



THE CANADIAN REAL ESTATE ASSOCIATION 2020 SPONSORSHIP OPPORTUNITIES

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 and volunteer leaders of the Canadian real estate industry. The various levels of sponsorship represent excellent opportunities to promote your business / product to the appropriate contacts. If you want immediate impact and a high profile, event sponsorship is the way to do it.

[The Canadian Real Estate Association \(CREA\)](#) is one of Canada's largest single-industry associations, representing more than 130,000 real estate brokers, agents and salespeople, working through 89 real estate Boards and Associations across Canada.

All sponsorship opportunities are on a first-come, first-served basis.

Interested in becoming a 2020 CREA sponsor?

Contact:

Jackie Taylor, Meetings & Events Coordinator

jtaylor@crea.ca

Tel: (613) 237-7111, ext. 2237

CREA also welcomes customized sponsorship opportunities that meet your individual needs. Please contact us should you wish to discuss.

2020 JOINT AE INSTITUTE

March 13 – 16, 2020

Hilton San Diego Bayfront Hotel, San Diego, California

The Canadian Real Estate Association and the National Association of REALTORS® is pleased to host the 2020 Joint CREA/NAR AE Institute in San Diego, California, March 13 – 16, 2020. This event is held every five years and brings together approximately 1,000 real estate Board/Association staff from both sides of the border. The conference provides association executives (AEs) the opportunity to increase their awareness of real estate industry issues and provides professional development opportunities so AEs can better serve the REALTOR® organization and its members.

The sponsorship package is now available and all sponsorships will be processed through NAR. If you are interested in receiving the package, please let me know and I will forward one to you.

Please note that the Joint NAR/CREA AE Institute will replace the AE Seminar this year, typically held in June.

LEADERSHIP SUMMIT

April 20, 2020

The Westin Ottawa, Ottawa, ON

The CREA Leadership Summit is designed to bring together industry leaders and stakeholders to discuss issues facing the future of real estate in Canada. This summit is the Association's national conference and is attended by approximately 400 Board and Association Executive Officers, senior staff and volunteer leaders from across the country.

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 LEVELS

GOLD	\$7,000.00 - \$8,000.00
SILVER	\$5,000.00 - \$6,000.00
BRONZE	\$3,000.00 - \$4,000.00
EXHIBITOR ONLY	\$2,000.00 <i>(limited to 5 tables – first come; first served)</i>

Thank you to our 2019 Leadership Summit Sponsors!

Gold	CoreLogic®	Silver	Master Lock®
Bronze	Bee Commercial Catalist Genworth Canada Lonewolf Mpac Nexone OREA ShowingTime Supra Touchbase	Exhibitors	Black Knight MLS Solutions eZmax Solutions SentriloLock Teranet Inc.

GOLD SPONSORSHIP - \$8,000.00

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

(1) EVENT APP

An exclusive opportunity to be the official sponsor of the Leadership Summit mobile event app which includes a banner ad on main landing page hyperlinked to your website plus all benefits noted below.

(2) HOTEL ROOM KEY CARD

All meeting participants will receive their hotel room key card featuring your company's logo plus all benefits noted below.

(3) KEYNOTE SPEAKER INTRODUCTION

An exclusive opportunity to have a representative from your Company introduce the keynote speaker plus all benefits noted below.

(4) ROOM DROP

An exclusive opportunity to provide a promotional piece to be delivered to each guestroom (sponsor provides material) plus all benefits noted below.

Benefits of the GOLD level sponsorship include:

- Top billing as a gold sponsor on onsite signage in high traffic areas;
- Logo and company information on the Leadership Summit Event app with link to your website;
- Gold sponsorship recognition on CREA's REALTOR Link® intranet site with link to company website for 8 months;
- Opportunity to provide promotional item to all delegates;
- Company logo on "Thank you" slide and on screens during meals and breaks;
- Prime location for tabletop setup in exhibitor hall;
- Tabletop exhibit includes 1 x 6-foot skirted table in the exhibitor hall and 2 chairs;
- Exhibitor name badges for two (2) individuals working the table with complimentary breakfast and lunch - **maximum # exhibitors is two (2) – no exceptions;**
- Two (2) complimentary admission tickets to Presidents Dinner on April 21st following CREA's AGM;
- Complimentary wireless Internet access at your table + 1 electrical outlet;
- Opportunity to participate in 30-second elevator pitch that will allow you to promote what services/products your company offers.

SILVER SPONSORSHIP - \$6,000.00

CREA offers six (6) exclusive SILVER level sponsorship opportunities:

(1) WIFI SPONSOR

An exclusive opportunity to be the official Wi-Fi sponsor of the Leadership Summit. Table cards will be placed on each table with your company logo plus all benefits noted below.

(2) CHARGING STATION

Delegates will have the opportunity to recharge their mobile devices at an onsite charging station, sponsored by your company plus all benefits noted below.

(3) LANYARD SPONSOR

Your company lanyards will be provided to all delegates and worn throughout the Conference (provided by sponsor) plus all benefits noted below.

(4) ONSITE DIGITAL SIGNAGE

Your company logo will be displayed onscreen in the meeting area, alongside the Leadership Summit program for the day plus all benefits noted below.

(5) BREAKFAST SPONSOR

An exclusive opportunity to sponsor the delegate breakfast, with custom signage in the food services area plus all benefits noted below plus all benefits noted below.

(6) LUNCH SPONSOR

An exclusive opportunity to sponsor the delegate lunch, with custom signage in the food services area plus all benefits noted below.

Benefits of the SILVER level sponsorship include:

- Onsite signage and recognition as silver sponsor in high traffic areas;
- Logo and company information on the Leadership Summit Event app with link to your website;
- Silver sponsorship recognition on CREA's REALTOR Link® intranet site with link to company website;
- Company logo on "Thank you" slide and on screens during meals and breaks;
- Tabletop exhibit includes 1 x 6-foot skirted table in the exhibitor hall and 2 chairs;
- Exhibitor name badges for two (2) individuals working the table with complimentary breakfast and lunch - **maximum # exhibitors is two (2) – no exceptions;**
- One (1) complimentary admission ticket to Presidents Dinner on April 21st following CREA's AGM;
- Complimentary wireless Internet access at your table + 1 electrical outlet;
- Opportunity to participate in 30-second elevator pitch that will allow you to promote what services/products your company offers.

BRONZE SPONSORSHIP – \$3,000.00 - \$4,000.00

General BRONZE Level Sponsorship – \$3,000 - *Unlimited availability*

**see below for benefits*

CREA offers *four (4) exclusive BRONZE level sponsorship opportunities for an extra \$1,000.00 for additional exposure:*

(1) NETWORKING BREAK – TWO (2) AVAILABLE - \$4,000.00/ea.

An exclusive opportunity to sponsor one of the two delegate networking breaks (a.m. or p.m.) with custom signage in the food services area plus all benefits noted below.

(2) PENS - \$4,000.00

Pens with your company logo (provided by sponsor) will be distributed to all delegates plus all benefits noted below.

(3) NOTEPADS - \$4,000.00

Notepads with your company logo (provided by sponsor) will be distributed to all delegates plus all benefits noted below.

Benefits of the BRONZE level sponsorship include:

- Onsite signage and recognition as bronze sponsor in high traffic areas;
- Logo and company information on the Leadership Summit Event app;
- Bronze sponsorship recognition on CREA's REALTOR Link® intranet site;
- Company logo on "Thank you" slide and on screens during meals and breaks;
- Tabletop exhibit - includes 1 x 6-foot skirted table in the exhibitor hall and 2 chairs;
- Exhibitor name badges for two (2) individuals working the table with complimentary breakfast and lunch - **maximum # exhibitors is two (2) – no exceptions;**
- Complimentary wireless Internet access at your table + 1 electrical outlet;
- Opportunity to participate in 30-second elevator pitch that will allow you to promote what services/products your company offers.

EXHIBITOR ONLY- \$2,000.00 *(limited to 5 tables – first come; first served)*

- Onsite signage and recognition as an exhibitor in high traffic areas;
- Logo and company name on Leadership Summit Event app;
- Company name on “Thank you” slide;
- Tabletop exhibit includes 1 x 6 foot skirted table in the exhibitor hall and 2 chairs
- Exhibitor name badges for two (2) individuals working the table with complimentary breakfast and lunch - **maximum # exhibitors is two (2) – no exceptions;**
- Complimentary wireless Internet access at your table + 1 electrical outlet
- **Note: the 30-second elevator pitch is not included at the exhibitor level.**

CANADIAN DELEGATES AND GLOBAL AFFILIATES RECEPTION

November 13, 2020

Royal Sonesta New Orleans, Louisiana

SHARED SPONSORSHIP - \$5,000.00

The Canadian delegates and Global Affiliates reception will take place on Friday, November 13th during the NAR Annual conference in New Orleans, LA. This event brings together 400 + Canadian REALTORS®, Executive Officers, Senior staff and global affiliates.

Sponsorship opportunities are now available for this event and this would be a great way to gain visibility for your company.

Remember cocktail receptions are a memorable end of day networking event!

Benefits of the SHARED sponsorship include:

- Your company logo will appear on-screen during the reception;
- Two (2) complimentary admission tickets to the reception;
- Logo on CREA's REALTOR Link® intranet site with link to company website.