



DIAMOND *gala*

JUNE 14, 2025

EVENT SPONSORSHIP PACKAGE



DIAMOND GALA

- Date: **June 14, 2025**
- Location: **BMO Centre, Percheron Ballroom**
- Anticipated audience: **400**

The Diamond Gala is CREB®'s annual member recognition event honouring our valued members, including long service and honorary life recipients, REALTOR® of the year and volunteer of the year.

Each year we celebrate and acknowledge those members who are reaching a legacy milestone in their career as well as those who have gone above and beyond throughout the year.

This year promises to be another beautiful and engaging evening of celebration, delicious food, entertainment, and camaraderie.

Diamond Gala sponsors gain visibility with prominent signage (company logo/website) throughout the event's venue, and within the event program, plus recognition during the event and through our communication channels. You will also have the opportunity to attend the event and network with our members.

CHOOSE A SPONSORSHIP OPPORTUNITY

MAIN STAGE SPONSOR

\$5,000

- 4 Complimentary tickets
- Full page inside cover advertisement in the printed event program
- 2 to 3-minute speaking opportunity for a company representative to be included in the formal event in-person or video)

PHOTO BOOTH SPONSOR

\$3,500

- 4 Complimentary tickets
- ½page advertisement in the printed event program
- Company logo on signage at the booth
- Company logo on photos

ENTERTAINMENT SPONSOR

\$3,500

- 2 Complimentary tickets
- ½page advertisement in the printed event program
- Opportunity for a company representative to introduce the entertainment

WINE SPONSOR

\$3,000

- 2 Complimentary tickets
- Company logo in the printed event program
- Company logo on wine bottles on the dinner tables

COCKTAIL SPONSOR

\$2,500

- 2 Complimentary tickets
- Company logo in the printed event program
- Logo recognition on tent cards at bars
- Logo on drink tickets

NETWORKING LOUNGE SPONSOR

\$3,000

- 2 Complimentary tickets
- Company logo in the printed event program
- Logo recognition on tent cards in the networking lounge

LATE NIGHT SNACK SPONSOR

\$1,800

- 1 Complimentary ticket
- Company logo in the printed event program
- Logo recognition on tent cards or signage at late-night snack station

CENTREPIECE SPONSOR

\$1,800

- 1 Complimentary ticket
- Company logo in the printed event program
- Logo incorporated into the centerpieces at each table

In addition to benefits for the selected option, all sponsors will receive the following benefits:

- Logo recognition on general signage and on-screen
- Verbal acknowledgement by the Emcee
- Recognition on CREB® social media channels
- Post event recognition in member website and newsletter (circulated to 8,000+ members)

**CLICK
TO VIEW
HIGHLIGHT
VIDEO**



To confirm your sponsorship contact events@creb.ca or complete the online form.
Sponsorship packages subject to availability.

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.

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 email events@creb.ca the completed application

Attention: CREB® Member Event Coordinator

SELECT SPONSORSHIP PACKAGE

☐ \$5,000 **MAIN STAGE SPONSOR**

☐ \$3,500 **PHOTO BOOTH SPONSOR**

☐ \$3,500 **ENTERTAINMENT SPONSOR**

☐ \$3,000 **WINE SPONSOR**

☐ \$2,500 **COCTAIL SPONSOR**

☐ \$3,000 **NETWORK LOUNGE SPONSOR**

☐ \$1,800 **LATE NIGHT SNACK SPONSOR**

☐ \$1,800 **CENTREPIECE SPONSOR**

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TERMS & CONDITIONS (1/3)

1. DEFINED TERMS. In this Agreement: (a) “Agreement” means the contract between Sponsor and CREB® which is comprised of Application, these Terms and Conditions and CREB®’s acceptance thereof; (b) “Application” means the application form constituting an offer made by 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 Sponsor as part of the Application process; (e) “Virtual Platform” means the virtual area within which the Show will take place; (f) “Sponsor” means the person, corporation or other entity described as “Sponsor” in the Application and entering into this Agreement with CREB®; (g) “Program” means the printed program handed out to delegates providing information about the running order of the day.

2. CREATION OF CONTRACT. Your Application to be a Sponsor is an offer by you, Sponsor, to CREB® to enter into a contract on the terms of this Agreement, as 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. Your offer is irrevocably open for acceptance by CREB® until May 10, 2024 at 6 p.m. If CREB® accepts your offer, a contract between 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, if in the judgment of CREB®, (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 unreasonably 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 to be exhibited is not acceptable to CREB®. Only those Applications for which CREB® has given confirmation of acceptance by May 16, 2025 will be listed in the “Program.”

3. MARKETING MATERIALS. All Sponsors have the opportunity to provide CREB® with a high-resolution logo, a weblink address. These materials will (a) not be altered by CREB® without express written permission from Sponsor; (b) be reproduced on Show website, and Show Guide according to Sponsors 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 Opportunities document.

4. PROGRAM ADVERTISEMENTS. Sponsors with packages that include a program advertisement must electronically submit a high-resolution ad to CREB® by May 16, 2025, to meet print deadlines. Submissions received after the deadline will not be included in the event program.

Logo & Artwork Submission Information

Logo Requirements: Please submit your logo in one of the following formats: AI, EPS, PDF, or PNG.

Advertisement Specifications: High Resolution PDF - **Full Page:** 7.5W x 10H, **1/2 Page:** 7.5W x 4.95H, **1/4 Page:** 3.92W x 4.95H

For submissions or questions, email us at events@creb.ca

TERMS & CONDITIONS (2/3)

5. PHOTOGRAPHY. Sponsor, for itself and on behalf of its employees and agents (a) grants to CREB® the right to film, photograph and record the likeness, appearance, voice, photos and video of 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.

6. LIABILITY. CREB® is in no circumstance ever liable to Sponsor for, and 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.

7. BREACH. If Sponsor breaches any provision of this Agreement, CREB® may immediately terminate the Agreement and take such other steps as CREB® considers appropriate. 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.

8. CONTRACT TERMINATION BY SPONSOR. Sponsor may cancel this Agreement by giving written notice to CREB® of cancellation. 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 May 16, 2025, and the full Payment, as liquidated damages and not as a penalty if it receives notice of cancellation after May 16, 2025.

9. 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 Sponsor, and CREB® shall refund to Sponsor the Payment paid by Sponsor, less 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).

TERMS & CONDITIONS (3/3)

- 10. RESERVATION OF RIGHT TO MAKE CHANGES.** CREB® may make rules and regulations from time to time respecting the operation of the event. Such rules and regulations form part of this Agreement and 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, Sponsors shall be bound by all such amendments upon being notified of them.
- 11. SPONSOR SHARING/TRANSFER.** This Agreement is personal to Sponsor, and 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 Sponsor's Agreement.
- 12. 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 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 Sponsor and CREB® respecting the subject matter of this Agreement.
- 13. CONTRACT/PAYMENT.** Contract must be signed and submitted back to CREB® within three of days of receipt. Payment must be received by CREB® within 30 days of contract acceptance.

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: _____

Signature of CREB® Director: _____

Date: _____



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