

2021 ANNIVERSARY SPONSORSHIP GUIDE

REALTORS® Association of Hamilton-Burlington 505 York Blvd., Hamilton, ON L8R 3K4

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The REALTORS® Association of Hamilton-Burlington (RAHB) represents more than 3,500 real estate brokers and sales representatives from Hamilton, Burlington, Glanbrook, Grimsby, West Lincoln, Caledonia, Dunnville, Hagersville and other small centres south to Port Maitland on the shores of Lake Erie.

In 2021, RAHB celebrates an incredible milestone - our 100th anniversary, RAHB is inviting you to partner with us as we celebrate this historic anniversary throughout 2021.

Membership Information*



Active **REALTORS®**

3,523*

*As of March 25, 2021

Social Media Information*



Followers

2,187*

Followers

1,406*





1,626*



Followers 474*



Followers

2.456*



Followers 200*

Sponsorship Opportunities

Our seven levels of sponsorship are designed to promote your organization to members, key stakeholders and government officials at five virtual social events, ProDev+ (running the week of May 10), our first Walk-a-thon to be held through the month of September, two Open Forum sessions, our Annual Election Meeting and our holiday season event (currently planned for virtual, however if possible, we will hold it in-person). These events will draw a large cross-section of members and stakeholders from all areas in the RAHB-market.

2021 Anniversary Level	# Available	Cost
Supporter	Unlimited	\$750
Contributor	Unlimited	\$1,500
Ambassador	Unlimited	\$2,500
Trailblazer	Five	\$5,000
Champion	Five	\$7,500
Walk-A-Thon Hero	One	\$10,000
Platinum Patron	One	\$15,000

Virtual Social Events

The pandemic is not stopping RAHB and its members from celebrating its 100th anniversary! We've planned social events in April, May, June, September and October for members to come together in a virtual setting to network and catch up with friends and colleagues and have some fun! Take a look at what we have planned!

April 22 - Celebrating RAHB's Volunteers: Magic with Coby

May 7 – At-Home Gala:

Honouring RAHB's Long Service Members hosted by Jessica Holmes

June 17 – Virtual Wine Tasting: Exploring the Niagara Wineries

September 9 – Keynote Speaker (TBC)

October 5 - Preparing for Thanksgiving: Cooking Demonstration

ProDev+

Running the week of *May 10* from Monday to Friday, RAHB will feature a different daily session. Already in the line-up are: CMHC's *Anthony Passarelli* for a CMHC Outlook; Author, instructor and REALTOR® *Michel Friedman*; updates from our provincial and national associations – OREA and CREA; and *Professor Marvin Ryder* from the DeGroot School of Business.

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities. Prizes will be awarded to the top fundraising team and the team that walks the most number of kilometres from September 1 to 30!

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear speakers from local economic development departments. Dates to be confirmed shortly.

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.



Supporter Level

UNLIMITED @ \$750

Primary Benefits Include:

Virtual Social Events

Five events are planned in April, May, June, September and October.

Name recognition in all promotional communications

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

Name recognition in all promotional communications

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

Name recognition in all promotional communications

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

Name recognition in all promotional communications

Annual Election Meeting

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Name recognition in all promotional communications

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

Name recognition in all promotional communications

- Name recognition on RAHB website and blog
- Name recognition in the 2021 RAHB Annual Report

Virtual Social Events

Five events are planned in April, May, June, September and October.

- Name recognition in all promotional communications
- Name recognition in the slide deck at each event
- Name recognition in wine tasting package

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

- > Name recognition in all promotional communications
- Name recognition in the slide deck on each day of ProDev+

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

- Name recognition in all promotional communications
- Name recognition in the slide deck at the Walk-a-thon Wrap-Up Party

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Name recognition in all promotional communications
- Name recognition in the slide deck at each *Open Forum* session

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Name recognition in all promotional communications
- Name recognition in the slide deck at the Annual Election Meeting

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

- Name recognition in all promotional communications
- Name recognition in the slide deck at the Holiday Season Event

- Name recognition on RAHB website and blog
- Name recognition in the 2021 RAHB Annual Report

Virtual Social Events

Five events are planned in April, May, June, September and October.

- Logo recognition in all promotional communications
- Name recognition in the slide deck at each event
- Name recognition in wine tasting package

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

- Logo recognition in all promotional communications
- Name recognition in the slide deck on each day of ProDev+

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

- Logo recognition in all promotional communications
- Name recognition in the slide deck at the Walk-a-thon Wrap-Up Party

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Logo recognition in all promotional communications
- Name recognition in the slide deck at each *Open Forum* session

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Logo recognition in all promotional communications
- Name recognition in the slide deck at the *Annual Election Meeting*

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

- Logo recognition in all promotional communications
- Name recognition in the slide deck at the *Holiday Season Event*

- Logo recognition on RAHB website and blog
- Logo recognition in the 2021 RAHB Annual Report

Virtual Social Events

Five events are planned in April, May, June, September and October.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each event
- Logo recognition in wine tasting package
- Two free wine tasting packages (valued at \$100 each)

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

- Act as host for one day during ProDev+ (first come, first serve basis)
 - ** As an event host, a representative from your organization will introduce/thank any presenters for the event. In addition, your representative will be able to either address attendees (maximum three minutes) or play a promotional video (maximum three minutes) provided by you.

In addition, you will receive:

- Logo recognition in all promotional communications
- Logo recognition in the slide deck on each day of ProDev+
- Verbal recognition during presentation each day of ProDev+
- Logo recognition on virtual networking platform (REMO) which includes a link to website or a video download at each event (see example on page 16)
- Name recognition on a virtual networking event table each day of ProDev+ (see example page 16)

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Walk-a-thon Wrap-Up Party
- Name recognition on back of walk-a-thon t-shirt (see example on page 16)

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each Open Forum session

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Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Annual Election Meeting

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

- > Logo recognition in all promotional communications
- Logo recognition in the slide deck at the *Holiday Season Event*

- Logo recognition on RAHB website and blog
- Logo recognition in the 2021 RAHB Annual Report
- Logo recognition in slide deck at all professional development events for 2021

Virtual Social Events

With five events are planned in April, May, June, September and October, you will:

- Act as host of one of the following events (first come, first serve basis)
 - Celebrating RAHB's Volunteers: Magic with Coby April 22:
 - Honouring the Industry: Long Service Member Recognition ➤ May 7:
 - June 17: Virtual Wine Tasting September 9: - Keynote Speaker
 - October 5: Virtual Cooking Thanksgiving Celebration

In addition, you will receive:

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each event
- Verbal recognition during each virtual social event
- Logo recognition in wine tasting package
- Three free wine tasting packages (valued at \$100 each)
- Logo recognition on virtual networking platform (REMO) which includes a link to website or a video download at each event (see example on page 16)
- Name recognition on a virtual networking event table at each event (see example on page 16)

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck on each day of ProDev+
- Verbal recognition during presentation each day of ProDev+

Walk-a-thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Walk-a-thon Wrap-Up Party
- Logo recognition on back of walk-a-thon t-shirt (see example on page 16)

^{**} As an event host, a representative from your organization will introduce/thank any presenters for the event. In addition, your representative will be able to either address attendees (maximum three minutes) or play a promotional video (maximum three minutes) provided by you.

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each *Open Forum* session

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Annual Election Meeting

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the *Holiday Season Event*

- Logo recognition on RAHB website and blog and link to corporate website
- Logo recognition in 2021 Annual Report
- Logo recognition in MLS® pop-up messages and NewsReal
- Logo recognition in graphics for social media

Walk-a-thon Hero Level

ONE @ \$10,000

Primary Benefits Include:

Virtual Social Events

Five events are planned in April, May, June, September and October.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each event
- Logo recognition in wine tasting package
- Four free wine tasting packages (valued at \$100 each)

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feet and different daily s

- Logo recognition in all promotional communications
- Logo recognition in the slide deck on each day of ProDev+
- Verbal recognition during presentation each y of ProDev+

Walk-a-thon

Teams of four are challenged to collectively walk 100 tres in the month of September to support local charities.

- Act as host at the Walk-a-t
 - ** As an event host, a representative from your of the event. In addition the event are representative with three minutes of play a provided by you.

In addition, you ecceive:

- Logo r ition in all promotional aons
- Logo resistion is the walk-a-thon Wrap-Up Party
- Verbal r
- Logo recognization for the Logo recognization to Logo recognization from the Logo reco
- Logo recognition on virtual number king platform (REMO) which includes a link to website or a video download at each event (see link to ple on page 16)
- Name recognition on a section retworking event table (see example on page 16)
- Logo recognition in medical elease issued following final tally of donations received

Open Forums

Two Open Forum sessions will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each *Open Forum* session

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the *Annual Election Meeting*

Holiday Season Event

In early December, we're planning an epic holiday season event to our Too rsary celebrations. At this time, we're planning for virtual, however, if restrictions are and it is safe to we will hold an in-person cocktail reception.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Holiday Season Event

- Logo recognition on RAHB website and blog and corporate webs
- Logo recognition in 2021 Annual
- Logo recognition in MLS® p nd Nev
- Logo recognition in graph 30Clat

Platinum Patron Level

ONE @ \$15,000

Primary Benefits Include:

Virtual Social Events

Five events are planned in April, May, June, September and October.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each event
- > Verbal recognition during each virtual social event
- Logo recognition in wine tasting package
- Five free wine tasting packages (valued at \$100 each)

ProDev+

Running the week of May 10 from Monday to Friday, RAHB will feature a different daily session.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck on each day of ProDev+
- Verbal recognition during presentation each day of ProDev+

Walk-a-Thon

Teams of four are challenged to collectively walk 100 kilometres in the month of September to support local charities.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Walk-a-thon Wrap-Up Party
- Verbal recognition at the Walk-a-thon Wrap-Up Party
- Logo recognition on back of walk-a-thon t-shirt (see example on page 16)

Open Forums

Two Open Forums will be held in 2021 allowing members to hear from speakers from local economic development departments and featuring RAHB updates.

- Act as the event host at each of the *Open Forum* sessions
 - ** As an event host, a representative from your organization will introduce/thank any presenters for the event. In addition, your representative will be able to either address attendees (maximum three minutes) or play a promotional video (maximum three minutes) provided by you.

In addition, you will also receive:

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at each *Open Forum* session
- Logo recognition on virtual networking platform (REMO) which includes a link to website or a video download at each event (see example on page 16)
- Name recognition on a virtual networking event table (see example on page 16)

Annual Election Meeting

Held every November, members come together to fill vacancies on the Board of Directors.

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the Annual Election Meeting

Holiday Season Event

In early December, we're planning an epic holiday season event to wrap-up our 100th anniversary celebrations. At this time, we're planning for virtual, however, if restrictions are lifted and it is safe to do so, we will hold an in-person cocktail reception.

- Act as the event host at the Holiday Season Event
 - ** As an event host, a representative from your organization will introduce/thank any presenters for the event. In addition, your representative will be able to either address attendees (maximum three minutes) or play a promotional video (maximum three minutes) provided by you.

In addition, you will receive:

- Logo recognition in all promotional communications
- Logo recognition in the slide deck at the *Holiday Season Event*
- Logo recognition on virtual networking platform which includes a link to website or a video download at each event (see example on page 16)
- Name recognition on a virtual networking event table (see example on page 16)

- Logo recognition on RAHB website and blog and link to corporate website
- Logo recognition in 2021 Annual Report
- Logo recognition in MLS® pop-up messages and NewsReal
- Logo recognition in graphics for social media
- > Organizational profile (maximum 200 words) in one issue of NewsReal in 2021

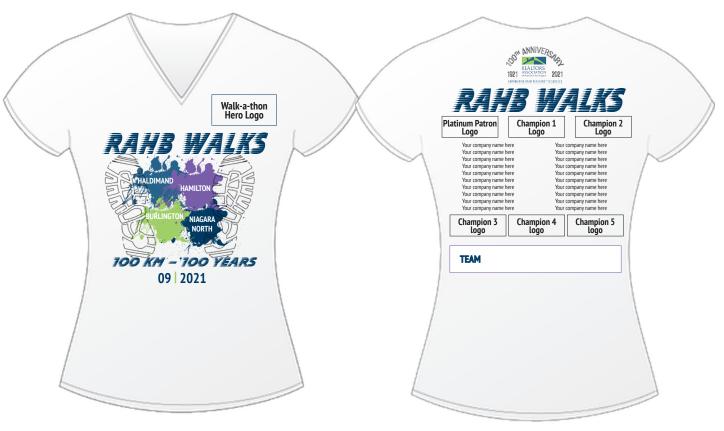
BENEFITS AT A GLANCE	Supporter - \$750	Contributor - \$1,500	Ambassador - \$2,500	Trailblazer - \$5,000	Champion - \$7,500	Walk-a- Thon Hero - \$10,000	Platinum Patron - \$15,000
Virtual Social Events							
Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the slide deck at each event		Name	Name	Logo	Logo	Logo	Logo
Recognition in wine tasting package		Name	Name	Logo	Logo	Logo	Logo
Number of free wine tasting packages				Two	Three	Four	Five
Act as host of one virtual social event					Host		
Recognition during each virtual social event					Verbal		Verbal
Recognition on virtual networking platform which includes a link to website or a video downloaded at each event					Logo		
Recognition on a virtual networking event table at each event					Name		
ProDev+							
Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the slide deck on each day of ProDev+		Name	Name	Logo	Logo	Logo	Logo
Act as host for one day during ProDev+				Host	-	-	
Recognition during presentation each day at ProDev+				Verbal	Verbal	Verbal	Verbal
Recognition on virtual networking platform which includes a link to website or a video downloaded at each event				Logo			
Recognition on a virtual networking event table at each day of ProDev+				Name			
Walk-a-Thon							
Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the slide deck at the Walk-a-thon Wrap-Up Party		Name	Name	Logo	Logo	Logo	Logo
Recognition on back of walk-a-thon t-shirt				Name	Logo		Logo
Recognition on front of walk-a-thon t-shirt						Logo	
Act as host at the Walk-a-thon Wrap-Up Party						Host	
Recognition at Walk-a-thon Wrap-Up Party						Verbal	Verbal
Recognition on virtual networking platform which includes a link to website or a video downloaded at each event						Logo	
Recognition on a virtual networking event table						Name	
Recognition in media release following final tally of donations received						Logo	

BENEFITS AT A GLANCE	Supporter - \$750	Contributor - \$1,500	Ambassador - \$2,500	Trailblazer - \$5,000	Champion - \$7,500	Walk-a- Thon Hero -\$10,000	Platinum Patron -\$15,000
Open Forums							
Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the slide deck at each Open Forum session		Name	Name	Logo	Logo	Logo	Logo
Act as the event host at each of the Open Forum events							Host
Recognition on virtual networking platform which includes a link to website or a video downloaded at each event							Logo
Recognition on a virtual networking event table							Name
Annual Election Meeting							
Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the slide deck at the Annual Election Meeting		Name	Name	Logo	Logo	Logo	Logo
Holiday Season Event Recognition in all promotional communications	Name	Name	Logo	Logo	Logo	Logo	Logo
Name recognition in the slide deck at the	Name	Name	Logo	Logo	Logo	Logo	Logo
Holiday Season Event		Name	Name	Logo	Logo	Logo	Logo
Act as the event host at the Holiday Season Event							Host
Recognition on virtual networking platform which includes a link to website or a video downloaded at each event							Logo
Recognition on a virtual networking event table							Name
Other Benefits							
Recognition on RAHB website and blog	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in the 2021 RAHB Annual Report	Name	Name	Logo	Logo	Logo	Logo	Logo
Recognition in slide deck at all professional development events for 2021				Logo			
Recognition in MLS® pop-up messages and NewsReal					Logo	Logo	Logo
Recognition in graphics for social media					Logo	Logo	Logo
Organizational profile in one issue of NewsReal in 2021							Yes

Examples



Virtual Networking Platform (REMO)



Walk-a-thon T-Shirt



100th Anniversary Sponsorship Agreement

Organization Name:						
Organization Name:						
	(as you would like it to appear in promotional	l materials if different than above)				
Organization Address:						
City:	Province:	Postal Code:				
Primary Contact:						
Title:	E-mail:					
Telephone/Ext.:	Cell#:					
l agree to the Te	erms & Conditions outlined on page 18					
ignature: Date:						
Please indicate your level of Supporter (\$750) Trailblazer (\$5,00) Platinum Patron	Contributor (\$1,500) Champion (\$7,500)	Ambassador (\$2,500) Walk-a-thon Hero (\$10,000)				
Billing Contact:						
E-mail:		Telephone:				
Payment Method:						
Electronic Funds T	ransfer (EFT) (upon request details will be provided)	VISA MasterCard				
Credit Card Information:						
Name on Card:						
Credit Card Number:		Expiry Date:				
Authorized amount to be billed to credit card \$		(Representative from RAHB will call to acquire the CVV number)				
		continues on page 18				

100th Anniversary Sponsorship Agreement

1. Term and Conditions:

- **1.1.** The term of this Agreement shall commence on the date of execution of this Agreement including receipt of payment, and will remain in force for the year 2021.
- **1.2.** A Party may terminate this Agreement immediately upon written notice to the other Party in the event that the other Party:
 - (a) is in material breach of any provisions of this Agreement;
 - (b) engages in conduct which reflects unfavourably upon the goodwill, reputation or image of the other Party or the Event.
- **1.3.** Upon expiry or termination of this Agreement, the parties agree that:
 - (a) The Association's obligations to provide any further Sponsor Benefits shall cease, and
 - (b) The Sponsor shall destroy and discontinue any Sponsor literature and reference, and remove the Event Marks and acknowledgements from any other materials in the Sponsor's possession.
- 2. The Association agrees to provide the benefits as outlined in the level selected by the Sponsor
- 3. The Association shall not be responsible for any direct, indirect, special or consequential damages or any other obligations or liability arising out of or in any way connected with this Agreement. The Sponsor agrees to indemnify and save harmless The Association against any and all claims, demands, actions, liabilities and damages, director indirect arising as a result of or in connection with the event/sponsorship.
- **4.** This Agreement hereto constitutes the entire agreement between The Association and The Sponsor. This Agreement supersedes all prior agreements, negotiations, representations and proposals, written or oral, relating to its subject matter.

Payment

- 1. All prices are in Canadian Funds.
- 2. Payment will be accepted by VISA, MasterCard or EFT (details provided upon request)
- **3.** All sponsorships are non-refundable.

Contact Caitlin Laskowski at caitlinl@rahb.ca



505 York Boulevard Hamilton, Ontario L8R 3K4

905.529.8101 caitlinl@rahb.ca rahb.ca









