PARTNERSHIP OPPORTUNITIES

*The 18th Annual*

# Real Estate Challenge

A national collegiate development competition presented by The 1901 Project and the Harold E. Eisenberg Foundation.

APRIL 10, 2027 · CHICAGO, ILLINOIS

REAL ESTATE CHALLENGE
A Harold E. Eisenberg Foundation Real Estate Program

THE 1901 PROJECT

PREPARED FOR

HAROLD E. EISENBERG FOUNDATION

EXECUTIVE SUMMARY

# A national stage for the next generation of real estate talent

The Harold E. Eisenberg Foundation is proud to partner with The 1901 Project to host its 18th Annual Real Estate Challenge — a competition welcoming university teams from across the country.

Teams create and present a development plan for a future phase of The 1901 Project, a groundbreaking $7 billion neighborhood investment in Chicago, dedicated to transforming the area surrounding the United Center

On April 10, 2027 teams travel to Chicago to present before a panel of esteemed industry judges, with top teams awarded a combined **$20,000+ in scholarships.**

**18th**
Annual Challenge

**$150K**
Scholarships Awarded

**50**
Universities






SECTION ONE

I

# Our Foundation & The Challenge

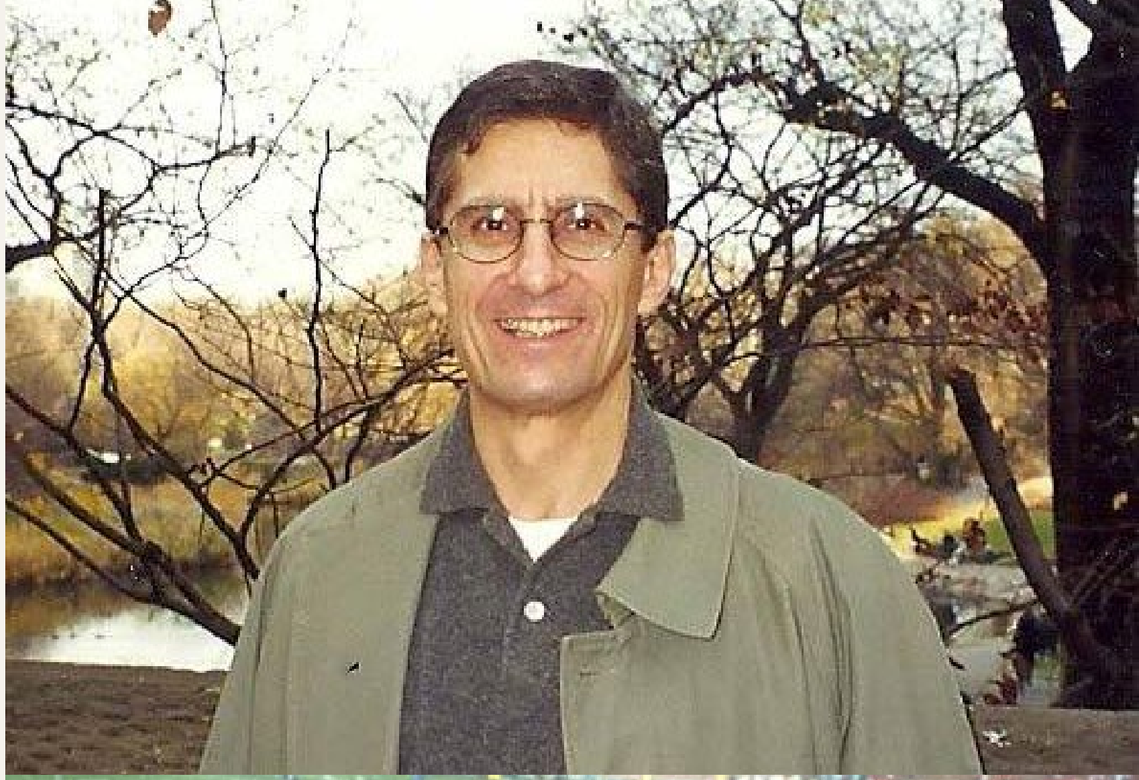
Twenty-seven years of enriching students and advancing cancer research — and seventeen years of the Real Estate Challenge.

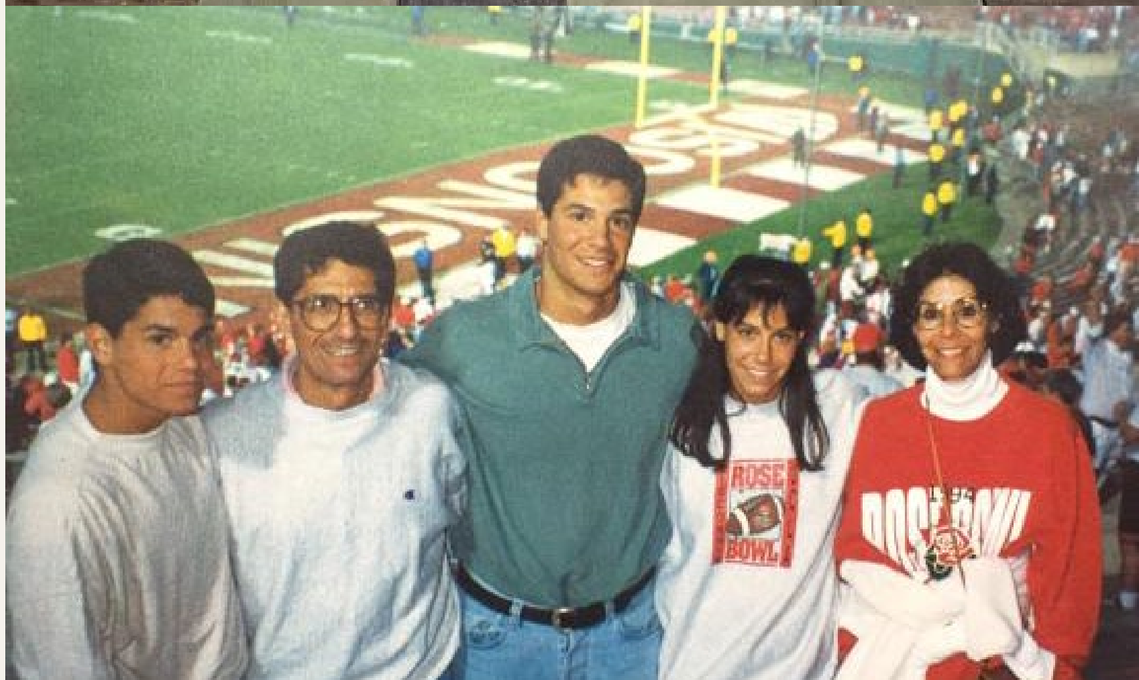
OUR HISTORY

# Founded in 1999, in memory of a leader who believed in giving back

Harold Eisenberg was a leader in real estate who believed in sharing his knowledge and experience to enrich and empower students. After his sudden passing from liver cancer, his friends, family, and colleagues created the Harold E. Eisenberg Foundation in his name.

From the start, the Foundation pursued two missions: funding critical gastrointestinal cancer research at the Robert H. Lurie Comprehensive Cancer Center and building real estate education programs to nurture the next generation of commercial real estate professionals.





THE REAL ESTATE CHALLENGE

# Since 2010, university teams have reimagined significant sites across the Midwest

## Vision

Undergraduate and graduate teams, with faculty advisors, determine what should be built on a real, significant development site.

## Analyze

Each team delivers a full financial and feasibility analysis to support its development vision.

## Compete

The winning plan is the most economically viable and complementary to the surrounding site — earning a significant scholarship.

II

SECTION TWO

# A Proven Track Record

Fifty-plus universities, seventeen landmark Midwestern sites, and a growing roster of industry leaders on the judging panel.

## LAST YEAR'S CHALLENGE · AT A GLANCE (2026)

SITE PARTNER
Related Midwest

SITE LOCATION
The 78

PARTICIPATION
27 Teams

## 2026 JUDGING PANEL

**Nicole Blajan**— *Elmdale Partners*

**DuWarren Gibson**— *Related Midwest*

**Bart Johnson**— *Wintrust*

**Tom Kirschbraun**— *JLL*

**Nick Koshiw**— *LaSalle Investment Mgmt*

**Rob Rose**— *Rose Capital Group*

**Sofia Sianis**— *Sianis & Konstantinou*

**Tricia Van Horn**— *Related Midwest*

**Rafael Carreira**— *Riverside Development*

**Ari Glass**— *Mansueto*

**Molly Kinsella**— *Related Midwest*

**Al Klairmont**— *Imperial Realty*

**David Reifman** — *Croke Fairchild Duarte & Beres*

**Jeff Shapack**— *Shapack Partners*

**Regina Stilp**— *Farpoint Development*





VOLUNTEERS
50+ Mentors

HOST
Holland & Knight

WINNING TEAMS
Marquette University
Roosevelt University

2026 PARTICIPATING UNIVERSITIES

# 27 teams competed from across the country



PREVIOUS PARTICIPATING UNIVERSITIES

# A national roster, built over seventeen years

Auburn University
Ball State University
Carnegie Mellon University
Carthage College
Case Western Reserve University
University of Colorado Boulder
Cornell University
DePaul University
Ferris State University
Fordham University
Georgia State University
Illinois Institute of Technology
Illinois State University
Indiana University Bloomington
Indiana University Indianapolis
Iowa State University
Liberty University
Loyola University Chicago
Marquette University
Miami University
University of Michigan
Michigan State University
North Carolina Central University
Northwestern University
University of Notre Dame
New York University
The Ohio State University
Purdue University
Roosevelt University
Rutgers University–New Brunswick
Saint Louis University
Tulane University
University of Illinois Chicago
University of Illinois Urbana-Champaign
University of Arkansas at Little Rock
The University of Chicago Booth School of Business
University of Connecticut
University of Missouri
University of Pennsylvania
University of South Alabama
University of St. Thomas
The University of Texas at Austin
University of Wisconsin–La Crosse
University of Wisconsin–Madison
Virginia Tech
Washington University in St. Louis

PREVIOUS SITE LOCATIONS

# Seventeen landmark sites across the region

| | |
|---|---|
| 2010 | Milwaukee Business District |
| 2011 | Cabrini-Green |
| 2012 | U.S. Steel Southworks |
| 2013 | Marquette Gardens |
| 2014 | Former Marshall Field's Warehouse |
| 2015 | "Cap the Kennedy" (I-90/94) |
| 2016 | Englewood Mall |
| 2017 | Pershing Crossing |
| 2018 | Shores of Lake Michigan |
| 2019 | Chicago Ridge Mall |
| 2020 | Moody Bible Institute Campus |
| 2021 | Obama Presidential Center Area |
| 2022 | Johnny's Icehouse East |
| 2023 | Goose Island (South) |
| 2024 | St. Louis — Near North Riverfront |
| 2025 | Bronzeville Lakefront (Michael Reese Hospital) |
| 2026 | The 78 |

THE 2027 CHALLENGE

# A future phase of The 1901 Project

SITE PARTNER

United Center Joint Venture

SITE LOCATION

The 1901 Project

Specific parcel to be announced



THE 1901 PROJECT

2027 REAL ESTATE CHALLENGE · AT A GLANCE

SITE PARTNER
United Center Joint Venture

SITE LOCATION
The 1901 Project

TEAM REGISTRATION
October 15th

## QUICK FACTS

- $7-billion investment, including a master plan of 10-15 years
- 55+ acres of privately owned land
- 5,000+ residential units
- 20+ acres of public green space
- 650,000 square feet of retail
- 700+ hotel keys
- Improved safety and family-friendly amenities
- Reimagined parking and pedestrian experience

EXPECTED TEAMS
40+ Universities

HOST
United Center

PRESENTATION DAY
April 10, 2027



III

SECTION THREE

# Partnership Opportunities

Showcase your company to the next generation of commercial real estate talent while supporting hands-on real estate education.

SPONSORSHIP OPPORTUNITIES

# Four ways to partner with the Real Estate Challenge

## PRINCIPAL

At Request

Exclusive naming rights & premier visibility throughout the campaign and program.

## INVESTMENT

$10,000

High-level recognition and the "Scholarship Sponsor" designation.

## DEVELOPMENT

$5,000

Significant recognition, judging access, and recruiting presence.

## COMMUNITY

$2,500

Onsite recognition and direct engagement on presentation day.

PRE & POST SPONSOR VISIBILITY

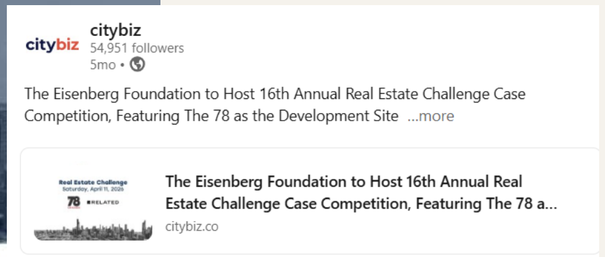
# Your brand, amplified before and after the Challenge

Sponsors are recognized across the Foundation's social channels, e-communications, and earned media — reaching a national commercial real estate audience.

**10,000+**
Foundation followers

**55K+**
Earned-media reach



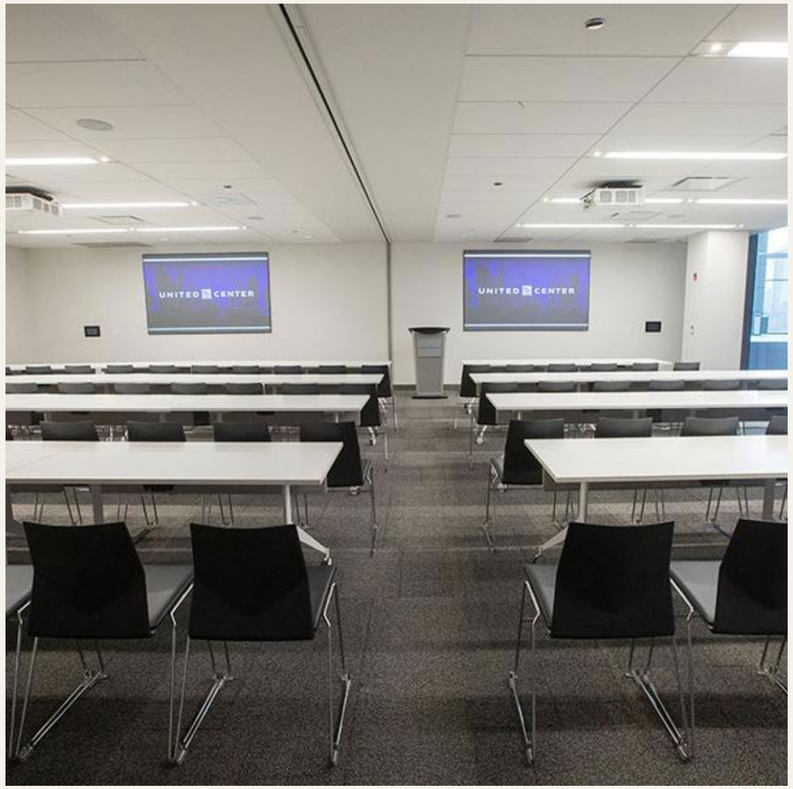
ONSITE SPONSOR VISIBILITY

# Branded digital signage in meeting rooms and hospitality suites throughout the United Center.









PRINCIPAL SPONSOR

# At Request

premier VISIBILITY

Exclusivity and premier recognition throughout the entire Real Estate Challenge experience.

## Benefits

- Exclusivity as Principal Sponsor, including **naming rights** across all national and local media, materials, and communications
- Premier mentions across social and e-communications (10+), including a quote from a company representative
- Opportunity to identify a representative to speak at the Awards Program (April 10, 2027 (Chicago))
- High-visibility student recruiting: digital signage, onsite exhibitor booth, and resume book
- Representatives to serve on esteemed judging panel (April 10, 2027)
- Premier visibility and exhibitor booth at the 2027 Career Summit (Fall 2027)
- First right of refusal as 2028 Real Estate Challenge Principal Sponsor

INVESTMENT SPONSOR

# $10,000

HIGH VISIBILITY

High-level recognition throughout the Real Estate Challenge experience.

## Benefits

- Premier recognition as **"Scholarship Sponsor,"** including the opportunity to present awards to winning teams
- Premier visibility in all national and local press releases, program materials, and communications
- 5+ mentions across social media and e-communications
- High-visibility student recruiting: digital signage, onsite exhibitor booth, and resume book
- Representatives to serve on esteemed judging panel (April 10, 2027)
- Premier visibility and exhibitor booth at the 2027 Career Summit (Fall 2027)

DEVELOPMENT SPONSOR

# $5,000

SIGNIFICANT RECOGNITION

Significant recognition throughout the Real Estate Challenge experience.

## Benefits

- Representatives to serve on esteemed judging panel (April 10, 2027)
- Student recruiting access: onsite exhibitor booth and resume book
- High visibility in all program materials and communications
- 3+ mentions across social media and e-communications
- Premier visibility and exhibitor booth at the 2027 Career Summit (Fall 2027)

COMMUNITY SPONSOR

# $2,500

ONSITE RECOGNITION

Onsite recognition during Real Estate Challenge presentation day.

## Benefits

- Review presentations and engage with students onsite during presentation day
- Company mention in all program materials and communications
- 2+ mentions across social media and e-communications
- Onsite recognition on presentation day signage and a verbal mention during kickoff
- Visibility at the 2027 Career Summit (Fall 2027)

THANK YOU

# Let's shape the future of commercial real estate — together.

We would be honored to welcome your organization as a partner in the 2027 Real Estate Challenge.

QUESTIONS? PLEASE CONTACT


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HAROLD E. EISENBERG FOUNDATION

