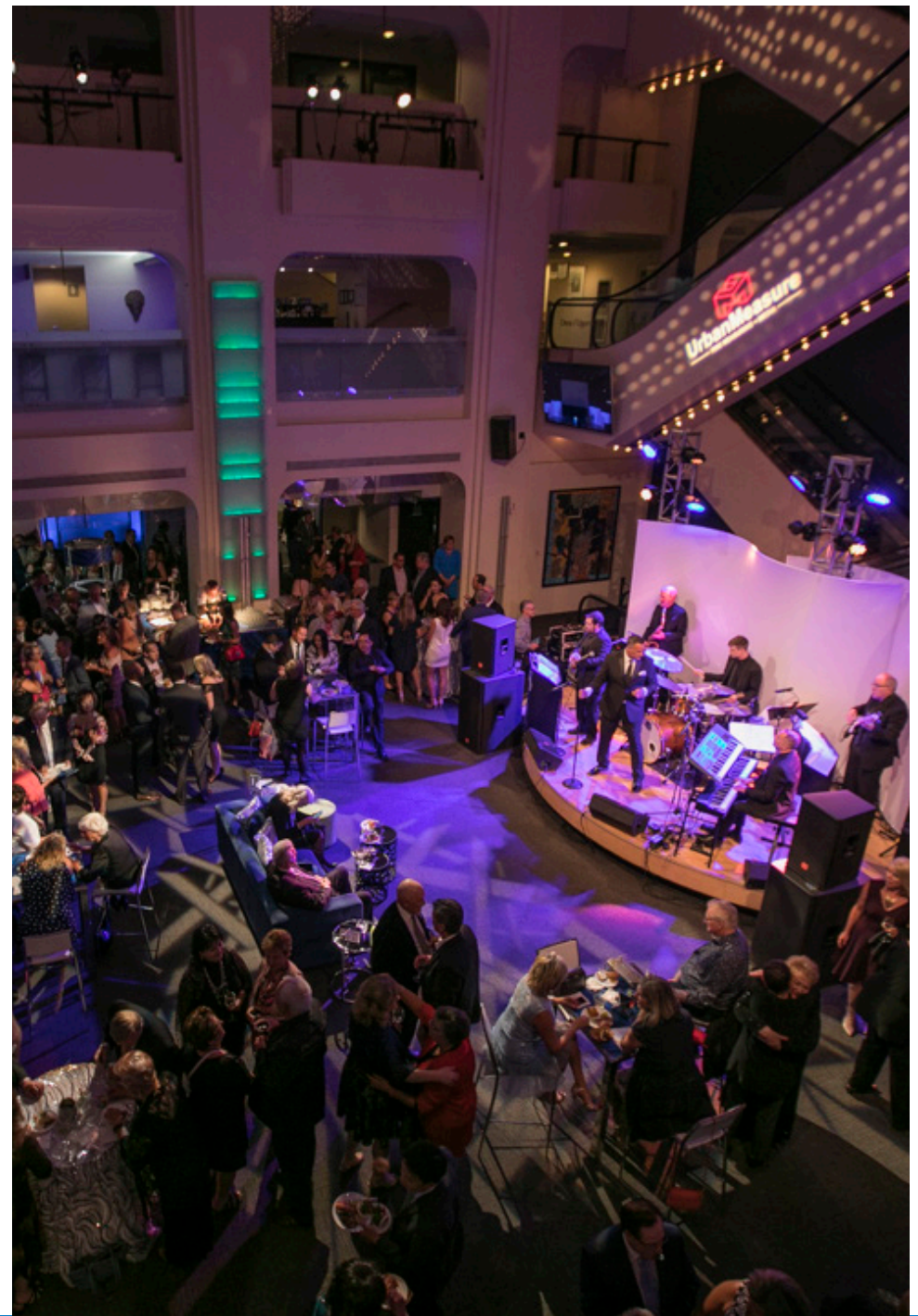




EVENT SPONSORSHIP



CREB® Events | 403.781.1363 | events@creb.ca

INTRODUCTION

ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 5,800 licensed REALTORS® representing over 240 offices across the Calgary region. As one of the largest real estate boards in Canada, CREB® offers a full-range of services to support the growth and development of our REALTOR® members. Among the many member tools offered, one of the major functions of CREB® is the management of the Multiple Listing Service® (MLS®) System, which gives members and their clients instant access to the latest information on properties for sale. Additional services include market statistics and economic reports, innovative real estate-based technology tools, real estate news and philanthropic giving — all powered by the support of our REALTOR® members.

EVENT SPONSORSHIP

CREB® holds several events throughout the year for members and industry guests. These events keep our members current on industry trends, while also providing opportunities for them to network with our most trusted suppliers and sponsors. The offerings in this package highlight our four main events that we hold each year. Getting involved with these events ensures that you will be top of mind as a valued real estate community partner.



HOLIDAY MIXER

DECEMBER 2021

Estimated audience: **300-400**

CREB®'s Holiday Mixer brings our community together to celebrate the festive season. With live entertainment, delicious food and networking opportunities, this event offers a great opportunity to position your brand in a new and unique way!



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EVENTS

CREB® FORECAST

JANUARY 2022

Estimated audience: **600 - 700**

(combination of online and in-person attendees – reach a wider audience!)

CREB® Forecast is the largest annual gathering of Calgary and area real estate professionals and one of the most anticipated real estate events in Western Canada. The event features an economic forecast, keynote influencers, professional development sessions, networking opportunities, industry tradeshow and a closing reception.

This year we are excited to be hosting the CREB® Forecast in a hybrid format that allows guests to attend the event online or in-person. Forecast sponsors gain visibility in-person and online with prominent signage throughout the event venue and the event's virtual venue, company logo and website featured on the Forecast website and logo printed in the CREB® Forecast show guide. For those sponsorship opportunities that include a prominent trade-show booth, exhibitors will have the opportunity to showcase their products and services to attendees throughout event day.





DIAMOND GALA

MAY 2022

Estimated audience: **300-400**

The Diamond Gala is an evening recognition event that celebrates all of CREB®'s valued members. The event honours those who have gone above and beyond throughout the year, as well those who are reaching a legacy milestone in their career. Diamond Gala attendees and award recipients represent our high-performing and long-serving REALTOR® members.



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GOLF TOURNAMENT

JULY/AUGUST 2022

Estimated audience: **120-144**

Picture perfect views and pitch perfect greens - you'll find it all at CREB®'s annual golf tournament. Our tournament caters to golf rookies and pros alike, offering a fun day for industry professionals to socialize and network. Sponsors receive an exclusive hole at the tournament to get their brand in front of attendees.



ANNUAL
GOLF
TOURNAMENT



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SPONSORSHIP PACKAGES

THIS IS A ONE STOP SHOP TO GET
RECOGNIZED AT CREB'S MOST POPULAR EVENTS.

- HOLIDAY MIXER 2021
- FORECAST CONFERENCE 2022
- DIAMOND GALA 2022
- CREB® GOLF TOURNAMENT 2022

SECURE YOUR SPONSORSHIP TODAY.

SECOND LEVEL
\$25,000
(1 AVAILABLE)

FIRST LEVEL \$35,000
(1 AVAILABLE)

THIRD LEVEL
\$15,000
(1 AVAILABLE)
2 SPOTS SOLD!



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FORECAST 2022 CONFERENCE TITLE SPONSOR



DIAMOND GALA 2022 TITLE SPONSOR



CREB® GOLF TOURNAMENT 2022 TITLE SPONSOR



HOLIDAY MIXER 2022 TITLE SPONSOR

1

- Opportunity to introduce or have a video play before the much anticipated morning speaker - Ann-Marie Lurie
- 20' x 20' sponsor booth in a prominent place on the tradeshow floor
- Six (6) VIP tickets to attend the event
- Prominent signage at the event with added logo recognition on the conference's virtual platform
- Logo recognition on website
- Enhanced sponsor listing on the conference's online platform/app

- Opportunity to speak or play a video during the formal program
- Four (4) complimentary tickets to attend the event
- Prominent signage at the event

- Complimentary sponsor hole in a prime location on the golf course
- 1st team prize awarded on behalf of your company (valued at over \$1,000)
- Four (4) complimentary tickets to play in the tournament

- Event photo booth sponsor logo placement or logo recognition on the ice bar (your choice!)
- Six (6) complimentary tickets to attend the event
- Prominent signage displayed at the event

2

- Opportunity to introduce or have a video play before the afternoon keynote speaker
- 10' x 20' booth in a prominent place on the tradeshow floor
- Four (4) complimentary tickets to attend the event
- Prominent signage at the event
- Enhanced sponsor listing on the conference's online platform/app

- Welcome drink sponsor (given out as people are entering the event)
- Two (2) complimentary tickets to attend the event
- Prominent signage at the event

- Complimentary sponsor hole on the golf course
- Four (4) complimentary tickets to play in the tournament
- 2nd place team prize awarded on behalf of your company (valued at over \$500)

- Themed Cocktail station with prominent sponsor recognition
- Four (4) complimentary tickets to attend the event
- Prominent signage at the event

3

- 10' x 20' booth on the tradeshow floor
- Two (2) complimentary VIP tickets to attend the event
- Prominent signage at the event
- Enhanced sponsor listing on the conference's online platform/app

- Late night snack sponsor - company logo displayed with prominent signage
- Two (2) complimentary tickets to attend the event
- General signage recognition at the event

- Complimentary sponsor hole on the golf course
- Two (2) complimentary tickets to play in the tournament
- 3rd place team prize awarded on behalf of your company (valued at over \$300)

- Lounge area sponsor at the event
- Two (2) complimentary tickets to attend the event
- General signage recognition at the event

SPONSORSHIP APPLICATION

PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first-come, first-served commitment basis.
2. CREB® reserves the right and has final acceptance of all sponsorship arrangements.
3. Sponsors must review and sign the Sponsorship Terms and Conditions.
4. Applications must be signed, submitted to CREB® immediately and payment must be received within 30 days of application acceptance.
5. CREB® will invoice the sponsor for the total amount stated on the level chosen once the signed contract has been received.

SPONSORSHIP DETAILS

I, the undersigned, understand and agree to the terms and conditions of this sponsorship application.

Company name: _____

Company address: _____

Name of signing authority (please print clearly): _____

Signature of signing authority: _____

Date: _____

City: _____ Province: _____ Postal/ZIP code: _____

Email: _____ Contact Number: _____

Payment options: Visa ☐ Master Card ☐ Company Cheque ☐

Credit card number _____ Expiry date: _____

Please fax or email the completed application to CREB® with attention to:

Candace Jones, CREB® member event coordinator. Email: candace.jones@creb.ca.

For all other inquiries please contact Candace Jones at 403.781.1363 or events@creb.ca

SELECT SPONSORSHIP PACKAGE

ONE YEAR CONTRACT (2022)

☐ \$35,000 **1ST**

1

☐ \$25,000 **2ND**

2

☐ \$15,000 **3RD**

3



TERMS & CONDITIONS

1. DEFINED TERMS. In this agreement: (a) “agreement” means the contract between the sponsor and CREB®, which is comprised of an application, these Terms and Conditions and CREB®’s acceptance thereof; (b) “application” means the application form constituting an offer made by the sponsor to CREB® and forming a part of this agreement; (c) “CREB®” means Calgary Real Estate Board Co-operative Limited; (d) “payment” means the total amount paid by the sponsor as part of the application process; (e) “sponsor” means the person, corporation or other entity described as “sponsor” in the application and entering into this agreement with CREB®; (f) “show” means all of the events included in the sponsors chosen package that are hosted by CREB®; (g) “show material” means any printed materials available at any particular event; (h) “sponsorship package” means the document stating the benefits of the sponsorship opportunity.

2. CREATION OF CONTRACT. Your application to be a sponsor is an offer by you, the sponsor, to CREB® to enter into a contract on the terms of this agreement and may be amended by CREB® from time to time. The person making the offer on behalf of sponsor represents and warrants to CREB® that he or she has the authority to make this offer. The offer is irrevocably open for acceptance by CREB® until October 22nd, 2021. If CREB® accepts your offer, a contract between the sponsor and CREB® is formed on the terms of this agreement and you shall be notified of CREB®’s acceptance. CREB® has no obligation to accept your offer. CREB® may decline to accept any offer for any reason in its sole discretion, including but not limited to (a) the products or services to be shown or demonstrated are not applicable to the real estate business, (b) the products or services are inconsistent with the stated purposes of CREB® and the interests and welfare of its members, (c) the products or services are un-reasonably duplicative of services or products offered by or available from CREB® or any of its affiliated entities, or (d) the resulting mix of products or services are not acceptable to CREB®.

3. MARKETING MATERIALS. All sponsors have the opportunity to provide CREB® with a high-resolution logo and a web address. These materials will: (a) not be altered by CREB® without express written permission from sponsor; (b) be reproduced on show website, and show program according to sponsor’s chosen sponsorship package; (c) be used responsibly to reflect both CREB® and sponsor branding guidelines; (d) be used in conjunction with CREB® branding; and (e) be reflective of the hierarchy of sponsorship as outlined in the Sponsorship document.

4. HOURS. The hours of all CREB® events included in the sponsors package will be determined on an event-by-event basis and will be conveyed to the sponsor well in advance. CREB® may set and modify the hours at its sole discretion.

5. PHOTOGRAPHY. Sponsors, for themselves and on behalf of its employees and agents (a) grants CREB® the right to film, photograph and record the likeness, appearance, voice, photos and video of the sponsor and each of its employees and agents at the show, and (b) consents to CREB®’s use, alteration and reproduction of all such filmed, photographed and recorded items for publicity purposes in all media including, without limitation, to all forms of: animation and film; electronic digitization; telecommunication systems now known or created in the future; digital photography; two and three dimensional reproductions; sounds and electronically generated voice likeness; and the right to license third parties to exercise such rights as CREB® considers appropriate. CREB® will invoice the sponsor for the total amount stated on the level chosen once the signed contract has been received.

6. BROKERAGES. Broker sponsorship is permitted, however, pursuant to CREB® Rule Part II 3.01 which states, “There shall be no solicitation of sales personnel by Members during CREB® organized real estate meetings, education courses, seminars and/or open house showings of listed properties”.

7. LIABILITY. CREB® is in no circumstance liable to the sponsor for, and the sponsor agrees to indemnify and hold harmless CREB® and its members, officers, directors, employees and agents (collectively, the “indemnities”) from, any and all liability, loss, damage or expense (including all legal costs) by reason of any injury to or death of any person or any damage to or destruction of any property no matter by whom (including the indemnities) or howsoever caused.

8. BREACH. If the sponsor breaches any provision of this agreement, CREB® may immediately terminate the agreement and take such other steps as CREB® considers appropriate. The sponsor is liable to CREB® for all costs, expenses, losses and damages resulting from such termination and CREB®’s enforcement of its rights, including any and all legal expenses.

9. CONTRACT TERMINATION BY A SPONSOR. - Sponsors may cancel this agreement by giving written notice of cancellation to CREB®. CREB® is entitled to retain 50 per cent of the payment, as liquidated damages and not as a penalty, if it receives notice of cancellation on or before December 6th, 2021, of the current sponsorship year (including each subsequent year should this be a multi-year agreement), and the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after May 31st, 2022.

10. CONTRACT TERMINATION BY CREB®. If the event does not take place for any cause beyond the reasonable control of CREB®, including, but not limited to, the destruction of the exhibit facilities by an Act of God, the public enemy, authority of law, fire, or boycotts, strikes or other labor disputes, or other force majeure then CREB® may terminate this agreement on notice to the sponsor, and CREB® shall refund the payment paid by the sponsor, less the sponsor’s proportionate share of expenses incurred by CREB® to the date of the termination (such shares to be determined by CREB® based on total amounts paid by all sponsors).

11. RESERVATION OF RIGHT TO MAKE CHANGES. CREB® may make rules and regulations from time to time respecting the operation of the show. Such rules and regulations form part of this agreement and the sponsor shall comply with all such rules and regulations, which are brought to its attention. CREB® may amend these terms and conditions from time to time in its sole discretion and, provided that such amendments apply to all sponsors and sponsors shall be bound by all such amendments upon being notified of them.

12. SPONSOR SHARING OR TRANSFER. This agreement is exclusive to the sponsor, and the sponsor shall not transfer or assign any part of the agreement, including advertising and branding, nor permit any other person, corporation or other entity to share in the sponsor’s agreement.

13. GENERAL. Any notice to be given pursuant to this agreement must be given in writing (including electronic mail and facsimile transmission), but is only effective when delivered to the notice address, which for CREB® is 300 Manning Road N.E., Calgary, Alberta T2E 8K4 and for the sponsor is the address, primary contact email address and fax number set out in the application. These terms and conditions, together with the application and CREB®’s acceptance of it, are the entire agreement between the sponsor and CREB® respecting the subject matter of this agreement.

14. CONTRACT AND PAYMENT. The contract must be signed and submitted back to CREB® within fourteen (14) days of receipt. Payment must be received by CREB® within 30 days of contract acceptance. CREB® will invoice the sponsor when the signed sponsorship application has been received.

15. EXCLUSIVITY. CREB® and the Sponsor recognize that this Agreement is exclusive in the Province of Alberta for the services rendered in this Agreement, at this specific Sponsorship Package level. The parties agree that CREB® may perform services for and on behalf of third parties other than the Sponsor at a different Sponsorship Package level. However, this does not preclude CREB® from facilitating services outlined in the Agreement for or on behalf of other third parties located within the Province of Alberta. The Services outlined in the Sponsorship Package of this Agreement are exclusive in the Province of Alberta, not exclusive solely to the Sponsor in their relationship with CREB® under this Agreement.

16. FORCE MAJEURE. In the event that an order or public health directive is issued by any municipal, provincial or federal government, agency or public health authority having jurisdiction over the Event, arising from any pandemic, epidemic, or endemic which results in the prohibition or restriction of in-person indoor gatherings such order or public health directive shall be deemed to constitute an event of Force Majeure. In the event of the cancellation of one or all of the inperson events listed above, CREB® shall refund a pro-rated amount of the payment paid by the sponsor, based on the following percentage; Holiday Mixer - 20%; Forecast Conference - 40%, Diamond Gala - 25%, and Golf Tournament - 15%, less the sponsor's proportionate share of expenses incurred by CREB® to the date of the termination (such shares to be determined by CREB® based on total amounts paid by all sponsors). In the event CREB® continues with a fully virtual delivery of the event, a new sponsorship package may be presented to sponsors.

I understand and agree to the terms and conditions of this sponsor contract and have the authority to enter into this agreement or on behalf of the sponsor.

Signature of signing authority: _____

Date: _____

