



2022 SPONSORSHIP OPPORTUNITIES



The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade associations, representing more than 130,000 real estate brokers, agents and salespeople, working through 81 real estate Boards and Associations across Canada.

Thank you for your interest in becoming a CREA sponsor. Our sponsorship program is a cost-effective way to give you maximum exposure to board/association executive officers, senior staff, volunteer leaders and brokers *of the Canadian real estate industry. CREA can provide you with a variety of opportunities for exposure and direct access to a valuable demographic.

CREA also welcomes customized sponsorship opportunities to best suit your organization's goals for brand awareness and engagement.

Contact us should you wish to discuss.

2022 CREA BROKER/ LEADERSHIP SUMMIT
April 4, 2022
The Westin Ottawa

2022 ASSOCIATION EXECUTIVES SEMINAR
June 7 and June 8, 2022
Sheraton Hotel Newfoundland, St. John's, NL

Interested in becoming a 2022 CREA sponsor?
Contact: Jackie Taylor, Meetings & Events Coordinator
jtaylor@crea.ca
Tel: (613) 237-7111, ext. 2237 / Cell: 613-355-0381

BENEFITS OF BEING A CREA SPONSOR

1. Put Your Business in the Spotlight and get in front of your Target Market

Your presence at a CREA event positions you and your business as a leading service provider for our Industry. Stand out from the pack by prominently displaying your marketing materials and product displays to draw participants in.

2. Get Your Brand Noticed

Being featured on CREA's intranet site as a sponsor, positioning your logo on all event marketing materials, and having promotional items distributed on the day of the event are all great ways to leverage your sponsorship and get brand recognition.

3. New Clients, New Customers, New Business

Not only are the participants of the event potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships at events, meet like-minded business professionals, and start to grow your target market.

4. Give attendees a “taste” of your business

Bringing samples to an event as giveaways is a terrific way to capture attention from participants, while being creative in order to stand out. By sharing a sample or trial offer of your product, you engage participants and increase your chances of turning them into new customers.

We all know how much advertising can be pricey.

Consider spending that same amount or less as a sponsor at a CREA event.

***By leveraging the event to your advantage,
there will be no limit on your potential ROI.***

2022 CREA BROKER/ LEADERSHIP SUMMIT

April 4, 2022

The Westin Ottawa

The CREA Broker/Leadership Summit is designed to bring together brokers from across the country for a day of engaging topics, centered around ways to help brokerages succeed and gain a competitive advantage, featuring top industry experts. The morning will be focused on brokers only, with board/association leaders joining the summit for an afternoon of sessions geared towards leaders and relevant to brokers.

If you market products and services to the real estate industry, these are the individuals you need to know! CREA offers an opportunity to create brand awareness and develop relationships through one-on-one networking. Take advantage of this unique audience by participating in the following event sponsorship opportunities!

SPONSORSHIP OPTIONS

Gold Sponsor Level	\$8,000
Silver Sponsor Level	\$6,000
Bronze Sponsor Level	\$4,000
Exhibitor Only Level	\$2,000

Gold Sponsor Level

\$8,000.00

CREA offers **four (4) exclusive GOLD level sponsorship opportunities:**



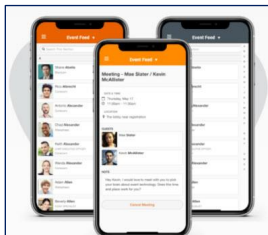
HOTEL ELEVATOR DOOR BRANDING CLING

Grab attendees' attention when they are a captive audience while waiting for the elevator. Your company name and logo are prominently displayed on the elevator doors. Great visibility!



HOTEL ROOM KEY CARD

Be the company that attendees see every time they go to unlock their hotel room door. All attendees will receive their hotel key card with your company logo imprinted on it.



EVENT APP

As the official sponsor of the CREA Broker/Leadership Summit event app, your company branding will appear on the home page and within the app for great exposure. The app travels with each delegate ... they're checking the app for session information, to connect with other attendees and navigate the event ... what better way to get noticed!



KEYNOTE SPEAKER INTRODUCTION

A great opportunity to be seen ... introducing the lunchtime keynote speaker will get you noticed. As an added benefit, we will reserve a sponsor table where you will have the opportunity to invite attendees to sit with you.

Benefits of the GOLD level sponsorship include:

- Prominent visibility as a gold sponsor on onsite signage in high traffic areas;
- Logo and company information on the CREA Broker/Leadership Summit event app;
- Email blast to attendees - your logo will appear in the notices forwarded to attendees (exclusive to Gold sponsorship);
- Video spot – draw attendees to your booth by providing a short video – to be shown prior to the break (max. 20 – 30 seconds);
- Prime location for tabletop set up in exhibit area;
- Welcome Reception (April 3)
- Breakfast included
- Company logo on "Sponsor Thank you" slide on screen;
- Gold sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Two (2) complimentary tickets for the lunch;
- Complimentary wireless Internet access at your table + 1 electrical outlet.

Silver Sponsor Level

\$6,000.00

CREA offers *four (4) exclusive SILVER level sponsorship opportunities:*



WI-FI

The number one question attendees ask during a conference is "what is the Wi-Fi password? As the official Wi-Fi sponsor, table cards will appear on each table in the meeting space and at registration with a Thank you to our Wi-Fi sponsor and your company logo so you will get noticed!



REGISTRATION WEBSITE

(Only available until registration opens late January)

A great opportunity to be noticed – as a sponsor of the registration website where all attendees will be sent to register for the CREA Broker/Leadership Summit, your company/logo will feature prominently on the main registration page and registration confirmation email.



MOBILE DEVICE CHARGING STATION

Enhance the attendee experience and help them stay connected by powering their mobile device! Your branding will be prominently displayed exclusively at the mobile charging station.



LANYARDS

What great exposure for your company ... your logo worn around the necks of all attendees! Great visibility at the conference and everywhere attendees walk! (Lanyards to be provided by sponsor).

Benefits of the SILVER level sponsorship include:

- Significant visibility as a silver sponsor on onsite signage in high traffic areas;
- Logo and company information on the CREA Broker/Leadership Summit Event app;
- Video spot – draw attendees to your booth by providing a short video – to be shown prior to the break (max. 20 – 30 seconds);
- Welcome Reception (April 3)
- Breakfast included
- Company logo on "Sponsor Thank you" slide on screen;
- Silver sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Two (2) complimentary tickets for the lunch
- Complimentary wireless Internet access at your table + 1 electrical outlet.

Bronze Sponsor Level

\$4,000.00

CREA offers **BRONZE** level sponsorship opportunities:



BUFFET BREAKFAST

Custom signage will appear in the food services area where attendees will gather to pick up their breakfast.



NETWORKING BREAKS

Custom signage will appear in the food services area for both the morning and afternoon breaks while attendees mingle for a refreshment and visit with the exhibitors.



PROMOTIONAL ITEM

Boost your brand awareness and get creative. Attendees love freebies. Your promotional item will be distributed to all attendees at the registration desk on arrival (provided by sponsor).

Benefits of the BRONZE level sponsorship include:

- Visibility as a bronze sponsor on onsite signage in high traffic areas;
- Logo and company information on the CREA Broker/Leadership Summit Event app;
- Welcome Reception (April 3)
- Breakfast included
- Company logo on "Sponsor Thank you" slide on screen;
- Bronze sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Two (2) complimentary tickets for the lunch;
- Complimentary wireless Internet access at your table + 1 electrical outlet.

Exhibitor Only

\$2,000.00

Limited to 5 tables (1st come; 1st served)

- Onsite signage in high traffic areas;
- Logo and company name on CREA Broker/Leadership Summit Event app;
- Exhibitor recognition on CREA's REALTOR Link® intranet site;
- Breakfast included
- Company name on "Thank you" slide;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Complimentary wireless Internet access at your table + 1 electrical outlet

2022 ASSOCIATION EXECUTIVES (AE) SEMINAR

June 7 and 8, 2022

Sheraton Hotel Newfoundland

The Association Executives Network (AEN) of the Canadian Real Estate Association is comprised of individuals involved in real estate association management from across Canada. Its mission is "to provide leadership and management resources to its members". The AEN represents 79 board and association executives and it is attended by approximately 130 decision makers, delivering resources and programs to improve professional development and daily management roles to better serve their members.

If you market products and services to the real estate industry, these are the individuals you need to know! CREA offers an opportunity to create brand awareness and develop relationships through one-on-one networking. Take advantage of this unique audience by participating in the following event sponsorship opportunities!

SPONSORSHIP OPTIONS

Gold Sponsor Level	\$8,000
Silver Sponsor Level	\$6,000
Bronze Sponsor Level	\$4,000
Exhibitor Only Level	\$2,000

Gold Sponsor Level

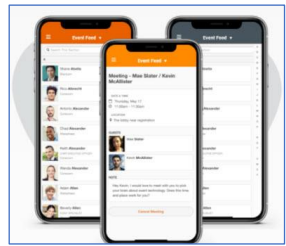
\$8,000.00

CREA offers **three (3) exclusive GOLD level sponsorship opportunities:**



HOTEL ROOM KEY CARD

Be the company that attendees see every time they go to unlock their hotel room door. All attendees will receive their hotel key card with your company logo imprinted on it.



EVENT APP

As the official sponsor of the AE Seminar event app, your company branding will appear on the home page and within the app for great exposure. The app travels with each delegate ... they're checking the app for session information, to connect with other attendees and navigate the event ... what better way to get noticed!



KEYNOTE SPEAKER INTRODUCTION

A great opportunity to be seen ... introducing the lunchtime keynote speaker will get you noticed. As an added benefit, we will reserve a sponsor table where you will have the opportunity to invite attendees to sit with you.

Benefits of the GOLD level sponsorship include:

- Prominent visibility as a gold sponsor on onsite signage in high traffic areas;
- Logo and company information on the AE Seminar event app;
- Email blast to attendees - your logo will appear in the notices forwarded to attendees;
- Video spot – draw attendees to your booth by providing a short video – to be shown prior to breaks (max. 20 – 30 seconds);
- Prime location for tabletop set up in exhibit area;
- Company logo on “Sponsor Thank you” slide on screen;
- Gold sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Breakfast included for both days
- Two (2) complimentary tickets to Welcome Reception (June 6);
- Complimentary wireless Internet access at your table + 1 electrical outlet.

Silver Sponsor Level

\$6,000.00

CREA offers **four (4) exclusive SILVER level sponsorship opportunities:**



WIFI

The number one question attendees ask during a conference is “what is the Wi-Fi password? As the official Wi-Fi sponsor, table cards will appear on each table in the meeting space and at registration with your company logo so you will get noticed!



REGISTRATION WEBSITE

(only open until registration opens late March)

A great opportunity to be noticed – as a sponsor of the registration website where all attendees will be sent to register for the CREA AE Seminar, your company/logo will feature prominently on the main registration page and registration confirmation email.



MOBILE DEVICE CHARGING STATION

Enhance the attendee experience and help them stay connected by powering their mobile device! Your branding will be prominently displayed exclusively at the mobile charging station.



LANYARDS

What great exposure for your company ... your logo worn around the necks of all attendees! Great visibility at the Seminar and everywhere attendees walk! (Lanyards to be provided by sponsor).

Benefits of the SILVER level sponsorship include:

- Significant visibility as a silver sponsor on onsite signage in high traffic areas;
- Logo and company information on the AE Seminar Event app;
- Video spot – draw attendees to your booth by providing a short video – to be shown prior to the break (max. 20 – 30 seconds);
- Company logo on “Thank you” slide and on screen;
- Silver sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Breakfast included for both days;
- Two (2) complimentary tickets to Welcome Reception (June 6);
- Complimentary wireless Internet access at your table + 1 electrical outlet.

Bronze Sponsor Level

\$4,000.00

CREA offers **five (5) BRONZE** level sponsorship opportunities:



BREAKFAST AND LUNCH

(2 sponsorship opportunities available – either June 7 or June 8)

Custom signage will appear in the food services area where attendees gather to pick up their breakfast and lunch and meet with exhibitors.



NETWORKING BREAK

(2 sponsorship opportunities available - June 7 AM & PM or June 8 AM and PM)

Custom signage will appear in the food services area where attendees gather for a coffee break and meet with the exhibitors.



PROMOTIONAL ITEM

What a great way to connect with the attendees by offering a promotional item. Attendees love freebies ... get creative - whatever the item may be, it will be distributed to all attendees at the registration desk on arrival (provided by sponsor).

Benefits of the BRONZE level sponsorship include:

- Visibility as a bronze sponsor on onsite signage in high traffic areas;
- Logo and company information on the AE Seminar Event app;
- Company logo on "Thank you" slide and on screens during meals and breaks;
- Bronze sponsorship recognition on CREA's REALTOR Link® intranet site;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibitor **maximum # exhibitors is two (2) – no exceptions** hall and 2 chairs for two (2) individuals working the table -;
- Breakfast included for both days
- One (1) complimentary admission ticket to Welcome Reception (June 6)
- Complimentary wireless Internet access at your table + 1 electrical outlet;

Exhibitor Only

\$2,000.00

Limited to 5 tables (1st come; 1st served)

- Onsite signage in high traffic areas;
- Logo and company name on AE Seminar Event app;
- Exhibitor recognition on CREA's REALTOR Link® intranet site;
- Company name on "Thank you" slide;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibit area and 2 chairs for two (2) individuals working the table - **maximum # exhibitors is two (2) – no exceptions;**
- Breakfast included for both days
- Complimentary wireless Internet access at your table + 1 electrical outlet

SPONSORSHIP OPPORTUNITIES

	2022 CREA BROKER/ LEADERSHIP SUMMIT	2022 AE SEMINAR
GOLD - \$8,000.00	<p>Included with Gold Sponsorship:</p> <ul style="list-style-type: none"> ● Prominent visibility on onsite signage ● Logo/company info on Event App ● Email Blast to Attendees (exclusive) ● Video spot ● Prime location in exhibit area ● Welcome reception (April 3) ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Two comp tickets for lunch ● Comp wireless internet + elec. outlet 	<p>Included with Gold Sponsorship:</p> <ul style="list-style-type: none"> ● Prominent visibility on onsite signage ● Logo/company info on Event App ● Email Blast to Attendees (exclusive) ● Video spot ● Prime location in exhibit area ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Breakfast included both days ● Two comp tickets for Welcome Reception (June 6) ● Comp wireless internet + elec. outlet
SILVER - \$6,000.00	<p>Include with Silver Sponsorship:</p> <ul style="list-style-type: none"> ● Significant visibility on onsite signage ● Logo/company info on Event App ● Video spot ● Welcome reception (April 3) ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Two comp tickets for lunch ● Comp wireless internet + elec. outlet 	<p>Include with Silver Sponsorship:</p> <ul style="list-style-type: none"> ● Significant visibility on onsite signage ● Logo/company info on Event App ● Video spot ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Breakfast included both days ● Two comp tickets for Welcome Reception (June 6) ● Comp wireless internet + elec. outlet
BRONZE - \$4,000.00	<p>Included with Bronze Sponsorship:</p> <ul style="list-style-type: none"> ● Visibility on onsite signage ● Logo/company info on Event App ● Welcome reception (April 3) ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Two comp tickets for lunch ● Comp wireless internet + elec. outlet 	<p>Included with Bronze Sponsorship:</p> <ul style="list-style-type: none"> ● Visibility on onsite signage ● Logo/company info on Event App ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Breakfast included both days ● One (1) comp tickets for Welcome Reception (June 6) ● Comp wireless internet + elec. outlet
EXHIBITOR ONLY - \$2,000.00	<p>Includes:</p> <ul style="list-style-type: none"> ● Onsite signage ● Logo/company info on Event App ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Comp wireless internet + elec. outlet 	<p>Includes:</p> <ul style="list-style-type: none"> ● Onsite signage ● Logo/company info on Event App ● Logo on thank you slide ● Recognition on CREA's Events site ● Tabletop exhibit ● Breakfast included both days ● Comp wireless internet + elec. outlet