

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

**NORTHERN NEVADA CHAPTER**

Category:  
SPECIAL EVENT

Chapter:  
NORTHERN NEVADA

## Summary:

NAIOPOLY was created out of the need to replace our annual bus tour. With the desire to keep the event informative and fun, we opted to create a new signature event and really elevate the reputation of NAIOP. We determined a location, and went to work planning. Our programs committee was able to secure a donation from a local print shop to design and print the game board at their cost. The game board was divided into property groups and we priced according to the position of the board. Boardwalk & Park Place commanded the highest dollar amount and so on. We would be able to have 12 game board positions available with 8 vendor spaces.

The objective became walking around the game board and collecting Developer Dollars at each property space. This served two purposes; the first being face time with the Developers themselves, the second being an entry into the raffle prize drawing. Each Developer received different color dollars and as you made your way around the board, you collected the dollars and submitted your tickets to the raffle table, where our sponsor collected the entries and entered you to win. We had drones, fitbits, Go-Pro's, gift cards, alcohol, classic Monopoly game boards and other prizes. Local vendors came together and donated services or products, from photography services, a custom jail photo booth and food & beverage.

NAIOPOLY generated over 5X the amount of revenue from our bus tour, created a unique CRE event for the Northern Nevada region and increased awareness of the NAIOP brand.

