

20 25



Partnership Opportunities

Annual and à la carte opportunities to engage with
REALTORS® in the Greater Edmonton Area & beyond.

REALTORS®
Association
of Edmonton

RAEvents

*Supporting REALTORS®,
Building Communities.*

780-451-6666

communications@therae.com

www.realtorsofedmonton.com

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About the **Association**

2025 Partnership Opportunities

The REALTORS® Association of Edmonton (the RAE), founded in 1927, is a professional association of real estate brokers and associates in the Greater Edmonton Area and beyond. Our members live and work in over 30 communities in the region.

Our team of approximately 30 staff work to advance the integrity and professionalism of REALTOR® services. We are committed to serving the needs of our 5,000 members, who, in turn, serve their clients by delivering professional real estate services.

Our members are also actively involved in surrounding communities, and support charities and not-for-profit organizations through the REALTORS® Community Foundation.


Opportunities for **REALTOR® Engagement**

With a network of over 5,000 REALTORS® in the Greater Edmonton Area – the Association can provide your business or organization with a wide audience! The REALTORS® Association provides professional services to associate and broker REALTOR® members – including the administration of the Association’s MLS® System, Professional Development, and primary tool and technology support.

We work with local organizations to provide REALTORS® with opportunities for engagement, as well as some special perks and benefits. In turn, your business reaps the benefits of increased exposure and engagement! It’s a win-win.



Opportunities for **REALTOR® Engagement**



The Association also holds several large-scale membership events throughout the year, with ample opportunities for exposure and engagement with REALTOR® and Broker members. There are a variety of options for working with the REALTORS® Association of Edmonton, depending on your needs, goals, and budget.

We invite you to review the options below and contact our team with any questions. If you don't see an offering that appeals to you, please feel free to reach out to us at communications@therae.com and we'd be happy to discuss other strategies.

Please note that sponsorships are subject to the *Terms and Conditions*, which are provided in the *Sponsorship Agreement*. Sponsorship opportunities will be applied on a first-come, first-served commitment basis.

Annual Sponsorships

Based on your budget and engagement goals, the REALTORS® Association of Edmonton offers opportunities as an Annual Sponsor for multiple events throughout the year. Contact our team to find out more about how we can work with you to design a package that meets your needs.



Our Events

Our sponsorship opportunities put you front and centre with REALTORS® through the Association's events.



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Housing Forecast

OVERVIEW

Our kickoff event for the year! Attended by REALTORS®, public stakeholders, and industry partners, this event provides key economic data trends, forecasted predictions for the housing market, and more.

KEY DETAILS

Date: January 16, 2025

Location: Edmonton EXPO Centre

Anticipated Attendance: 600+

TARGET AUDIENCE

- REALTORS®
- Public Stakeholders
- Industry Partners



Housing Forecast

■ Platinum Sponsor (1)

\$5,500

-
- Opportunity to make welcoming remarks or have a short video (up to 1 minute) play during the event
 - Six (6) tickets to attend the event
 - Reserved VIP table
 - Opportunity to set-up a company display/information table
 - Opportunity to provide swag to attendees
 - Verbal recognition during the event
 - Full page ad and sponsor recognition in the program
 - Prominent signage with company logo at the event
 - Logo recognition on the event screens
 - Logo recognition on the registration website
 - Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
 - Sponsor recognition in post-event social media post

■ Gold Sponsor (1)

\$4,000

-
- Opportunity to have a short video (up to 30 seconds) play during the event
 - Four (4) complimentary tickets to attend the event
 - Reserved seating
 - Verbal recognition during the event
 - Half page ad and sponsor recognition in the program

Housing Forecast

■ Gold Sponsor *con't* (1) **\$4,000**

- Prominent signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post

■ Silver Sponsor (1) **\$2,500**

- Three (3) complimentary tickets to attend the event
- General signage with company logo at the event
- Verbal recognition during the event
- Quarter page ad and sponsor recognition in the program
- Logo recognition on the event screens
- Logo recognition on the registration website
- Sponsor recognition in post-event social media post

■ Parking Sponsor (1) **\$2,000**

- Two (2) complimentary tickets to the event
- Logo recognition on the event parking web page
- Quarter page ad and sponsor recognition in the program
- Logo recognition on the registration website
- Sponsor recognition in post-event social media post

Housing Forecast

■ Breakfast Sponsor (1) **\$1,500**

- Two (2) complimentary tickets to the event
- Signage with company logo at the breakfast buffets
- Logo recognition on the event screens
- Sponsor recognition in the program

■ Coffee Sponsor (1) **\$1,000**

- Two (2) complimentary tickets to the event
- Opportunity to have company collateral displayed at the coffee stations
- Signage with company logo at the coffee stations
- Logo recognition on the event screens
- Sponsor recognition in the program

■ Print/Signage Sponsor (1) **\$500**

- Logo recognition on the event screens
- Half page ad in the program
- Sponsor recognition on event signage and in the program



RAE Ball

OVERVIEW

Our annual awards night, the ball celebrates some of the Association's most deserving and accomplished members. Several awards are presented each year, including REALTOR® of the Year, Broker of the Year, and more. We also celebrate our longest standing members reaching milestones in their career with our Long-Term Service Awards. This prestigious night is an incredible evening of awards, entertainment, gourmet food, and dancing.

KEY DETAILS

- **Date:** May 23, 2025
- **Location:** Edmonton Convention Centre
- **Anticipated Attendance:** 400+

TARGET AUDIENCE

- REALTORS®



RAE Ball

■ Platinum Sponsor (1) **\$5,500**

- Opportunity to make welcoming remarks or have a short video (up to 1 minute) play during the event
- Four (4) complimentary tickets to attend the event with preferred seating
- Company logo on photo booth print outs
- Verbal recognition during the event
- Full page ad and sponsor recognition in the program
- Prominent signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
- Sponsor recognition in post-event social media post

■ Gold Sponsor (1) **\$4,000**

- Opportunity to have a short video (up to 30 seconds) play during the event
- Three (3) complimentary tickets to attend the event with preferred seating
- Wine sponsor – logo on wine bottles, placed at the table
- Verbal recognition during the event
- Prominent signage with company logo at the event
- Half page ad and sponsor recognition in the program

RAE Ball

■ Gold Sponsor *con't* (1) **\$4,000**

- Logo recognition on the registration website
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
- Sponsor recognition in post-event social media post

■ Silver Sponsor (1) **\$2,500**

- Signature cocktail sponsor
- Two (2) complimentary tickets to attend the event
- 20 complimentary signature cocktail drink tickets for you to hand out during the event
- Verbal recognition during the event
- General signage with company logo at the event
- Third page ad and sponsor recognition in the program
- Logo recognition on the event screens
- Logo recognition on the registration website
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
- Sponsor recognition in post-event social media post



RAE Ball

■ Party Favour Sponsor (1) **\$2,000**

- Two (2) complimentary tickets to the event
- Logo on the take home gift to attendees
- Sponsor recognition in the program

■ Centerpiece Sponsor (1) **\$1,500**

- Two (2) complimentary tickets to the event
- Logo incorporated into the centerpiece, which attendees take home
- Sponsor recognition in the program

■ Welcome Drink Sponsor (1) **\$1,500**

- Two (2) complimentary ticket to the event
- Opportunity to assist in handing out champagne during cocktail hour (NOTE: ProServe is required)
- Logo recognition on champagne station signage

■ Award Sponsor (1/Award x 4) **\$1,000**

- Two (2) complimentary tickets to the event
- Choose to sponsor one of our signature awards for that evening.
- Choose between:
 - Rookie of the Year (given to a member with 3 years or less experience)

RAE Ball

■ Award Sponsor *con't* (1/Award x 4) **\$1,000**

- REALTOR® on the Rise (given to a member with 4-9 years' experience)
- Broker/Manager of the Year
- REALTOR® of the Year
- 50 Years of Long-Term Service (Life Membership)
- Opportunity to be up on stage to assist with the award presentation

■ Print/Signage Sponsor (1) **\$500**

- Half page ad in the program
- Sponsor recognition on event signage and in the program

■ Activation Sponsor (1) **TBD**

- Have a great idea for a customized or themed activation? Chat with our team about designing a sponsorship that fits with your business and engagement goals!



RAECON

Exhibitor Tradeshow

OVERVIEW

RAECON is our much-anticipated annual conference. It provides our members with a full day of opportunity for professional development, networking with colleagues and other industry professionals, and seeing what's new in the industry. RAECON includes a tradeshow, educational sessions, and an evening Member Mixer.

KEY DETAILS

Date: September 16, 2025

Location: Edmonton EXPO Centre

Anticipated Attendance: 350+

TARGET AUDIENCE

- REALTORS®
- Public Stakeholders
- Industry Partners



RAECON Exhibitor Tradeshow

■ Platinum Sponsor (1)

\$5,500

- Four (4) complimentary tickets to attend the event
- Opportunity to provide welcoming remarks to delegates
- Opportunity to provide a brand activation at the member mixer
- Opportunity to provide a company branded swag item, included in the delegate welcome bag
- 10'x20' sponsor booth on the tradeshow floor with priority selection of booth location
- Featured on the RAECON gamification – an activity on the event App to drive delegate traffic to your booth
- Logo on the registration desk
- Verbal recognition during the event
- Full page ad and sponsor recognition in the program
- Prominent signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Logo recognition on the event app
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post



RAECON

Exhibitor Tradeshow

■ Gold Sponsor (1) **\$4,000**

- Three (3) tickets to attend the event
- Opportunity to provide a short commercial (up to 30 seconds)
- Opportunity to provide a company branded swag item, included in the delegate welcome bag
- 10'x20' booth on the tradeshow floor, with second priority selection of booth location
- Featured on the RAECON gamification – an activity on the event App to drive delegate traffic to your booth
- Verbal recognition during the event
- Half page ad and sponsor recognition in the program
- Prominent signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Logo recognition on the event app
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post

■ Silver Sponsor (2) **\$2,500**

- Two (2) complimentary tickets to attend the event
- 10'x20' booth on the tradeshow floor, with third priority selection of booth location

RAECON

Exhibitor Tradeshow

■ Silver Sponsor *con't* (2) **\$2,500**

- Featured on the RAECON gamification – an activity on the event App to drive delegate traffic to your booth
- Verbal recognition during the event
- Third page ad and sponsor recognition in the program
- General signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Logo recognition on the event app
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post

■ Event App Sponsor (1) **\$3,000**

- Two (2) complimentary tickets to attend the event
- 10'x20' booth on the tradeshow floor, with third priority selection of booth location
- Featured on the RAECON gamification – an activity on the event App to drive delegate traffic to your booth
- Verbal recognition during the event (and anytime the app is mentioned)
- Third page ad and sponsor recognition in the program
- Logo recognition on event app page in the program
- General signage with company logo at the event

RAECON

Exhibitor Tradeshow

■ Event App Sponsor *con't* (1) **\$3,000**

- Logo recognition on the event screens
- Logo recognition on the registration website
- Priority recognition on the event app ("Presented By...")
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post

■ Member Mixer Sponsor (1) **\$2,000**

- Two (2) complimentary tickets to attend the event
- Opportunity to provide a brand activation at the Member Mixer
- Signature cocktail sponsor
- General signage with company logo at the event
- Logo recognition on the event screens
- Sponsor recognition in the program

■ Breakout Session Sponsor (4) **\$2,000**

- Two (2) complimentary passes to attend
- Opportunity to introduce the speaker
- Opportunity to provide a short presentation (up to 2 minutes) prior to the session
- Sponsor recognition in the program

RAECON

Exhibitor Tradeshow

■ Breakout Session Sponsor *con't* (4) **\$2,000**

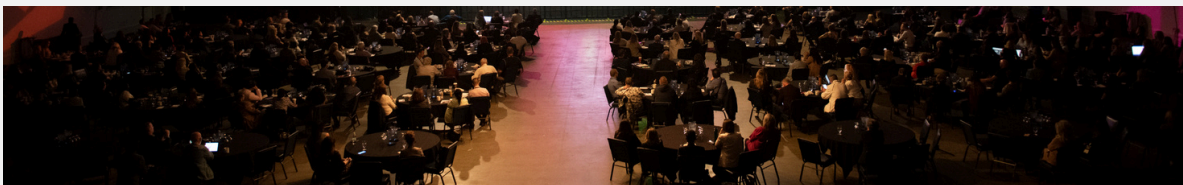
- Logo recognition on breakout session and schedule signage
- Logo recognition on the event screens
- Logo recognition on the registration website

■ Swag Sponsor (1) **\$2,000**

- Two (2) complimentary passes to attend
- Company logo included on the signature swag item, given out to each attendee
- Logo recognition on the event screens
- Sponsor recognition in the program
- NOTE: this sponsorship is not available to brokerages

■ Rest & Recharge Lounge Sponsor (1) **\$1,500**

- Two (2) complimentary pass to attend
- Sponsor recognition in the program
- Logo recognition on lounge signage
- Logo recognition on lounge's charging station
- Logo recognition on the event screens and in the program



RAECON

Exhibitor Tradeshow

■ Signage/Print Sponsor (1) **\$1,000**

- Half page ad and sponsor recognition in the program
- Logo recognition on event screens

■ Coffee Sponsor (2) **\$500**

- Logo recognition on signage at the specialty cappuccino station
- Sponsor recognition in the program

■ Snack Sponsor (2) **\$500**

- Logo recognition on signage at the snack station
- Sponsor recognition in the program

■ New Professional Network Lunch and Learn Sponsor (1) **\$2,000**

The New Professional Network (NPN) Lunch and Learn is an exclusive invite for RAECON attendees who have been in real estate for less than 5 years.

- Two (2) complimentary pass to attend
- Opportunity to provide welcoming remarks at the lunch and learn
- Sponsor recognition on the NPN Lunch and Learn signage
- Sponsor recognition in the program
- Opportunity to provide a swag item to the luncheon attendees

RAECON Exhibitor Tradeshow

■ Tradeshow Exhibitor

\$700/Booth

- Includes two (2) exhibitor passes (can only attend the RAECON tradeshow, not the entire conference)
- Member Mixer passes and one (1) drink ticket per person
- Lunch for the exhibitors
- 10'x10' tradeshow booth
- Exhibitor listing in the program, includes your company description and website
- Exhibitor listing and map location on event app
- Please see RAECON Exhibitor Package for more details (available in spring 2025!)



Commercial Breakfast

OVERVIEW

The RAE's Commercial Breakfast brings together REALTOR® members of our Commercial Division, industry experts and other commercial real estate professionals. The event typically includes an informative presentation plus a panel discussion with local industry experts.

KEY DETAILS

Date: October 16, 2024

Location: Mayfield Dinner Theatre

Anticipated Attendance: 200+

TARGET AUDIENCE

- REALTORS®
- Public Stakeholders
- Industry Partners



Commercial Breakfast

■ Platinum Sponsor (1)

\$2,500

- Six (6) complimentary tickets and reserved table at a premium location
- Opportunity to welcome attendees and introduce guest speaker or panelists
- Sponsor recognition on event registration site
- Opportunity to display corporate signage at the registration desk and on stage
- On-screen logo recognition during the event
- Verbal recognition during the event
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post



Commercial Breakfast

■ Breakfast Sponsor (1)

\$1,200

- Four (4) complimentary tickets and reserved table at a premium location
- Sponsor recognition on event registration site
- Opportunity to display corporate signage at the buffet breakfast
- On-screen logo recognition during the event
- Verbal recognition during the event
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to 5,000 members
- Sponsor recognition in post-event social media post

■ Coffee Sponsor (1)

\$750

- Two (2) complimentary tickets and a reserved table at a premium location
- Sponsor recognition on event registration site
- Opportunity to display corporate signage at the coffee stations
- On-screen logo recognition during the event
- Verbal recognition during the event



Christmas Party & Silent Auction

OVERVIEW

Celebrate the holidays with our members! The Association partners with the REALTORS® Community Foundation (RCF) for the Christmas party. The night is a great way to celebrate the holidays and includes dinner, entertainment, and a silent auction.

KEY DETAILS

Date: December 4, 2025

Location: Edmonton Convention Centre

Anticipated Attendance: 400+

TARGET AUDIENCE

- REALTORS®



Christmas Party & Silent Auction

■ Platinum Sponsor (1)

\$5,500

-
- Opportunity to make welcoming remarks or have a short video (up to 1 minute) play during the event
 - Six (6) complimentary tickets to attend the event with preferred seating
 - Company logo on photo booth print outs
 - Verbal recognition during the event
 - Prominent signage with company logo at the event
 - Logo recognition on the event screens
 - Logo recognition on the registration website
 - Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
 - Sponsor recognition in post-event social media post

■ Gold Sponsor (1)

\$4,000

-
- Opportunity to have a short video (up to 30 seconds) play during the event
 - Wine sponsor – logo on the wine bottles, placed at each table
 - Four (4) complimentary tickets to attend the event
 - Verbal recognition during the event
 - Prominent signage with company logo at the event
 - Logo recognition on the event screens
 - Logo recognition on the registration website

Christmas Party & Silent Auction

■ Gold Sponsor *con't* (1) **\$4,000**

- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
- Sponsor recognition in post-event social media post

■ Silver Sponsor (1) **\$2,500**

- Signature cocktail sponsor
- Three (3) complimentary tickets to attend the event
- 20 complimentary signature cocktail drink tickets for you to hand out during the event
- Verbal recognition during the event
- General signage with company logo at the event
- Logo recognition on the event screens
- Logo recognition on the registration website
- Sponsor recognition in one edition of RAE Connect – our weekly e-newsletter that is circulated to +5,000 members
- Sponsor recognition in post-event social media post

■ Party Favour Sponsor (1) **\$1,500**

- Two (2) complimentary tickets to the event
- Logo on the take home gift to attendees
- Logo recognition on the event screens

Christmas Party & Silent Auction

■ Centrepiece Sponsor (1) **\$1,500**

- Two (2) complimentary tickets to the event
- Logo incorporated into the centerpiece, which attendees take home
- Opportunity to host a game on-stage for attendees to win the centerpiece
- Logo recognition on the event screens

■ Activation Sponsor (1) **TBD**

- Have a great idea for a customized or themed activation? Chat with our team about designing a sponsorship that fits with your business and engagement goals!



New Professional Network



■ New REALTOR® Dinner Sponsor **\$2,000**

The New REALTOR® Dinner is an annual event, hosted exclusively for new members who are in their first or second year of membership with the RAE. This event is an opportunity for new members to get to know each other and further their knowledge of the industry.

- Two (2) complimentary tickets to attend event
- Opportunity to provide welcoming remarks
- Opportunity to display corporate signage at the registration desk and on stage.
- Sponsor recognition on the event website
- Verbal recognition during the event
- Sponsor recognition in post-event social media post
- Opportunity to provide a swag item to the luncheon attendees

Brokerages and Brokerage-affiliated organizations cannot sponsor NPN events due to concerns with Solicitation at Association events.



New Professional Network



■ New Professional Network Lunch and Learn Sponsor (1) **\$2,000**

The New Professional Network (NPN) Lunch and Learn is an exclusive invite for RAECON attendees who have been in real estate for less than 5 years.

- Two (2) complimentary tickets to attend RAECON
- Opportunity to provide welcoming remarks at the lunch and learn
- Opportunity to display corporate signage at the registration desk and on stage
- Sponsor recognition on the NPN Lunch and Learn signage
- Sponsor recognition on the event website
- Sponsor recognition in the program
- Verbal recognition during the event
- Sponsor recognition in post-event social media post
- Opportunity to provide a swag item to the luncheon attendees

Brokerages and Brokerage-affiliated organizations cannot sponsor NPN events due to concerns with Solicitation at Association events.



New Professional Network



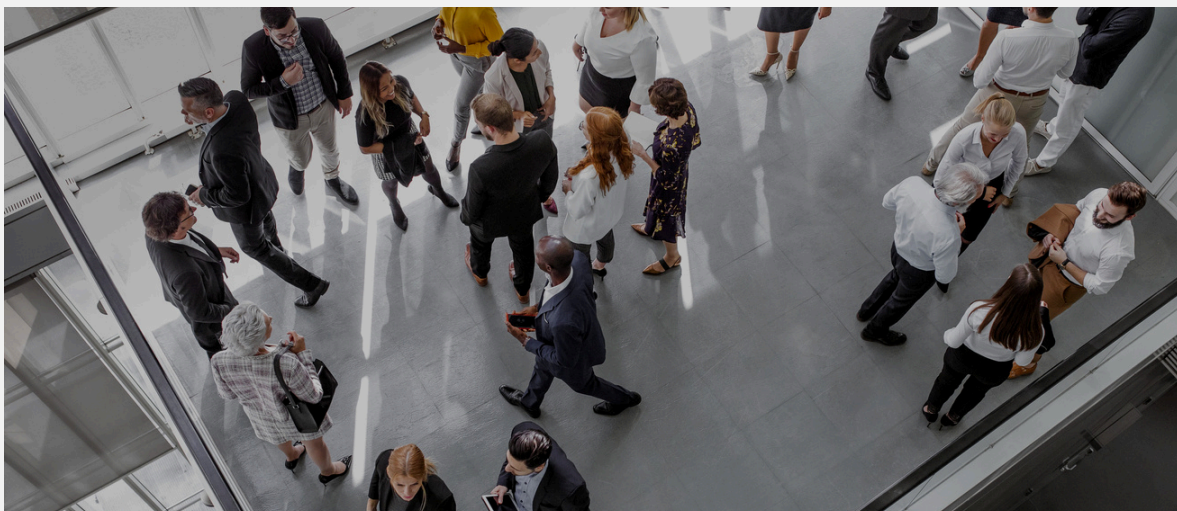
■ New Professional Network Mixer Sponsor (1)

\$500/Event

The RAE hosts regular NPN mixers throughout the year. These events are designed to provide new members with valuable opportunities to engage with their partners and build connections within the industry to foster networking and collaboration.

- Two (2) complimentary tickets to attend mixer
- Opportunity to display corporate signage at event
- Sponsor recognition on event signage
- Sponsor recognition on the event website
- Sponsor recognition in post-event social media post
- Opportunity to provide a swag item to the mixer attendees

Brokerages and Brokerage-affiliated organizations cannot sponsor NPN events due to concerns with Solicitation at Association events.



REALTOR® Perks Program

Promote your business services to REALTORS® all year long! As part of the REALTOR® Perks Program, the RAE offers local businesses the opportunity to offer exclusive perks and discounts to REALTOR® members and their family members or clients (if you so choose)!



From insurance rates, tire changes, gym memberships, signage, and marketing materials – we work with a variety of local vendors and businesses to reach the REALTOR® community in the Greater Edmonton Region and beyond.

As an annual REALTOR® Perks provider, you get your logo, company description and special offer listed on the Association's member portal.

REALTOR® Perks Program

PROGRAM DETAILS

- Annual Investment: \$250 + GST
- Annual Invoice (January)

INVESTMENT INCLUDES:

- Addition to our REALTOR® Perks Program section on our member portal
- Addition to the “Perks” section on our Employee and Family Assistance Program (TELUS Health)
- Two (2) mentions in our weekly newsletter - RAE Connect
- Publication sent to 5000+ members with an average open rate of 68%
- Four (4) social media posts on the RAE’s private, member-only Facebook Group
- One week (1) feature on the RAE’s member portal home page dashboard
- Our team will reach out at the end of each year to discuss how the previous year went and to discuss a new agreement for the upcoming year

Ready to get started?

Complete the REALTOR® Perks Program Application Form [here](#).

Events with Our Partners

REALTORS® Community Foundation

The REALTORS® Association of Edmonton partners up with the REALTORS® Community Foundation on events throughout the year. The largest and most well attended events are the RCF Golf Fore Charity Tournament and the REALTORS® Christmas Party and Silent Auction.

RCF Golf Fore Charity



The RCF Golf Tournament is a fantastic day on the green with our members and industry partners. A day full of golf, prizes, and fun!

Date: July 8, 2025

Location: The Quarry Golf Course

Anticipated Attendance: 200+

Christmas Party & Silent Auction



Searching for **Other Opportunities?**

Don't see a sponsorship that fits your needs or budget?
Talk to us! We are more than happy to come up with
the perfect package so that you can meet your
marketing objectives.

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