



REALTORS<sup>®</sup>  
ASSOCIATION  
of Hamilton-Burlington

# 2023 SPONSORSHIP GUIDE

## About Us

The REALTORS® Association of Hamilton-Burlington (RAHB) is the third largest real estate association in Ontario and the eighth largest in Canada. RAHB represents more than 3,750 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.

The Association invites you to be a sponsor in 2023.

### RAHB by the Numbers

Membership Information*	Social Media Information*	
 Active REALTORS® <b>3,765*</b>	 Followers <b>2,275*</b>	 Followers <b>1,849*</b>
	 Member Followers <b>1,900*</b>	 Public Page Followers <b>2,800*</b>
	 Followers <b>926*</b>	 Subscribers <b>210*</b>

\*As of February 15, 2023

## Sponsorship Opportunities

RAHB's five sponsorship levels are designed to promote your organization to members, as well as key stakeholders and government officials at our virtual and in-person meetings and events throughout 2023.

2023 Sponsor Levels	# Available	Cost
Community Supporter	Unlimited	\$1,000
New Member Ally	Three	\$3,500
Professional Development Partner	Five	\$5,000
Speaker Series Trailblazer	Two	\$7,500
Event Series Champion	One	\$10,000

## 2023 Events Overview

### New Member Orientation

In 2022, RAHB welcomed 409 new members, and one of the Association's priorities is to empower them to succeed. Seven mandatory New Member Orientation sessions are scheduled in 2023, and training is broken into two sessions. Part 1 is a two-hour comprehensive overview of RAHB, the Ontario Real Estate Association (OREA) and the Canadian Real Estate Association (CREA). For Part 2, new members must attend a one-hour training session on Matrix, RAHB's MLS® System.

*\*\*At this time, New Member Orientation sessions are held virtually.*

### Professional Development

RAHB understands that education and training are key components of a member's success. In 2023, RAHB has scheduled 20 professional development webinars, and nine training sessions in Matrix, RAHB's MLS® System. All professional development webinars are recorded and made available to registrants and All-Access Pass holders on demand. Matrix training sessions are free to all members and like RAHB's webinar series, all sessions are recorded and are available on demand for members.

*\*\*All Professional Development sessions will be held virtually in 2023.*

### RAHB Speaker Series

While learning on demand is great and is a reality today with everyone's busy schedules, RAHB understands there is value in in-person learning and that people are ready to return to live events.

#### ***February 15 – RAHB RECONNECTED: Breakfast with Keynote Speaker***

Lohifa Pogoson Acker takes the stage for RAHB's first in-person event in 2023, **Sowing Seeds for Impact**. Lohifa is an entrepreneur, a connector, a mother of two and a volunteer. She is known for her passion for Hamilton and her enthusiasm for making the community a better place. She is a former nominee for the Women of Distinction Awards and is also a proud supporter of YWCA Hamilton, volunteering her time to help promote marquee fundraising events such as the Women Build Hamilton campaign and Walk a Mile in Her Shoes.

#### ***April 12 – Annual Meeting with Keynote Speaker***

Following RAHB's Annual Meeting on April 12, members are invited to a keynote address by Kathleen Black. Kathleen Black helps growing companies and management teams handle the increasing demands that come with success. As a performance expert, one of the world's leading holistic performance coaches, and a two-time bestselling author who has helped thousands around the world expand into thriving teams, Kathleen empowers audiences to reach new levels of success. Her own journey is the subject of a Netflix documentary, *The Relentless One*, released in 2022. Tapping into her life experience and research, she takes audiences on a journey from chaos to calm. Kathleen has a passion for powering up people to achieve the "impossible" together!

#### ***May 10 – Economic Update***

RAHB's Economic Update is one of our most popular events for members. Featuring top-rated economists and market experts, members are able to strengthen their knowledge and understand trends and forecasts to better serve their clients. After two years of hosting this event virtually, RAHB is excited to welcome our members back in-person for a fully immersive and interactive event.

#### ***September 14 – RAHB RECONNECTED: Luncheon with Keynote Speaker***

Keynote speaker to be confirmed.

### **October 26 – Luncheon with RAHB Rockstars**

A first time event, RAHB is inviting six of its members to step into the spotlight and share their passion for real estate. Each RAHB Rockstar will own the stage for a 15-minute TED Talk-style presentation.

The Call for Rockstars will be launched in April.

*\*\*Speaker Series events are subject to change.*

### **RAHB Event Series**

On April 12, RAHB will be recognizing 50 members for their long service (25, 40, 50, 55 and 65-year milestones) with the Association at a special luncheon. Individuals that reach their long-service milestones are committed to the industry and the profession.

Over the past two years, RAHB members, their families, and friends have raised more than \$75,000 for Habitat for Humanity Canada through our September Walk-a-thon. In 2023, RAHB will continue this tradition with a goal of raising \$50,000 for Habitat for Humanity Canada.

On December 20, 2022, more than 500 people joined RAHB at the Royal Botanical Gardens for Winter Wonders. This family-friendly event got people into the holiday spirit and was such a huge success that we're already lining up Santa again to bring a little magic to RAHB members, their families and their clients!

<b>Benefits at a Glance</b>	<b>Community Supporter \$1,000</b>	<b>New Member Ally \$3,500</b>	<b>Professional Development Partner \$5,000</b>	<b>Speaker Series Trailblazer \$7,500</b>	<b>Event Series Champion \$10,000</b>
<b>New Member Orientation</b>					
Recognition in all promotional communications	Logo	Logo	Logo	Logo	Logo
Host NMO session (first come, first serve basis)		Host (one)			
Recognition in the slide deck of all NMO sessions		Logo			
Recognition during each NMO session		Verbal			
Recognition in the slide deck of all Getting Started with Matrix training sessions (mandatory for new members)		Logo	Logo	Logo	Logo
Recognition at all Getting Started with Matrix training sessions (mandatory for all new members)		Verbal	Verbal	Verbal	Verbal
<b>Professional Development</b>					
Recognition in all promotional communications	Logo	Logo	Logo	Logo	Logo
Host PD webinar (first come, first serve basis)			Host (three)		
Recognition in the slide deck of each PD webinar			Logo	Logo	Logo
Recognition during each PD webinar			Verbal	Verbal	Verbal
Host advanced training session in Matrix			Host (one)		
Recognition in the slide deck of all advanced Matrix training sessions		Logo	Logo	Logo	Logo
Recognition at all advanced Matrix training sessions			Verbal	Verbal	Verbal
Social media post (Facebook and Instagram)			One + Link		
Recognition in the Professional Development Calendar		Logo	Logo		
<b>RAHB Speaker Series</b>					
Recognition in all promotional communications	Logo	Logo	Logo	Logo	Logo
Host Speaker Series event (first come, first serve basis)				Host (two)	
Recognition in the slide deck of all Speaker Series events			Name	Logo	Logo
Recognition at all Speaker Series events				Verbal	Verbal
Event signage				Logo	Logo
Complimentary tickets to Speaker Series events				Two/event	Two/event
<b>RAHB Event Series</b>					
Recognition in all promotional communications	Logo	Logo	Logo	Logo	Logo
Host Long Service Luncheon					Host
Host Walk-a-thon Wrap-Up Party					Host
Host Winter Wonders					Host
Complimentary tickets to Winter Wonders					Eight
Recognition in the slide deck at Long Service Luncheon and Walk-a-thon Wrap-Up Party					Logo
Recognition at Long Service Luncheon, Walk-a-thon Wrap-Up Party and Winter Wonders					Verbal
Recognition on the front of the Walk-a-thon t-shirt					Logo
Recognition on the back of the Walk-a-thon t-shirt		Name	Name	Logo	
Event signage				Name	Logo

<b>Other Benefits</b>					
Recognition on RAHB website with link to preferred website	Logo	Logo	Logo	Logo	Logo
Recognition in the 2023 RAHB Annual Report	Logo	Logo	Logo	Logo	Logo
Recognition in all issues of NewsReal				Logo	Logo
Social Media Recognition			Logo	Logo	Logo
Recognition in MLS® System pop-up messages (minimum four times)					Logo
Organization profile in NewsReal (three-minute video or 200 word write-up)			One Issue	Two Issues	Three Issues

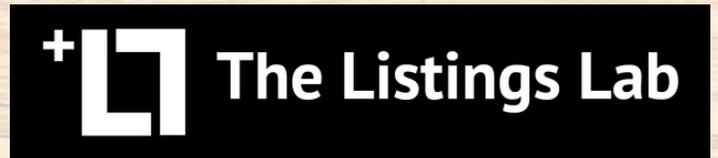
***What does it mean to “Host”?***

As a host, a representative from your organization will welcome attendees/participants whether it be at a live or virtual 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.

***What is NewsReal?***

*NewsReal* is RAHB’s weekly newsletter that is sent to all members every Wednesday.

# Thank You 2022 Sponsors



## Terms and Conditions for RAHB's 2023 Sponsorship Package

In these terms and conditions, the "Association" is the REALTORS® Association of Hamilton-Burlington, and the "Sponsor" is the company or organization named in the sponsorship agreement.

This agreement shall commence on the date when the Association has received both a signed copy of the agreement and full payment for sponsorship. The agreement will remain in force until December 31, 2023.

1. The Association agrees to provide the benefits as outlined in the level selected by the Sponsor.
2. Termination by either party without cause. Either party hereto may terminate this agreement without cause within thirty (30) days of the Association receiving the signed agreement and payment by giving written notice. Sponsorship will be refunded in full if terminated by the Association. If terminated by the Sponsor, a partial refund of 50% will be provided.
3. Termination by either party with cause. Either party hereto may terminate this agreement with cause 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 Association's sponsorship program; and
  - c. upon a change in the Sponsor's business model and/or affiliations that are in direct competition or conflict with the Association and its values, products and services.
4. Upon termination of this agreement, the parties agree that:
  - a. The Association's obligations to provide any further sponsor benefits shall cease.
  - b. The Association shall delete, destroy and/or discontinue any reference or promotion to the Sponsor being a 2023 RAHB sponsor in its social media, website, and/or corporate literature. The Association will also delete any copies of the Sponsor logo it may have.
  - c. The Sponsor shall delete, destroy and/or discontinue any reference or promotion to being a 2023 RAHB sponsor in its social media, website, and/or corporate literature. It will also delete any copies of the Association logo it may have.
5. 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.
6. The Sponsor agrees to indemnify and save harmless the Association against any and all claims, demands, actions, liabilities and damages, direct or indirect, arising as a result of or in connection with RAHB's 2023 Sponsorship Program and the events/offerings associated with it.
7. This agreement hereto constitutes the entire agreement between the Association and the Sponsor.
8. This agreement supersedes all prior agreements, negotiations, representations and proposals, written or oral, relating to its subject matter.

### Payment

All prices are in Canadian Funds.

Payment will be accepted by VISA or MasterCard, cheque or EFT (details provided upon request). Sponsorships are non-refundable.

# RAHB 2023 Sponsorship Agreement

Organization Name:	
Organization Name: (as you would like it to appear in promotional materials if different than above)	
Organization Address:	
City:	
Province:	
Postal Code:	
Primary Contact:	
Title:	
Email:	
Phone and Extension:	
Cell:	
I agree to the terms and conditions:	
Signature:	
Date:	
Indicate your level of support: <input type="checkbox"/> \$1,000 - Community Supporter <input type="checkbox"/> \$3,500 - New Member Ally <input type="checkbox"/> \$5,000 - Professional Development Partner <input type="checkbox"/> \$7,500 - Speaker Series Trailblazer <input type="checkbox"/> \$10,000 - Event Series Champion	
Billing Contact:	
Email:	
Phone and Extension:	
Payment Method: <input type="checkbox"/> Electronic Funds Transfer (EFT) **upon request details will be provided <input type="checkbox"/> Cheque <input type="checkbox"/> Visa/MasterCard	
Name on Card:	
Credit Card Number:	
Expiry Date:	
Authorize amount to be billed to the credit card:	\$

\*\*A RAHB staff member will call the billing contact to acquire the CVV number