creb®



ANNUAL EVENT SPONSORSHIP OPPORTUNITIES





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 five 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. The benefit of our annual sponsorship is that your brand will be seen and recognized more consistently as your relationship with our members grows throughout the year.







ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 8,800 licensed REALTORS® representing over 300+ offices across the Calgary region.

As one of the largest real estate boards in Canada, CREB® provides members with essential resources to enhance professionalism, advance the industry's development and enrich the communities they serve.

CREB® is a founding partner of Pillar 9™ Technologies, a province-wide MLS® System where members and their clients can access the most comprehensive database of property listings and sales history in the region.

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.



OUR COMMUNITY

Our attendees are passionate about creating better businesses.
They seek out partnerships and solutions to help them deliver on their vision. Over half of our attendees are key decision-makers within their organizations. They attend our events not only for world-class learning but also to seek out the resources and solutions necessary to achieve their business goals. CREB® events provide an unmatched opportunity to connect your brand with thousands of targeted professionals.



5,700+ FOLLOWERS

5,900+ FOLLOWERS

5,400+ FOLLOWERS

5,000+ FOLLOWERS

7,800+ CREB® SUBSCRIBERS

CREB® FORECAST
January 19, 2027

700 – 800 ATTENDEES

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, networking opportunities and a closing reception.

Forecast sponsors gain visibility in-person and online with prominent signage throughout the event venue and the event's app platform, company logo and website link featured on the Forecast website and printed in the Forecast show guide. Sponsors will also have the opportunity to showcase their products and services in our interactive CREB® Community Centre right in the exhibition hall!

CLICK TO VIEW HIGHLIGHT VIDEO







CREB® DIAMOND GALA

June 11, 2027

300 – 400 ATTENDEES

Step into the spotlight as a prestigious sponsor of CREB's annual Diamond Gala. Elevate your brand among industry notables, make meaningful connections, and leave a lasting impression at this high-profile event.

Your sponsorship exemplifies a dedication to excellence while bolstering our vibrant professional community.

CLICK TO VIEW HIGHLIGHT VIDEO





CREB® STAMPEDE BBQ

July 13, 2027

300 – 400 ATTENDEES

With live entertainment, networking opportunities and delicious food, CREB®'s Stampede BBQ offers a great opportunity to position your brand in a new and unique way!

Your sponsorship sizzles with support for our Stampede event, fueling the fun and flavour while bringing our community together.

CLICK TO VIEW HIGHLIGHT VIDEO









CREB® GOLF TOURNAMENT
August 24, 2027

180 ATTENDEES

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.

Your sponsorship demonstrates your dedication to excellence and contributes significantly to the success of our golf tournament. Enhancing the sense of community among participants while increasing your brand recognition among our members.

CLICK TO VIEW HIGHLIGHT VIDEO









CREB® HOLIDAY HAPPY HOUR

December 9, 2027

300 – 400 ATTENDEES

CREB®'s Holiday Happy Hour offers a great opportunity to showcase your brand to our members.

This is a highly anticipated annual event that brings together members of all ages and backgrounds in holiday cheer.

Sponsors have the opportunity to mingle with guests, gain valuable brand recognition and visibility, and align their brand with excellence and professionalism.

By sponsoring the CREB® Holiday Happy Hour, you will make a lasting impression through your support of industry advancements and fostering a dynamic, collaborative community.

Join us as we sip, eat, and raise a glass to another great year.

CLICK TO VIEW A PAST HIGHLIGHT VIDEO









2026 SPONSORSHIP PACKAGE - $20,000

FORECAST CONFERENCE
January 19, 2027

Conference Sponsor or Equivalent

- Opportunity to mingle and network with guests throughout the event
- A premium booth at the Forecast trade show (this will include one 6ft table with two chairs)
- Immediate brand recognition upon opening the conference app/online platform log in page
- Banner advertisement on CREB®'s member-only website with link to your company website
- Company logo and website link on CREB® Forecast website
- Company logo on print/digital collateral
- Sponsorship recognition during the main presentation and closing reception
- Post-event recognition on CREB® member website and member newsletter
- 2 CREB® social media shout outs
- 1 CREB® live mention during welcome address

BONUS

PACKAGE RECOGNITION

- **FULL PAGE AD** in event program (*Stampede does not offer a program*)
- 4 - QUARTERLY BLOG POSTS in the CREB® Talk newsletter, distributed to the full membership and tailored specifically to REALTORS®
- **1 EXTRA SHOUT OUT** on CREB® socials

DIAMOND GALA
June 11, 2027

Activation Sponsor or Equivalent

- Opportunity to mingle and network with guests throughout the event
- Company logo and profile link displayed on the home page of the event app (link sent out in event reminder)
- Opportunity to connect with guests via in-app notifications using gamification to encourage guest engagement
- Company logo on print/digital collateral
- 2 CREB® social media shout outs
- 1 CREB® live mention during welcome address

GOLF TOURNAMENT
August 24, 2027

Hole Sponsor or Equivalent

- Opportunity to mingle and network with guests throughout the event
- Opportunity to have a company representative at your hole to greet golfers
- Opportunity to handout a door prize during the awards program at dinner
- Company branded signage at sponsored hole
- Company logo on print/digital collateral
- 1 CREB® social media shout out
- 1 CREB® live mention during welcome address

STAMPEDE BBQ
July 13, 2027

Activation Sponsor or Equivalent

- Opportunity to mingle and network with guests throughout the event
- Opportunity to welcome guests and introduce live musician
- Opportunity for representative to hand out door prizes
- Prominent signage at the stage
- Company logo on print/digital collateral
- 2 CREB® social media shout outs
- 1 CREB® live mention during welcome address

HOLIDAY HAPPY HOUR
December 9, 2027

Activation Sponsor or Equivalent

- Opportunity to mingle and network with guests throughout the event
- Sponsor logo placement on photos
- Company logo on print/digital collateral
- 2 CREB® social media shout outs
- 1 CREB® live mention during welcome address

Logo and Advertisment Submission Information

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

Advertisement Specifications:
Guidelines and specifications vary by event. Detailed instructions will be provided after the agreement has been signed.

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

SPONSORSHIP APPLICATION

Please complete, sign, and return this package to the CREB® Event Planner at **events@creb.ca**

SPONSOR INFORMATION

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

Company name: _____

Contact name: _____

Company address: _____

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

Email: _____ Contact Number: (____)_____

My 2026 Annual Sponsorship includes the following activations at CREB® events:

- **Forecast Conference:** _____
- **Diamond Gala:** _____
- **Stampede BBQ:** _____
- **Golf Tournament:** _____
- **Holiday Happy Hour:** _____

Total investment: $ _____

Terms of payment: _____

SPONSORSHIP APPLICATION

PAYMENT INFORMATION

☐ Visa ☐ Master Card ☐ Amex ☐ Company Cheque ☐ Cash

Name of signing authority **(please print clearly)**: _____

Credit Card No: _____

Expiry Date: mm _____ yy _____ CVC _____

Billing Address: _____

City: _____ Province: _____ Postal Code: _____

PLEASE READ CAREFULLY

1. Sponsorship opportunities will be applied on a first come, first commitment basis.
2. CREB® reserves the right and has final acceptance of any and all sponsorship arrangements.
3. Sponsors must review and sign the Sponsorship Terms and Conditions.
4. Application must be signed and submitted back to CREB® immediately. Payment must be received withing 30 days of contract acceptance.

TERMS AND CONDITIONS

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.

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 November 13, 2026. 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®.

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.

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.

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.

TERMS AND CONDITIONS

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".

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.

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.

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 in person events listed above, CREB® shall refund a pro-rated amount of the payment paid by the sponsor, on the following percentage; Forecast Conference - 30%, Diamond Gala - 22%, Stampede BBQ – 14%, Golf Tournament - 14%, Holiday Happy Hour – 20% 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.

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®: _____ Date: _____

creb®

LET'S START A CONVERSATION

If you have any questions or would like additional information about how your organization can become a partner, please contact us.

We look forward to working with you!

CREB® Event Planner

events@creb.ca