

**THE REAL ESTATE CHALLENGE
COMPLETE PLANNING GUIDE**



SECTION 1: PREMISE

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Section 1: Premise



Teams are given \$20 million cash, and a \$50 million line of credit, a list of Commercial Real Estate Properties, with their location, listing price, market value, and monthly Income.

Once the Market is open, every month is only 1 minute long. Teams will trade for 60 months in total (5 simulated years), with a small break at month 30.

The Center Screen will display Pictures and Descriptions of Properties being listed. Teams may bid on a desired property through a "Broker." All "Brokers" are equipped with hand held wireless PC's that enter orders instantly into the system. After 3 months the team with the highest bid will take possession of the property.



Empire State Building-NYC

\$48,401,000

Market Value: \$59,272,306

Income: \$346,500

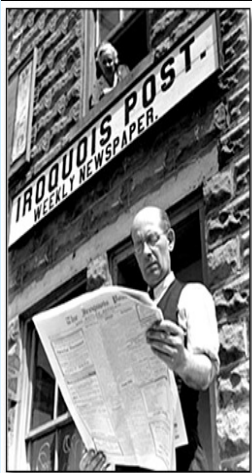


Sears Tower-Chicago

\$29,386,000

Market Value: 34,383,069

Income: \$201,000



Information available will be specific to developments in particular Cities. A running Ticker Tape on Screens will constantly inform teams with headlines or captions. More detailed analysis will come in the form of News Releases and will discuss Interest Rate, Natural Disasters, Unnatural Disasters, Occupancy Rates, Rental Rates and other factors that drive property value up or down.

Teams may sell their property at anytime during the game. The bank will purchase the property at the market value, less a 4% commission charge.



After 60 months of investing the team with the highest Network will be crowned the champion!





RULES OF PLAY

- **All teams will begin with \$20 million cash, and a \$50 million line of credit.**
- **Every month is only 1 minute long. Trading will take place for 60 months.**
- **The team with the highest Networth at the end of trading wins.**
- **The Center Screen displays pictures of listed properties with asking price, market value, and income stream.**
- **The Right Screen displays a list of teams in order of their success, with their overall Networth, their cash on hand and their percentage growth.**
- **The Left Screen displays a list of what properties have been successfully purchased, by whom, their purchase price, market value, and percentage gained/lost per property, as well as a Ticker Tape which displays information on various markets.**
- **All properties will be bought and sold through a “Broker”.**
- **All “Brokers” are equipped with wireless PC’s which enter teams’ orders into the system.**
- **All listed properties are subjected to 4% commission when sale is complete.**
- **Properties will list asking price and market value. Teams must decide what they wish to bid.**
- **All listings will expire after 3 months (3 minutes).**
- **When bidding, the dollar amount being bid is temporarily suspended from accounts until that listing has expired. Teams will earn money from properties they own, based on income, occupancy, and rental rates as well as the fluctuating interest rate.**
- **On expiration of listing the team with the highest bid takes ownership of the property.**
- **Teams can sell property at anytime and Bank will purchase at market value.**
- **Teams can track their properties performance by observing its fluctuating value.**
- **Teams can obtain a portfolio printout from the print station to better track their portfolio’s performance.**
- **Information in the form of a Ticker Tape or News Releases will be available periodically and will tell teams which way the markets may be heading according to individual cities.**

Section 2: Packaging the Event

Aim High!

When canvassing for sponsor's and teams aim high with your pricing. The Real Estate Challenge is a very unique, extremely high-tech interactive simulation and it will be one of the biggest events in your area.

If this opportunity is conveyed properly then you should have no problem securing top dollar from interested parties. Remember: there is only 1 Real Estate Challenge, so the opportunity for sponsors in your area is very unique.

5 Sponsors!

You should be able to secure 1 Title and 4 Corner Stone Sponsors.

Your committee should obtain sponsors/teams through peer to peer meetings instead of print or web-based advertising. We suggest a 4 month lead up time prior to your event date to ensure that adequate sponsorship can be obtained.

Title Sponsors: \$5,000.00 to \$35,000.00

1. Share the title of the event. Ex: ***COMPANY X's Real Estate Challenge!***
2. Offer Dominant Logo Exposure on Screens. There are 58 logos that can be displayed intermittently. You could give them 10 positions. (suggestion)
3. The building where they conduct business could be a property listed in the event. Building could be named after them.
4. Logo exposure on all News Releases.
5. Their own "Broker," in the event.
6. A "VIP" table. Comfortable seating, drink runner, champagne etc.
7. Opportunity to open or close the market. 4 Bells are rung throughout the event to open and close each half of trading.
8. Present awards following event.
9. Dominant logo exposure on all materials canvassing for the event.
10. Invite Media to the event. Pictures of awards presented in front of logos.

Corner Stone Sponsors: \$2,500.00 to \$20,000.00

1. Logo exposure on Screens.
2. Logo exposure on clothing worn by "Brokers." You can create T-shirts for the traders, or for guests in an inexpensive manner.
3. Building with their name sold in event.
4. Premium table.
5. Their own "Broker," in the event.
6. Logo exposure on all materials canvassing for the event.
7. Present awards to 2nd or 3rd place team.

Team Registration: Sold for \$500 to \$5,000.00

1. Committee should be formed **4 months prior** to your event date.
2. Your committee must decide the total number of teams they will obtain.
3. Generally 25-50 teams creates the correct environment for the REC.
4. Assign a specific number of teams for each committee member with progress noted at each meeting.
5. Some organizations have staggered seating, charging more for tables closer to the screens.
6. Some organizations have packaged all the information available during the event (News Releases, Portfolio Printouts etc.) and presold as a higher registration value for teams. It has been termed the “Premium Package” or “Gold Package.” You can also add more cash to start, where teams can start with an additional \$5 million if they pay a higher Registration Price.

Property Spaces: Sold for \$150 to \$500

1. There are 75 Properties available, which you can sell to local companies. The properties will be bought and sold by teams.
What a great way for you to build new relationships and for them to advertise!

Information sold inside event: Sold for \$10 to \$25 inside event.

1. All information (4 News Releases, Portfolio Statements) is available at a price determined by you.
2. All of this information will be provided to you by Fun-Raiser and it is **your responsibility** to pre-print these materials and bring them to the event.
3. Some organizations will sell all of this information in one convenient package. Ask Fun-Raiser how best to prepare and sell these packages.

News Release Sponsor: Sold for \$2,500 to \$5,000

1. The 4 News Releases each contain 5 articles on 5 different cities. These reports give teams pertinent information on which way property values may be turning. This information is linked to our software and is guaranteed to help teams that consider them seriously, and invest wisely. Finding a Media company or Real Estate Publication to become the Sponsor is a perfect fit.

Ticker Tape Sponsor: Sold for \$2,500 to \$5,000

1. A ticker tape runs continuously across the screens during the event, offering a caption or headline on market developments in different cities where listed property's are located. There are 60 messages that will be displayed. 1 for each month. These could read something like :

Company X Presents: Chicago Interest Rates to Rise!

Company X Presents: Hurricane to hit Miami!

Trading Dollars: Sold at price determined by you.

1. Teams can trade real money for trading dollars inside the event.
2. These trading dollars are purchased through the printing stations.
3. If teams are in trouble they can purchase more trading dollars and help their portfolio and your cause simultaneously.

“Broker” Sponsorship: Sold for \$2,500 to \$10,000

1. The ratio for “Brokers” to Teams is 1 to 3. That is 1 volunteer (that Fun-Raiser trains) for every 3 teams. When teams wish to buy or sell property they must get the attention of their broker by yelling “Broker!” Brokers will then run to their table and take bids or list properties through hand-held wireless PC’s. All information on screens is then updated instantly. Competition for “Brokers” is intense and helps to create the chaos of a virtual monopoly. This means that “Brokers” are an integral part in the Real Estate Challenge.
2. In obtaining sponsorship for this facet of the game you can offer dominant logo exposure on T-shirts created for the event and worn by all “Brokers.”
3. Logo on screens.
4. A Property with companies name on it for sale in actual game.
5. Fun-Raiser’s software creates statistics on overall amount of trades, total dollars traded, highest transaction by which team in which month. These statistics are given at the start of the 2nd half and at the end of the game. Your “Broker” sponsor could report these statistics to teams from the podium.

Hospitality Sponsor: Sold for \$2,500 to \$5,000

1. The night of the event, teams arrive one hour prior to the opening bell. As many work in the same industry they can network, or teams can examine the property list and description which you will print off and place on each table. Generally finger foods and a bar are available to guests during this period.
2. In obtaining this type of sponsorship you can offer logo exposure on screens.
3. A Property position.
4. Allow them to place their business card on every table. It’s a great way for them to advertise themselves within the financial community.

Student Event Sponsor: Sold for \$10,000

1. Premier Sponsor sold for \$10,000-logo exposure-stock-opening remarks.
2. Individual Teams sold for \$1,000 each to local businesses. Teams can wear T-shirts with their sponsors logo on them. Sponsors can attend, and assist teams.
3. Media invited to student event creating great exposure for all sponsors.

Note:

On the night of the event please ensure that you have the ability to make correct change and to take and process credit cards should guests choose to run a tab.

Seating Sections:

1. Auction a VIP table off at the beginning of both halves, offering their own personal “Broker” and free drinks with drink runner.
2. Sell staggered seating where those closer to the screens are sold at a higher value with more access to “Brokers,” or beginning with more cash on hand than other teams. Contact Fun-Raiser for more details.

Prizes:

1. Source sponsored prizes for teams over and above general sponsorship.

Expenses	Value	Expenses in Kind
Fun-Raiser Event Fee	\$7,500.00	
Fun-Raiser Travel Cost	\$1,000-\$2,000	?
Audio Visual-3 Screens	\$1,500	?
Table Rental	\$1,500	?
Catering	\$1,000 to \$3,000	?
Estimated Total:	\$12,500-\$17,500	Alternative Sponsorship
Revenue	Value	
Title Sponsorship	\$15,000	Hospitality Sponsor:\$5,000
Premiere (student) Sponsor	\$10,000	Broker Sponsor:\$10,000
Corner Stone Sponsor (4)	\$20,000	Ticker Tape Sponsor:\$2,500
Registering Teams (30)	\$30,000	
Register VIP Teams (5)	\$4,500	
News Release Sponsor	\$2,500	
Estimated Total:	\$82,000	\$17,500

Section 3: Venue and Logistics



Venue:

- Coordinate with Fun-Raiser to book your event date and venue simultaneously.
- 200 guests (50 teams of 4) will require a room approximately 5,000 to 7,000 square feet in size.
- Ceiling height should be 15 feet high so projection screens can be raised 5 feet off the ground. This will ensure all teams can view all information on screens.
- If you are hosting an afternoon student event Fun-Raiser may need to access your venue the night prior to your event. It takes 3/4 hours to set up.
- Fun-Raiser does not require any special power hookups and we provide all of our own cables, power bars extension cords etc.

Audio Visual Requirements:

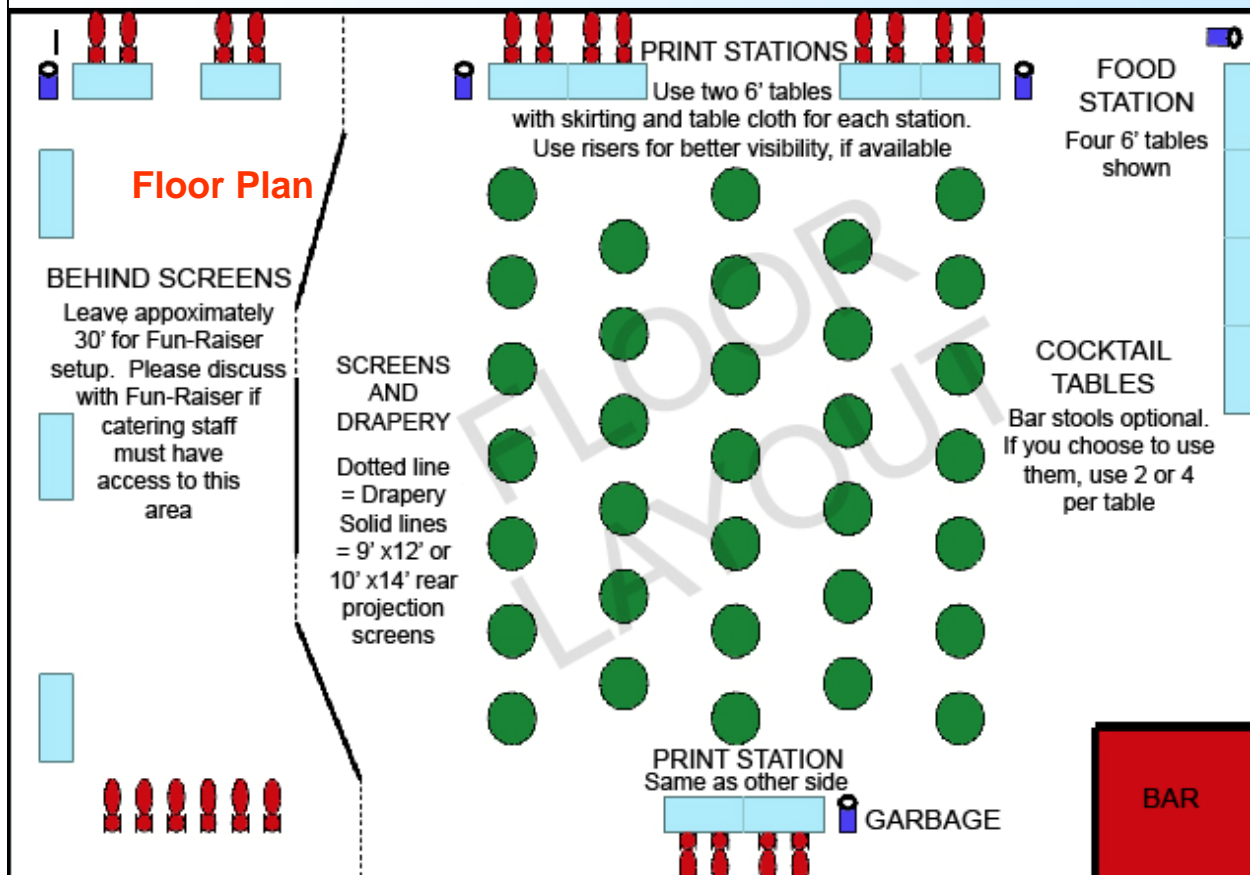
- Three 9' x 12' backlit screens with pipe and drape (rent from AV company).
- AV company must set up and dismantle all screens.
- Depending on size of your event and venue you may go with smaller screens. Contact Fun-Raiser to discuss your options.
- Leave 25-30 feet behind screens to allow for throw space on rear projection. Drapery is necessary to prevent traffic behind the screens and to ensure equipment and cords, etc are well hidden. To calculate how much space Fun-Raiser needs behind the screens, double the width of your screen and add two feet, i.e. For a 10ft x 14ft screen, Fun-Raiser requires 30ft of space.

Tables:

- Arrange to have 'Cocktail Tables' with linen & **table numbers** to be delivered and set up. You may want to supply some chairs around the room although they are not necessary.
- **Table numbers** are imperative as each team's ID corresponds with the individual table numbers. Ex: Team 1 should be at Table 1.

Other:

- Three tables and one chair must be set up behind screens for projectors and computers.
- Lighting should be subdued so that information on the screen can easily be seen.
- It is recommended that the Emcee have a hand held wireless microphone.
- A podium is useful but optional.
- On event night have the ability to accept VISA, Master Card or Debit, if necessary. Also make sure you have cash boxes in order to make correct change.
- Catering normally consists of light appetizers and a bar.



Section 4: Checklist

Cut Off Dates:

- If you have chosen to sell “Property Positions” you must give yourself a cut off date of no less than **3 weeks** prior to your event date.
- You must send all information regarding the “Property Positions” to Fun-Raiser at this time, as Fun-Raiser will have to finalize your Property List, News Releases, Ticker Tape and Registration Workbook. **Note:** Every change to the Property List requires several amendments to other materials, as all things are linked in our system.
- Failure to comply with this deadline could result in having to use our generic game, which would not include properties that you’ve sold.
- **3 weeks** prior to your event date you must have obtained all your Sponsors. You must send Sponsors logos (Jpeg format) to Fun-Raiser at this time, along with pictures of buildings (Jpeg format).
- You may sell and register teams up to 3 Days prior to your event.
- You must send the finalized Registration Workbook Fun-Raiser will provide you with (so that you can enter team names and stock picks) **2 Days** prior to your event.

Venue:

- When does Fun-Raiser have access to your venue?
- Set up takes 3/4 hours to complete.

Audio Visual Company:

- Coordinate with AV company for them to deliver, set up, and break down all screens, pipe and drape, and sound system.

Cocktail tables:

- Coordinate with AV/Rental Company to have them deliver, set up, and break down all tables. Remember that Table Numbers are essential.
- All tables should be covered in linens, preferably black.

Volunteers:

- 1 “Broker” is needed for every 3 teams.
- 3 volunteers are needed for printing stations.
- A few extra volunteers to deliver or sell information are always valuable.
- All volunteers should arrive 30 minutes prior to guest’s arrival time for Fun-Raiser to train.
- The Emcee should arrive 30 minutes prior to opening bell to discuss nuances of event with Fun-Raiser.

Fun-Raisers Accommodations:

- Book hotel accommodations for Fun-Raiser and send hotel address and confirmation numbers to Fun-Raiser one week prior to your event.

Bring to Event:

- **Printing Paper:** 3 to 4 reams/stacks of inexpensive paper for printing stations.
- **Name Badges:** Fun-Raiser is unable to print badges but if you have chosen to pre-print name tags and would like to place Team #'s on badges just remember that the order that you enter teams into the Registration Sheet (Fun-Raiser supplies you with) is the order they will appear in the game. First team entered is Team #1 etc.
- **Printed Copies of News Releases for Teams:** 1 copy per team.
- **Prizes.**
- **Script for all speakers.**
- **Up-tempo music for event:** Speak with Fun-Raiser if you wish for us to supply music.
- **Final Check for Fun-Raiser.** To be presented to Fun-Raiser prior to the opening bell of your first event.