



# DIAMOND *gala*

JUNE 20, 2026

**EVENT SPONSORSHIP PACKAGE**



## DIAMOND GALA

- Date: **June 20, 2026**
- Location: **Spruce Meadows - Congress Hall**
- Anticipated audience: **400**

The Diamond Gala is CREB®'s premier annual member recognition event, bringing together the region's most engaged and respected real estate professionals for an evening that celebrates excellence, leadership, and long-standing commitment to the industry.

Sponsoring the Diamond Gala positions your organization at the centre of this high-profile celebration, aligning your brand with professionalism, achievement, and community leadership. The event honours long-service and Honourary Life members, as well as recipients of REALTOR® of the Year, Volunteer of the Year and Rookie Volunteer of the Year awards..

Diamond Gala sponsors receive strong brand exposure through prominent logo placement and signage throughout the venue, inclusion in the event program, and verbal recognition during the evening. Additional visibility is gained through CREB®'s digital and print communication channels leading up to and following the event.



**CLICK  
TO VIEW  
LAST YEAR'S  
HIGHLIGHT  
VIDEO**

# CHOOSE A SPONSORSHIP OPPORTUNITY

## PRESENTING SPONSOR

**\$6,000**

- **Opportunity to provide welcoming remarks or display a short video (up to 2 min. max) throughout the event**
- Four (4) complimentary event tickets
- Company logo in registration website, event digital screens and print signage
- Full page ad with company's logo in the event program
- Verbal recognition during event remarks
- Recognition on CREB's social media channels (Audience of +17,000 people)
- Recognition in one edition of CREB\*Talk, our weekly newsletter that circulates to 8,000+ members.

## WELCOME DRINK SPONSOR

**\$5,000**

- **Company logo on signature drink and 20 complimentary drink tickets to distribute to attendees**
- Four (4) complimentary event tickets
- Company logo in registration website, event digital screens and print signage
- Half-page ad with company's logo in the event program
- Verbal recognition during event remarks
- Recognition on CREB's social media channels (Audience of +17,000 people)
- Recognition in one edition of CREB\*Talk, our weekly newsletter that circulates to 8,000+ members.

## UBER SPONSOR

**\$1,800**

- **Company name on each distributed Uber Code**
- One (1) complimentary event ticket
- Company logo in registration website, print and digital signage
- Recognition on CREB's social media channels

## CENTERPIECE SPONSOR

**\$1,800**

- **Company name on table centerpieces**
- One (1) complimentary event ticket
- Company logo in registration website, print and digital signage
- Recognition on CREB's social media channels

## ENTERTAINMENT SPONSOR

**\$4,000**

- **Opportunity to introduce entertainment**
- Two (2) complimentary event tickets
- Company logo in registration website, event digital screens and print signage
- Verbal recognition during event remarks
- Recognition on CREB's social media channels (Audience of +17,000 people)
- Recognition in one edition of CREB\*Talk, our weekly newsletter that circulates to 8,000+ members.

## PHOTOBOOTH SPONSOR

**\$3,500**

- **Company logo on photobooth printouts, online photobooth gallery and post-event e-mail**
- Two (2) complimentary event tickets
- Company logo in registration website, event digital screens and print signage
- Recognition on CREB's social media channels (Audience of +17,000 people)
- Recognition in one edition of CREB\*Talk, our weekly newsletter that circulates to 8,000+ members.

## EVENING SNACK SPONSOR

**\$1,800**

- **Company logo by snack table**
- One (1) complimentary event ticket
- Company logo in registration website, print and digital signage
- Recognition on CREB's social media channels



## SPONSOR BENEFITS

	<b>PRESENTING SPONSOR \$6,000</b>	<b>WELCOME DRINK SPONSOR \$5,000</b>	<b>ENTERTAINMENT SPONSOR \$4,000</b>	<b>PHOTOBOOTH SPONSOR \$3,500</b>	<b>UBER SPONSOR \$1,800</b>	<b>CENTERPIECE SPONSOR \$1,800</b>	<b>LATE NIGHT SNACK SPONSOR \$1,800</b>
Complimentary event tickets	4 tickets	4 tickets	2 tickets	2 tickets	1 ticket	1 ticket	1 ticket
Sponsorship recognition during the dinner, award presentation and closing reception	✓	✓	✓				
Recognition of your company as a speaker sponsor	✓						
Opportunity to provide welcoming remarks or display a short video (up to 2 min. max) during the event	✓						
Company logo on signature drink and 20 complimentary drink tickets to distribute to attendees		✓					
Opportunity to introduce entertainment			✓				
Company logo on photobooth printouts, online photobooth gallery and post-event e-mail				✓			
Ad in CREB® Diamond Gala program	Full page	1/2 page					
Company logo in event registration website, signage and program	✓	✓	✓	✓	✓	✓	✓
Recognition in one edition of CREB®Talk, our weekly newsletter (8,000+ members)	✓	✓	✓	✓			
Recognition on CREB®'s social media channels (an audience of +17,000 people)	✓	✓	✓	✓	✓	✓	✓

# 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 the completed application to [shannon.taylor@creb.ca](mailto:shannon.taylor@creb.ca)

**Attention: Shannon Taylor, CREB® Event Planner**

## SELECT SPONSORSHIP PACKAGE

\$6,000 **PRESENTING SPONSOR**

\$5,000 **WELCOME DRINK SPONSOR**

\$4,000 **ENTERTAINMENT SPONSOR**

\$3,500 **PHOTOBOOTH SPONSOR**

\$1,800 **UBER SPONSOR**

\$1,800 **CENTERPIECE SPONSOR**

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

# TERMS & CONDITIONS (1/3)

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**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 11, 2026 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 15, 2026 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 26, 2026, 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 [shannon.taylor@creb.ca](mailto:shannon.taylor@creb.ca)

# TERMS & CONDITIONS (2/3)

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**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 15, 2026, and the full Payment, as liquidated damages and not as a penalty if it receives notice of cancellation after May 15, 2026.

**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 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)

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**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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