

Sponsorship and Advertising Policy

The mission of BOMA Oakland/East Bay (BOMA OEB) is to actively and responsibly represent and promote the interests of the Commercial Real Estate industry through effective leadership and advocacy, through the collection, analysis and dissemination of information and through professional development.

In support of this mission, BOMA OEB relies on the membership, both Principal and Associate for funds to support the Association's activities. These activities will have the shared goal of delivering on the mission in the form of education, networking, advocacy and community service. Activities may be in the form of, but not limited to, events, seminars, articles for publication, and advertising.

A sponsorship is a mutually beneficial exchange whereby the sponsor receives value in return for cash or goods or services-in-kind provided to BOMA OEB. Advertising is defined as offering space in a print publication or online venue to another party for the purpose of promoting or marketing any trade or business, or any service, facility, or product.

It is the policy of BOMA OEB to always offer its Members the first opportunity to support these activities. Members will be contacted in advance with all available opportunities. The timeline for submission of selections will include time for organizations to have internal conversations in order to develop their plan for support. Thus the opportunities will have a date at least a week and half from the date of notification. On the date the submissions will begin being accepted, they will be awarded on a first come first serve basis and should be accepted both electronically and by fax. A deadline for acceptance of sponsorships should be communicated with the initial notification. After this deadline, if a member has not selected opportunities, then and only then will Non-Members be allowed to participate. Non-Members will be expected to pay a premium on top of the price communicated for each opportunity.

It is noted that all advertising for publications are handled by a third-party. The third-party shall be instructed to follow the same practice as laid out above. In some instances, BOMA OEB will receive royalties paid to BOMA OEB on the advertising monies collected. In other instances, the revenue may result in services provided to BOMA OEB, rather than royalties.