



2021 ANNIVERSARY SPONSORSHIP GUIDE for RAHB Members

REALTORS[®] Association of Hamilton-Burlington
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Sponsorship Guide

2021

The REALTORS® Association of Hamilton-Burlington (RAHB) invites members to partner with us in 2021 as we celebrate an incredible milestone – our 100th anniversary.

Membership Information*



Active
REALTORS®
3,523*

**As of March 25, 2021*

Social Media Information*



Followers

2,187*



Member
Followers

1,626*



Public Page
Followers

2,456*



Followers

1,406*



Followers

474*



Followers

200*

Sponsorship Opportunities

Our **four** levels of sponsorship are designed to promote your organization to members, key stakeholders and government officials at five virtual social events, ProDev+ which runs the week of May 10, our first Walk-a-thon to be held through the month of September, two Open Forums, our Annual Election Meeting and our holiday season event (*currently planned for virtual, however if possible we will hold it in-person*).

We are inviting you to partner with us as we celebrate this historic anniversary throughout 2021. These events will draw a large cross-section of members from all areas in the RAHB market.

2021 Anniversary Level	# Available	Cost
Bronze Partner	Unlimited	\$750
Silver Partner	Unlimited	\$1,500
Gold Partner	Unlimited	\$2,500
Platinum Partner	Six	\$5,000

* RAHB has also developed a Corporate Sponsorship Package for suppliers to the real estate industry. While we believe the above offerings will appeal to the majority of the members, if you are interested in learning about these additional opportunities, please contact Caitlin at caitlinl@rahb.ca

2021 Anniversary Champion Five available @ \$7,500	2021 Anniversary Walk-a-thon Hero One available @ \$10,000	2021 Anniversary Platinum Patron One available @ \$15,000
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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 Association – 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 and featuring RAHB updates.

Annual Election Meeting

Held every November, members come together to elect the Board of Directors for the following year.

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.

Bronze Partner

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
- 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*

Other Benefits

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

Silver Partner

UNLIMITED @ \$1,500

Primary Benefits Include:

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*

Other Benefits

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

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
- 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.

- Logo recognition in all promotional communications
- Logo 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
- 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 11*)

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*

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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*

Other Benefits

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



Primary Benefits Include:

Virtual Social Events

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

- 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)

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*
- Name recognition on back of walk-a-thon t-shirt (*see example on page 11*)

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
- Verbal recognition 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*
- Verbal recognition at the *Annual Election Meeting*

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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*
- Verbal recognition at the *Holiday Season Event*

Other Benefits

- 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



BENEFITS AT A GLANCE	Bronze Partner \$750	Silver Partner \$1,500	Gold Partner \$2,500	Platinum Partner \$5,000
Virtual Social Events				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck at each event	Name	Name	Logo	Logo
Recognition in wine tasting package	Name	Name	Logo	Logo
Number of free wine tasting packages			Two	Three
Recognition during each virtual social event				Verbal
ProDev+				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck on each day of ProDev+	Name	Name	Logo	Logo
Recognition during presentation each day at ProDev+				Verbal
Walk-a-Thon				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck at the Walk-a-thon Wrap-Up Party	Name	Name	Logo	Logo
Recognition on back of walk-a-thon t-shirt			Name	Name
Recognition at Walk-a-thon Wrap-Up Party				Verbal

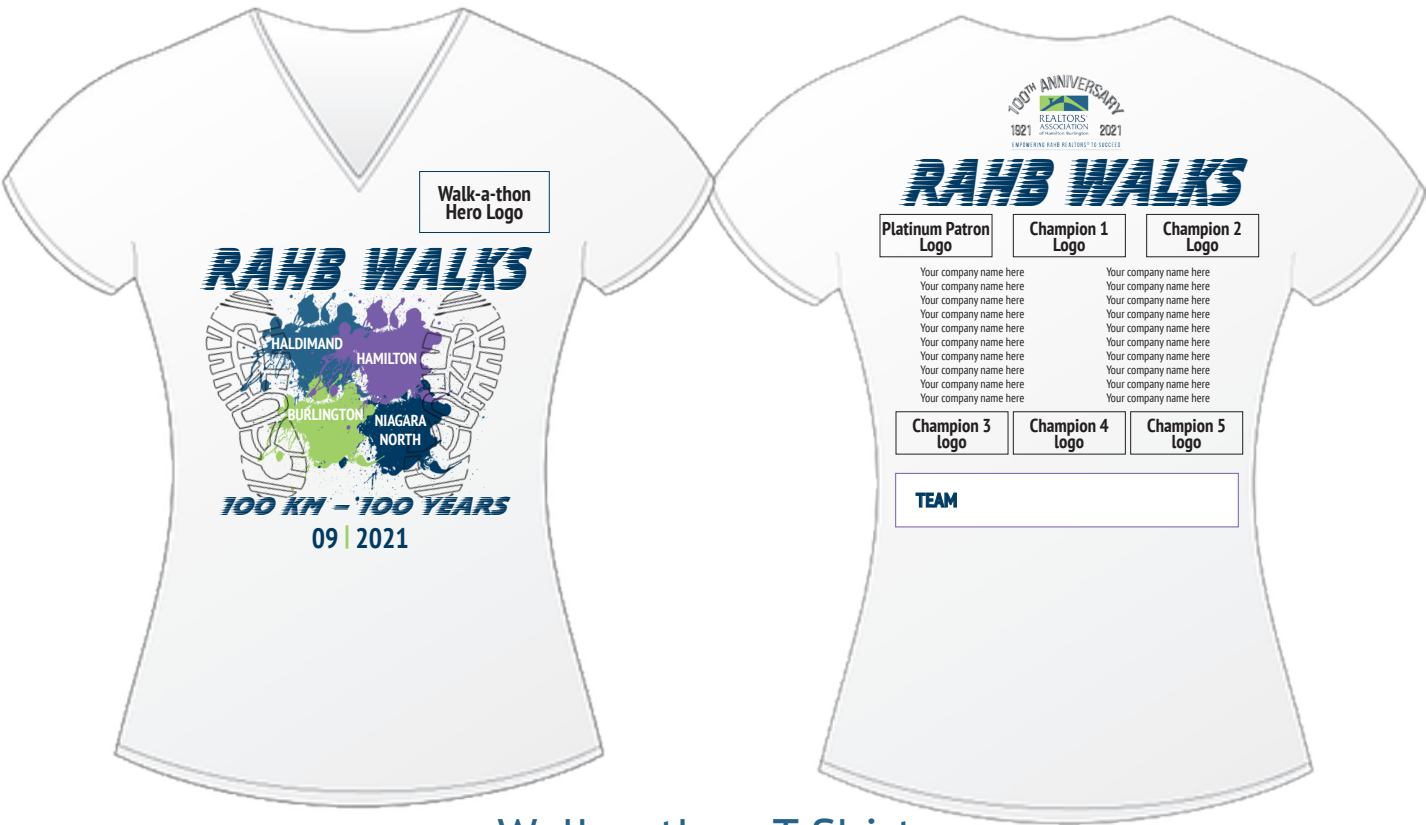
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BENEFITS AT A GLANCE	Bronze Partner \$750	Silver Partner \$1,500	Gold Partner \$2,500	Platinum Partner \$5,000
Open Forums				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck at each Open Forum session	Name	Name	Logo	Logo
Recognition at each Open Forum session				Verbal
Annual Election Meeting				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck at the Annual Election Meeting	Name	Name	Logo	Logo
Recognition at the Annual Election Meeting				Verbal
Holiday Season Event				
Recognition in all promotional communications	Name	Logo	Logo	Logo
Recognition in the slide deck at the Holiday Season Event	Name	Name	Logo	Logo
Recognition at the Holiday Season Event				Verbal
Other Benefits				
Recognition on RAHB website and blog	Name	Logo	Logo	Logo
Recognition in the 2021 RAHB Annual Report	Name	Logo	Logo	Logo
Recognition in MLS® pop-up messages and NewsReal				Logo
Recognition in graphics for social media				Logo

Examples



Virtual Networking Platform (REMO)



Walk-a-thon T-Shirt



100th Anniversary Sponsorship Agreement



Brokerage/Team Name: _____

Brokerage/Team Name: _____
(as you would like it to appear in promotional materials if different than above)

Organization Address: _____

City: _____ Province: _____ Postal Code: _____

Primary Contact: _____

Cell#: _____ E-mail: _____

Telephone/Ext.: _____

☐ I agree to the Terms & Conditions outlined on page 13

Signature: _____ Date: _____

Please indicate your level of support

☐ **Bronze** (\$750) ☐ **Silver** (\$1,500) ☐ **Gold** (\$2,500) ☐ **Platinum** (\$5,000)

Billing Contact: _____

E-mail: _____ Telephone: _____

Payment Method:

☐ Cheque ☐ Electronic Funds Transfer (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)

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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 Cheque, VISA, MasterCard or EFT (details provided upon request)
3. All sponsorships are non-refundable.

Contact Caitlin Laskowski at caitlinl@rahb.ca



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