

2026



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.*

780-453-9338

communications@therae.com

www.realtorsofedmonton.com



About the Association

[2026 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.

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 8, 2026
- **Location:** Edmonton Convention Centre
- **Anticipated Attendance:** 400+

TARGET AUDIENCE

- REALTORS®



RAE Ball

■ Platinum Sponsor (1) **\$6,000**

- Opportunity to make welcoming remarks or have a short video (up to 2 minutes) play during the event
- Four (4) complimentary tickets to attend the event with preferred seating
- Signature drink sponsor – recognition on the signature drink sign plus 20 complimentary drink tickets to distribute
- 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 pre-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
- Sponsorship for one of the event's themed activations
- 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 pre-event social media post

■ Silver Sponsor (2) **\$2,500**

- Two (2) complimentary tickets to attend the event
- Wine sponsor – logo on wine bottles, placed at the table
- 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 pre-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

■ Photobooth Sponsor (1) **\$2,000**

- Two (2) complimentary tickets to the event
- Logo on the photobooth printouts
- Logo included in the online photobooth gallery, shared post-event
- Sponsor recognition in the program

This sponsorship is not available to brokerages

■ 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

This sponsorship is not available to brokerages

■ 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

RAE Ball

■ 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:
 - Rookie of the Year (given to a member with 3 years or less experience)
 - 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(s) **\$1,000 - \$3,000**

Each year, the RAE Ball has a curated theme and several corresponding activations that are always a highlight of the event. Previous activations include a live calligraphy station, a silk aerialist serving champagne, a bubble tea bar and so much more!

These activations are a perfect way to capture our audience attention. Inquire with our team for more information and which activations are planned for this year!

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 a Member Mixer.

KEY DETAILS

Date: September 16, 2026

Location: Edmonton EXPO Centre

Anticipated Attendance: 350+

TARGET AUDIENCE

- REALTORS®
- Public Stakeholders
- Industry Partners



RAECON & Exhibitor Tradeshow

■ Platinum Sponsor (1) **SOLD!** **\$6,000**

- 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 Challenge – 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 pre-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 Challenge – 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 pre-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 Challenge – 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 pre-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 Challenge – 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 pre-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

■ 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

■ Lounge Sponsor (1) **\$1,500**

- Two (2) complimentary pass to attend
- Sponsor recognition in the program
- Logo recognition on lounge signage
- Opportunity to leave company collateral in the lounge (e.g. on coffee tables and side tables)
- Logo recognition on the event screens and in the program

■ Parking Sponsor (1) **\$1,500**

- Two (2) complimentary passes to attend
- Brand recognition on all event email reminders related to parking
- Recognition in the event program and on the event screens
- Recognition on the parking sign at the venue
- Recognition on the RAECON website

■ Early Bird Sponsor (1) **\$1,500**

- Company logo included on the exclusive VIP (early bird) swag
- Company recognition in the early bird promotions
- Logo recognition on VIP attendee's badges
- Logo recognition in the event program
- Logo recognition on the registration website

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

■ Activation Sponsor(s) **\$500 - \$2,000**

RAECON always has a variety of different event activations throughout the conference. Connect with our team to learn more and how to partner with us to enhance your brand's visibility at the event!



RAECON & Exhibitor Tradeshow

■ Tradeshow Exhibitor

Starting \$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 2026!)



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: 2026 - Date TBC

Location: Mayfield Dinner Theatre

Anticipated Attendance: 200+

TARGET AUDIENCE

- REALTORS®
- Public Stakeholders
- Industry Partners



Commercial Breakfast

■ Platinum Sponsor (1) **SOLD!** **\$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 pre-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 pre-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



Holiday Party & Silent Auction

OVERVIEW

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

KEY DETAILS

Date: 2026 - Date TBC

Location: Edmonton Convention Centre

Anticipated Attendance: 400+

TARGET AUDIENCE

- REALTORS®

Holiday Party & Silent Auction

■ Platinum Sponsor (1) **\$6,000**

- Opportunity to make welcoming remarks or have a short video (up to 2 minutes) 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 pre-event social media post

■ Gold Sponsor (1) **\$4,000**

- Opportunity to have a short video (up to 30 seconds) play during the event
- Drink sponsor – logo on the bar signage and drink tickets that are given out to each attendee. Plus an additional 20 drink tickets for you to distribute
- Four (4) complimentary tickets to attend the event
- Verbal recognition during the event
- Prominent signage with company logo at the event

Holiday Party & Silent Auction

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

- 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 pre-event social media post

■ Silver Sponsor (2) **\$2,500**

- Three (3) complimentary tickets to attend the event
- Entertainment sponsor – opportunity to introduce the live band
- 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 pre-event social media post

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

SOLD!

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

Holiday 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(s) **\$1,000 - \$3,000**

Each year, the RAE Holiday Party has a curated theme and several corresponding activations that are always a highlight of the event. Previous activations include a customized hot chocolate station, ice sculpture serving a beverage, caricature artist and so much more!

These activations are a perfect way to capture our audience attention. Inquire with our team for more information and which activations are planned for this year!



New Professional Network



■ New REALTOR® Dinner Sponsor

SOLD!

\$2,500

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 pre-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 **RAECON** **\$2,000** Lunch and Learn Sponsor (1)

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 pre-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



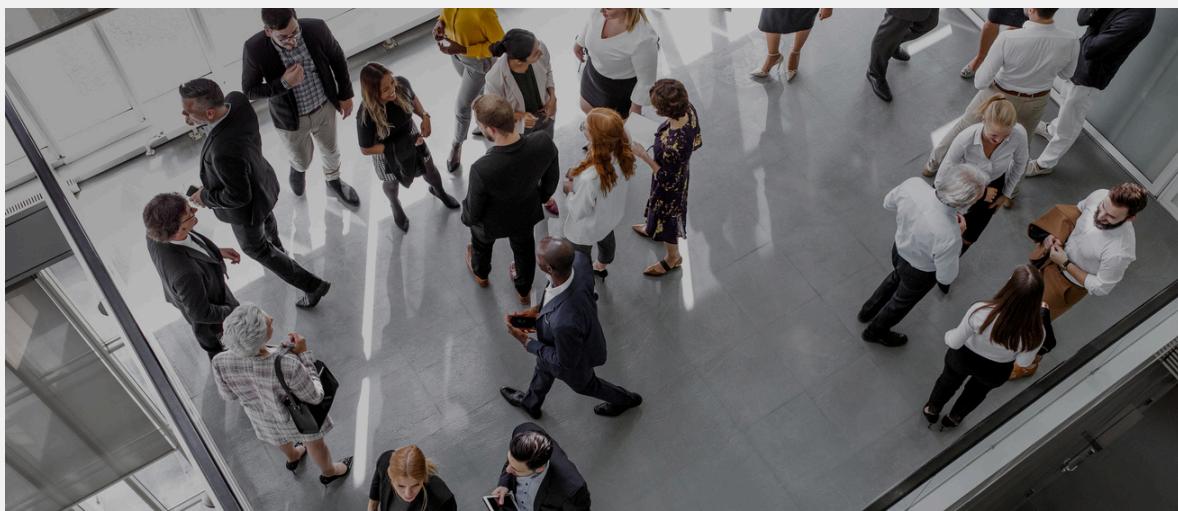
■ New Professional Network Mixer Sponsor(s)

\$1,000/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 pre-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.



Beyond the Market **NEW**

OVERVIEW

NEW this year, the RAE will be launching Beyond the Market, our Speaker Spotlight Series. Each quarter we will feature a different speaker, drawn from a variety of industries, in an informal session for our members. These events will also include time for networking, giving RAE members opportunities to not only advance their professional development but to build valuable connections.

KEY DETAILS

Date: February, June, August. Dates TBC

Anticipated Attendance: 50-100/session

TARGET AUDIENCE

- REALTORS®

■ Speaker Sponsor

\$2,000

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



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 **OR** two (2) social media posts on the RAE’s private, member-only Facebook Group and Two (2) social media posts on the RAE’s Instagram account
- 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 REA Holiday Party & 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: 2026 - Date TBC

Location: The Quarry Golf Course

Anticipated Attendance: 200+

Holiday 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.

Contact Our Team

780-453-9338
communications@therae.com
www.realtorsofedmonton.com



REALTORS® Association of Edmonton Sponsorship Agreement

Contact Information

Company ("Sponsor"): _____

Contact Name and Title: _____

Address: _____

City / Province / Postal Code: _____

Office Number: _____ Cell Number: _____

Contact Email: _____ Website: _____

Social Media Accounts

Please provide handles for any applicable platforms.

- Facebook: _____
- Instagram: _____
- LinkedIn: _____

Company Logo

Please attach hi-res version(s) of your company logo. Accepted format: EPS or PNG (with transparent background). A minimum of 2000px width is preferred.

Attach File

Company Bio

Please provide a short description of your company. (*This may be used in promotional materials for the “Event”*)

Sponsorship Details

Sponsored Event(s) ("Event"): _____

Sponsorship Level(s): _____

Total Amount: \$

Payment Information

Invoices will be issued upon confirmation of sponsorship from RAE team. Please ensure that all payments are made by the due date specified on the invoice.

Please specify preferred payment method:

- EFT**
- Cheque**
- Credit Card**

*EFT information will be provided to you

** Please make all cheques payable to REALTORS® Association of Edmonton

The Sponsor agrees to pay the full sponsorship amount to the REALTORS® Association of Edmonton. Sponsor agrees that this Sponsorship Agreement and its offer of sponsorship to RAE is subject to the attached Terms and Conditions.

I have the authority to make this offer on behalf of the Sponsor noted above and agree to the following terms outlined in this agreement:

Printed Name: _____

Date: _____

Signature: _____

Terms and Conditions

1. DEFINED TERMS. In this agreement: (a) "Agreement" means the contract between the sponsor and the REALTORS® Association of Edmonton ("RAE"), which is comprised of an application, these Terms and Conditions and RAE's acceptance of them; (b) "Application" means the application form constituting an offer made by Sponsor to RAE and forming a part of this Agreement; (c) "RAE" means the REALTORS® Association of Edmonton; (d) "Payment" means the total amount paid by the sponsor as part of the application; (e) "Sponsor" means the person, corporation or other entity described as "sponsor" in the application and entering into this Agreement with RAE (f) "Event" means the event(s) set out above; (g) "Event Material" means any printed materials available at any particular Event; (h) "Sponsorship Package" means the entirety of this document.

2. CREATION OF AGREEMENT. Sponsor's Application to sponsor the Event is an offer to RAE to enter into a contract on the terms set out in this Sponsorship Package. If Sponsor receives notice of acceptance of the offer, a contract between Sponsor and RAE is formed on the terms in this Sponsorship Package. RAE may decline to accept any offer for any reason in its sole and unfettered 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 RAE and the interests and welfare of its members, (c) the products or services are unreasonably duplicative of services or products offered by or available from RAE or any of its affiliated entities, (d) the resulting mix of products or services are not acceptable to RAE, (e) RAE concludes that the sponsorship would be inconsistent with its Rules and Regulations, including without limitation the prohibition on solicitation of associates by brokerages.

3. MARKETING MATERIALS. Sponsor may be asked to provide RAE with marketing materials such as a high-resolution logo, headshot, biography or web address. These materials will: (a) not be altered by RAE without written permission from Sponsor; (b) be reproduced on an Event website, and Event program according to Sponsor's chosen sponsorship level; (c) be used to reflect both RAE's and sponsor branding guidelines; (d) be used in conjunction with RAE's branding; and (e) be reflective of the hierarchy of sponsorship as outlined in the Sponsorship Package. Sponsor warrants that any marketing materials provided to RAE are the sole property of Sponsor, or are subject to licenses which permit Sponsor to use them for the purpose of this Agreement; Sponsor indemnifies RAE in relation to any damages, costs, fees or expenses incurred by RAE in defending any claim by a third party that marketing materials provided by Sponsor to RAE pursuant to this Agreement infringe such third party's intellectual property rights. Sponsor acknowledges that, unless separately agreed to in writing by RAE, it shall not acquire any right or interest in any name, goodwill, trade-mark, copyright or other form of intellectual property owned by RAE.

4. PHOTOGRAPHY. Sponsor, for itself and on behalf of its employees and agents (a) grants RAE the right to film, photograph and record the likeness, appearance, voice, photos and video of Sponsor and each of its employees and agents at the Event, and (b) consents to RAE'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 RAE considers appropriate.

5. STATUS. RAE and Sponsor are independent parties and neither party is a partner, legal representative, or agent of the other party. It is acknowledged by Sponsor that Sponsor shall have no authority to, and agrees that it will not make, any warranties or representations, enter into any contracts, assume or create any obligations, or make any commitment or commitments, on behalf of RAE.

6. BREACH. If Sponsor breaches any provision of this Agreement, RAE may immediately terminate the Agreement and take such other steps as RAE considers appropriate. Sponsor is liable to RAE for all costs, expenses, losses and damages resulting from such termination and RAE's enforcement of its rights, including any and all legal expenses (on a solicitor-client basis).

7. TERMINATION BY SPONSOR. Sponsor shall have the right to terminate this Agreement for convenience by providing written notice of cancellation to RAE. If Sponsor terminates this Agreement 90 days or more prior to the Event, Sponsor will be entitled to a refund minus an administration fee of \$250.00. If Sponsor terminates this Agreement less than 90 days prior to the Event RAE is entitled to retain 50 percent of the Payment, as liquidated damages and not as a penalty. If Sponsor terminates this Agreement less than 30 days prior to the Event, RAE is entitled to retain 100 percent of the Payment, as liquidated damages and not as a penalty.

8. TERMINATION BY RAE. If the Event does not take place for any cause beyond the reasonable control of RAE including, but not limited to, the destruction of the exhibit facilities, as a result of an order of a government authority, fire, boycotts, pandemic, strikes or other labor disputes, or other events of force majeure then RAE may immediately terminate this Agreement on notice to Sponsor, and RAE shall refund the Payment by Sponsor, unless otherwise agreed by Sponsor and RAE. If RAE chooses to continue with a virtual delivery of the event, a new sponsorship package may be presented to sponsors.

Further, in the event that RAE determines, acting reasonably, that any circumstance that arises between the date that Sponsor's offer is accepted by RAE, would cause the sponsorship by Sponsor for the Event to cause reputational damage to RAE, RAE may terminate the sponsorship and this Agreement upon written notice to Sponsor; in such event, RAE will refund Sponsor 100 percent of Payment.

9. CONFIDENTIALITY. The parties acknowledge that each may obtain access to confidential information from the other party pursuant to this Agreement, including business plans, financial data, and other sensitive information ("Confidential Information"). Each party agrees to keep Confidential Information confidential and use it only for the purposes of this Agreement. The confidentiality obligation does not apply to information that is already known, publicly available, or received from a third party other than as a result of a breach of this Agreement. Upon termination or completion of this Agreement, each party will return or destroy Confidential Information of the other party in its possession, and shall cause its employees to do the same. This obligation of confidentiality shall survive the termination or completion of this Agreement.

10. RESERVATION OF RIGHT TO MAKE CHANGES. RAE may make rules and regulations from time to time respecting the operation of the Event. Such rules and regulations form part of this Agreement and Sponsor shall comply with all such rules and regulations, which are brought to its attention. RAE may amend these terms and conditions from time to time in its sole discretion and, provided that such amendments apply to all sponsors, Sponsor shall be bound by all such amendments upon being notified of them.

11. LIMITATION OF LIABILITY. In any and all events, the liability, if any, of RAE to Sponsor for any cause or reason whatsoever as it relates to this Agreement shall be limited to the sum of Payment.

12. ASSIGNMENT. Sponsor shall not transfer or assign any part of this Agreement, including advertising and branding, nor permit any other person, corporation or other entity to share in Sponsor's benefits pursuant to this Agreement.

13. GENERAL. Any notice to be given pursuant to this Agreement must be given in writing (including electronic mail and facsimile transmission) but is only effective when delivered to the notice address, which for RAE is 101, 18354-118 Avenue NW Edmonton, Alberta T5S 2G2 and for Sponsor is the address, primary contact email address and fax number set out in the Application. This Sponsorship Package and RAE's acceptance of it, are the entire agreement between Sponsor and RAE respecting the subject matter of this Agreement.

14. CONTRACT AND PAYMENT. This Agreement must be signed and submitted to RAE as soon as possible once a sponsorship has been agreed upon. Full payment must be received by RAE within 30 days of the Agreement being accepted by RAE. RAE will invoice Sponsor when the signed Application has been accepted.

15. EXCLUSIVITY. RAE and Sponsor recognize that this Agreement is exclusive in the Province of Alberta for the services rendered in this Agreement, with the agreed upon sponsorship level. The parties agree that RAE may perform services for and on behalf of third parties other than Sponsor at a different sponsorship level or package. However, this does not preclude RAE from facilitating services outlined in this Agreement for or on behalf of other third parties located within Alberta.

16. BROKERAGES Broker sponsorship is permitted, however, pursuant to RAE's Rules and Regulations Part 2, Section 3 – Solicitation of Associates which states, "There shall be no solicitation of Associates during any Board organized real estate meetings, functions, events, educational courses, seminars, on Board property or venues booked by the Board for such purposes."