

MARQUETTE UNIVERSITY VIETH INSTITUTE FOR REAL ESTATE LEADERSHIP  
PRESENTS

15th ANNUAL

# NATIONAL REAL ESTATE STRATEGIES CONFERENCE

*In Conversation:*

**Dan Letter, CEO & Molly McShane, CEO**



**Thursday, APRIL 30, 2026 | 8am-12pm**  
**WISCONSIN CLUB | MARQUETTE UNIVERSITY**

# BOARD OF DIRECTORS

## VIETH INSTITUTE FOR REAL ESTATE LEADERSHIP 2026 ADVISORY BOARD MEMBERS

The 2026 Vieth Institute for Real Estate Leadership Advisory Board is chaired  
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*\*Denotes member of the Investment Committee for the Real Estate Asset Program (REAP)*

# SPONSORSHIP OPPORTUNITIES

All sponsors will receive promotional benefits. Registrations for the conference are at a market rate, with more than 300 professionals expected during the event. Please join us and make an impact on the success of our program and students!

	VIREL Annual Sponsor (\$20,000)	Platinum Sponsor (\$10,000)	Gold Sponsor (\$5,000)	Blue Sponsor (\$2,500)	
Opportunity to customize perks based on the sponsor's interests, including speaking opportunities, guest-lectures, and special access to student-focused events and career functions	<p style="text-align: center;"><b>This opportunity includes special benefits. See box below for additional information.</b></p>	✓			
Full-slide recognition on-screen during the Real Estate Strategies Conference		✓			
Special episode feature on the student-led Marquette Commercial Real Estate Club podcast.		✓			
Special recognition via a student "Thank You" video posted to social media (LinkedIn, Instagram, Twitter)		✓	✓		
Executive networking opportunities with faculty and students, and special promotion through social media (LinkedIn, Instagram, Twitter)		✓	✓		
Company logo recognition included in the Vieth Institute for Real Estate Leadership annual report		✓	✓		
Company logo recognition on-screen at the conference and on the event website		✓	✓	✓	
Company logo included at bottom of conference email invitations sent to 5,000+ professionals for six weeks (April - May)		✓	✓	✓	
Number of invitations to special pre-conference lunch with our conference keynote speaker and the Vieth Institute for Real Estate Leadership Advisory Board members			2	1	
Number of tickets to the conference, including a reserved table for the sponsor's guests and table signage recognition at the event visible to participants			8	8	8
Company name recognition on-screen at conference			✓	✓	✓
Company name included at bottom of conference email invitations sent to 4,000+ professionals for six weeks (April - May)			✓	✓	✓
Company name recognition and company website link on event website		✓	✓	✓	

## VIREL Annual Sponsorship (\$20,000)

VIREL Annual Sponsors provide unmatched support to the Institute and our students throughout the year. VIREL Annual Sponsors are recognized prominently at all major events and receive special benefits, including:

- All benefits at the Platinum Level for the Strategies Conference
- Special recognition in all VIREL marketing emails (emails reach 1,000 - 4,000 professionals each; 25+ emails/year)
- Special sponsorship recognition at all major VIREL events, including the Golden Eagle Gala and the Chicago Real Estate Leadership Breakfast
- Customized and co-branded video content celebrating the sponsor's partnership with the VIREL
- Membership invitation opportunities with the Vieth Institute for Real Estate Leadership Advisory Board and REALM Network Board
- Unique student access including special events, recruiting preference, and guest-lecture and speaking opportunities
- Event speaking and panelist opportunities
- Research collaboration opportunities with Marquette faculty, including the Bell Chair in Real Estate
- Special recognition on the Vieth Institute for Real Estate Leadership website

# SPONSORSHIP REGISTRATION FORM

## 2026 NATIONAL REAL ESTATE STRATEGIES CONFERENCE

**TO BE RECOGNIZED AS A SPONSOR** please complete, scan and email this form to:

Lexie Epperson, Marquette University Vieth Institute for Real Estate Leadership at

lexie.epperson@marquette.edu

For more information call (414) 288-7940 or visit [www.mu.edu/vieth](http://www.mu.edu/vieth).

### Sponsorship Level Payment Preference

Please indicate your desired sponsorship level below.

- VIREL Annual Sponsorship (\$20,000)
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Note: Your sponsorship contribution is tax-deductible to the fullest extent permitted by the law.

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Please complete the form fields below.

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This is the name as you would like it to appear on promotional materials.

**Logos:** for Silver sponsors and higher please email a hi-res logo in .jpg or .png format to [lexie.epperson@marquette.edu](mailto:lexie.epperson@marquette.edu)

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**Contact Person (Name):** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_



**Checks** can be made out to “**Marquette University Vieth Institute for Real Estate Leadership**” and mailed to the following address:

Marquette University

Attn:

Teresa Janusz

1250 W. Wisconsin Avenue, Suite 421

Milwaukee, WI 53233

### Credit Card

To pay by credit card, please follow the link to registration:

*[Link still to be posted](#)*

# SPONSORSHIP IMPACT

## YOUR SPONSORSHIP HAS A DIRECT IMPACT ON STUDENTS

The Strategies Conference and Gala combine to deliver half of the Vieth Institute for Real Estate Leadership's revenue in a typical year. All proceeds go to support the success of our students and the impact our program can provide to the real estate community.

### Special Programs

Case competitions, MKE CRE Summer High School Immersion Camp, and the ACRE Program are all cornerstones of the Marquette real estate student experience



# 4th

Largest major in the College of Business (out of 12), one of Marquette's fastest growing majors

## NATIONALLY RANKED

Ranked in the top 15 "Best Undergraduate Real Estate Programs" in the world 7 out of 10 years



### Site Tours

Students tour the Baird Center convention center expansion project in downtown Milwaukee.



# 99%

Job Placement of May Graduates from 2012 to present.

### Student Trips

Students travel to the NAIOP 2025 Meeting in Toronto.