he oversees separate account portfolios for Clarion. Khalid is an active member of the firm's ESG Committee in which he oversees Clarion's social initiatives with a focus on ensuring that our diversity objectives are a meaningful component of selection criteria for services providers.



MIN CHAN, CHAN LAW FIRM, LLC

Min is an EB-5 program expert attorney, working with NYC developers to access global financing, find foreign investors, and operate regional centers. Min is the founder of Chan Law Firm and the China-based website meixichina.com, which connects Chinese buyers with real-time New York property listings. She is dedicated to helping her overseas clients make their American life dreams a reality.



SONYA ROCVIL, BEDROCK REAL ESTATE INVESTORS

Rocvil is the principal and founder of multifamily manager Bedrock Real Estate Investors. Her expertise in financial services generates asset growth and strengthens company operations. She has a proven track record of solutions that promote investment strategy development. Rocvil earned her MBA from the Zicklin School of Business at Baruch College.



NATHANIEL R. CENTENO, MADISON MARQUETTE

Centeno's experience in retail real estate includes managing shopping centers for Westfield and Simon Property Group. As a Senior General Manager at Madison Marquette, he currently oversees property management for Bay Street, a popular shopping, dining, and entertainment destination in Emeryville, CA.

SPONSOR LEVELS

When companies sponsor Project REAP, they invest in a mission-driven institution committed to expanding commercial real estate opportunities for individuals of color. Our sponsors and the CRE industry cultivate and train top talent to enter and succeed at every stage in their professional careers and inspire an entrepreneurial spirit. Join your industry peers by supporting Project REAP as we continue to build a robust and diverse talent pipeline for commercial real estate.

LEVEL	AMOUNT	BENEFITS
EXECUTIVE DIAMOND	\$100,000 +	<ul style="list-style-type: none"> • Strategic partnerships on diversity, equity & inclusion initiatives, professional development and mentorship programs. • Prominent recognition on Project REAP Website and Project REAP events. • Participate in industry town halls and forums to expose diverse candidates to the industry. • Serve as faculty for a maximum of two units. • Option to send eight associates to each Project REAP program that year at no cost. • Unlimited placement of job announcements.
DIAMOND	\$75,000 +	<ul style="list-style-type: none"> • Prominent recognition on Project REAP Website and Project REAP events. • Participate in industry town halls and forums to expose diverse candidates to the industry. • Serve as faculty for a maximum of two units. • Option to send eight associates to each Project REAP program that year at no cost. • Unlimited placement of job announcements.
PLATINUM	\$25,000 +	<ul style="list-style-type: none"> • Prominent recognition on Project REAP Website and Project REAP events. • Serve as faculty for a maximum of two units). • Option to send four associates to Project REAP at no cost. • Unlimited placement of job announcements.

LEVEL	AMOUNT	BENEFITS
GOLD	\$10,000 +	<ul style="list-style-type: none"> • Recognition on REAP website and alumni site. • Recognition at local networking events and programs. • Serve as faculty for academy and other alum event. • Option to send one associate to REAP at no cost. • 10 placement of job announcements to be distributed via REAPConnect.org.
SILVER	\$5,000 +	<ul style="list-style-type: none"> • Recognition on REAP website and alumni site. • Up to five placements of job announcements to be distributed via REAPConnect.org, customized email, and alumni distribution via social media and group text messaging.

GET IN CONTACT



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 Executive Director
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 125 High Street #220
 Boston, MA 02110

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 11 West 42nd Street
 2nd Floor
 New York, NY 10036

General Inquiries:
Reap@projectreap.org



2020-2021 SPONSORS

EXECUTIVE DIAMOND



PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



SPONSOR PLEDGE FORM



A 501(c)(3) Nonprofit Organization

125 High Street #220 | Boston, MA 02110

Email: Reap@projectreap.org

www.projectreap.org

● CONTACT INFORMATION

Contact Name : _____

Title : _____

Address : _____

City : _____ State/Province : _____ Postal Code : _____ Country : _____

E-Mail : _____ Phone (work) : _____ Fax : _____

● PLEDGE INFORMATION

To support the mission of Project REAP, for the year 2022, we choose to become a local market sponsor at the following level:

- | | | |
|--------------------------|---------------------------|--------------------|
| <input type="checkbox"/> | Executive Diamond: | \$100,000 + |
| <input type="checkbox"/> | Diamond: | \$75,000 + |
| <input type="checkbox"/> | Platinum: | \$25,000 + |
| <input type="checkbox"/> | Gold: | \$10,000 + |
| <input type="checkbox"/> | Silver | \$5,000 + |

☐ *We would like to designate this pledge to a specific initiative (optional):*

● SPONSOR RECOGNITION

☐ *We wish to be listed as _____*
(Name as you would prefer to be listed in all Project REAP public materials)

Please send via email to Manikka Bowman at mbowman@projectreap.org.

Authorized Signature

Date