

# CREWUK



**2022**

Global Opportunities  
and Benefits



## Who We Are

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CREW UK launched in 2017 as an affiliate group of CREW Network, a global business organisation based in the North America with over 12,000 members. It is a business networking organisation dedicated to transforming the commercial real estate industry by advancing women globally. CREW UK connects leaders in commercial real estate with a focus on business connections, leadership development and inclusiveness in a global and UK business network.

## Why CREW Matters

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CREW Network and its Foundation are committed to bringing more women into commercial real estate by creating programs that educate women and girls about the career opportunities available to them and providing mentoring relationships to those new to the industry.

CREW UK's goals are to advance and support the success of women in commercial real estate. It provides unparalleled business development and networking opportunities which focus on driving inclusion of diversity and gender in the commercial real estate market.

CREW UK's members are multidisciplinary, representing all aspects of the industry, from architects and planners to investors and developers. The network therefore provides a platform for like-minded professionals looking to exchange information through online forums, in-person meet-ups and tailored learning opportunities.

CREW UK is an integral network for the real estate industry as it offers strong peer support, builds effective leaders, and facilitates business networking.

# Why Your Company Should Partner

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Thank you for your consideration and support of CREW UK through our Partnership Programme. CREW UK partnership provides your company with excellent visibility to our members and guests throughout the year, and the opportunity to interact with CREW Network's 12,000 members globally.

With access to a growing membership who represent a wide range of disciplines within the UK commercial real estate community, partnering with CREW UK is a great opportunity to promote your company. Our extensive digital presence, content, communications, events, and mentorship programmes provides multiple platforms to raise your profile and position your brand to our captive audience through a range of partnership packages.

## Value to Your Business

Partnering with CREW UK will provide your company with opportunities that you would not regularly have access to via general marketing or advertising, including:

1. Access to CREW Network members as a target audience (professionals in the commercial real estate industry)
2. Build business relationships with professionals from all aspects of the industry
3. Gain invaluable insight into diversity and gender aspects of the commercial real estate industry
4. Attract new talent from the pool of real estate professionals
5. Foster positive reputation for being a sponsor of CREW UK as an ally to advancing women in the industry



## MISSION

CREW Network is transforming the commercial real estate industry by advancing women globally.

# CREW UK Brand Exposure and Reach

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In 2021 alone, CREW UK:

- launched three [mentoring programmes](#) offering 1,000+ hours of mentorship
- produced 60+ [virtual events](#)
- developed [CREW UK News](#) and member spotlights promoting articles written by/about members
- expanded the [Board](#) and [Committees](#) giving women leadership opportunities external to their professional roles
- expanded its networking community to 100+ members

## Events

Your company may choose to sponsor a series of events regarding such topics as ESG, leadership development, or negotiations skills. Your company may also choose to sponsor an in-person event which includes a programme and social. In 2021, nearly 400 attendees joined our in-person and virtual learning and networking opportunities.

## Mentoring

According to the CREW Network's [2020 Benchmark Study](#), 43% percent of men and 32% of women aspire to reach the C-suite in commercial real estate. In addition, women under 40 were more likely than women over 40 to target the C-suite level. With the CREW UK Mentor Roundtable series, CREW UK members have confirmed that the value of developing one's network is critical to their current and future success. CREW UK Connects Mentorship has connected 50+ mentors with 75+ mentees since launching in June 2020 and offered 1,000+ mentoring hours thus far.

We invite you to partner with us to advance women in commercial real estate, make a commitment to overall DEI and demonstrate to your partners, clients and employees that you are intentional about support the organization because of our mission.



# Partnership Levels and Benefits

CREW UK aims to provide enhanced value and increased market presence to our partners through a range of partnership packages. CREW UK offers various levels of annual partnership enabling your organisation the option to choose what works best.

	<b>Platinum £15,000</b>	<b>Gold £10,000</b>	<b>Silver £5,000</b>	<b>Bronze £2,500*</b>
<b>Digital Partnership</b>				
Link from CREW UK website to partner's website	X	X		
Prominent logo recognition on LinkedIn page	X	X		
Logo recognition (smaller) on CREW UK website			X	X
Prominent logo recognition on promotion emails/newsletters	X			
Logo (smaller) on LinkedIn page			X	X
Logo (smaller) on promotion emails/newsletters		X	X	X
CREW UK to publish article about partner/CREW UK member	X			
<b>Mentorship Programme</b>				
<b>Prominent Partner</b>				
Promote 2 mentors	X	X		
Highlight 2 mentees	X	X		
2 mentors host in-person roundtable at their office	X			
<b>Partner</b>				
Promote 1 mentor			X	
Highlight 1 mentee			X	X
<b>Event Partnership</b>				
Prominent event partner (digital promotion)	X	X		
Event Partner (digital promotion - small logo)			X	X
CREW UK Board DEI event for partnership company	X			
Host event of chosen content at chosen location (with CREW UK approval)	X	X		
Panelist at chosen event	X	X	X	
<b>Annual Special Event Partnership</b>				
Prominent event partner (digital promotion)	X	X		
Logo promotion from the podium	X			
Featured speaker	X			
Complimentary exhibit space	X			
2 panelist placements	X	X	X	
5 guest passes	X	X	X	

\*Option offered to companies with less than 20 employees



Commercial Real Estate Women Network

1 Blithfield Street, London, United Kingdom W8 6RH

Direct: +1(785) 256-9171 | Mobile: +44 (0) 7444727624

[events@crewuk.org](mailto:events@crewuk.org)