2021

Sponsorship Opportunities
KWAR is a member focused not-for-profit association with over 1,500 REALTOR® members serving the Waterloo Region area. We provide numerous learning and networking opportunities year-round for our REALTOR® community to elevate their professionalism and expertise.

2020 caught all of us by surprise. However, real estate has been and will continue to be an essential service. We have, like everyone else, changed the way we do business. Our membership base continues to grow, and we continue to provide resources and services to REALTORS® in our community. In spite of the pandemic, KWAR has managed to increase member engagement through our frequent and regular communications, increased training sessions, increased professional development sessions and more. In 2020, KWAR hosted over 50 events and seminars for nearly 4,000 attendees showing just how committed our members are to staying informed and connected.

KWAR is committed to providing the quality of support our members need and we are looking for the right partners to help make this happen. In 2020 we launched new events, changed the way we managed our old ones, increased media presence and we will continue this direction through 2021. Please take a moment to review this sponsorship package to see the many ways in which you can join us as an annual sponsor or sponsor specific events and activities.

Thank you,
Katrina Snider,

Events & Sponsorship Manager
For 26 consecutive years, KWAR has been hosting a charity golf tournament, and for the past 5 years the charity of choice has been Habitat for Humanity Waterloo Region. This year marks the start of a partnership between KWAR and Habitat for Humanity as we join forces and combine two separate tournaments into one – making it bigger and better than ever before.

2020’s Golf Tournament was put on hold due to COVID-19, and we know our REALTORS have an itch to play in 2021. The tournament is scheduled for Thursday, September 16 at Rebel Creek Golf Club.

There are several ways in which you can participate, whether it is through sponsorship, providing a prize donation, or putting together a team and enjoying the fun!
In the past, REALTORS® have raised over $34,293 in support of Habitat for Humanity, and Habitat raised $27,000 through their tournament. This year we have the goal of raising $45,000.

Habitat for Humanity brings communities together to help families build strength, stability, and independence through affordable homeownership. In Waterloo Region, 1 in 4 households lacks a decent, affordable place to live making them at risk of falling into a cycle of poverty. Our model of affordable homeownership bridges a gap for lower income, working families by providing them with the opportunity to purchase their own Habitat home.
<table>
<thead>
<tr>
<th>Event Marketing &amp; Posters</th>
<th>Grand Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
<th>Tee or Green</th>
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<tbody>
<tr>
<td></td>
<td>$5,000</td>
<td>$3,000</td>
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<tr>
<td>Table Top Signage</td>
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<tr>
<td>Golfers</td>
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<tr>
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<td>Optional</td>
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<tr>
<td>Thank you* Ad</td>
<td>Mention</td>
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<tr>
<td>Business Directory</td>
<td>Full Page Ad</td>
<td>1/2 Page Ad</td>
<td>1/4 Page Ad</td>
<td>1/4 Page Ad</td>
<td>Name &amp; Contact Listed</td>
<td>Name &amp; Contact Listed</td>
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<td>Score Cards</td>
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<td>Name</td>
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<tr>
<td>Tee or Green Signage</td>
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<tr>
<td>Opportunity to Place Promo Item in Welcome Bags</td>
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<td>Yes</td>
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KWARtoberfest

ABOUT THIS EVENT

Hosted annually, KWARtoberfest provides KWAR membership with an opportunity to connect with fellow REALTORS and celebrate a heritage Bavarian background through delicious food, drinks, and live music.

With an estimated 150 attendees and over 1,500 impressions this is a great way to get your company in front of the faces of REALTORS in the K-W community.

All sponsors will receive a 10x10 marketing space at the outdoor event with an opportunity to meet and chat with Kitchener-Waterloo’s REALTOR community. Along with the event space, sponsors will also receive (2) complimentary passes to attend the event.

Come celebrate the famous Oktoberfest KWAR-style. Sponsorship options are highlighted on the following page.
# KWARtoberfest

## General Sponsor (10x10 Space) $100

- 10x10 marketing space outdoor in the event grounds. Promote & network with our members - we recommend an activity to draw interest. Let us know if you have a branded tent. Marketing materials are always welcome.

## General Sponsor (10x20 Space) $150

- General event sponsors are given a 10x20 space to promote & network with our members - we recommend an activity to draw interest. Let us know if you have a branded tent. Marketing materials are always welcome.

## In-Kind Sponsor

- KWAR is looking for in-kind sponsorships to help make our event a success. Different in-kind items we are looking for include Beer, Food, Prizing and more! All in-kind sponsorships will be reviewed case by case to determine the level of on-site promotion.

## Music Sponsor $200

- The Music Sponsor will be a recognized event sponsor on all event marketing and the event registration page.

## Pumpkin Contest Sponsor $250

- Sponsor the one and only KWAR Pumpkin Carving Contest. Recognition will be promoted on event marketing and promotions as well as the registration page.

## Pretzel Sponsor $600

- The Pretzel Sponsor will be promoted on all event marketing promotions and the registration page. Your logo will be recognized on the pretzel packaging.
REALTOR® Run

ABOUT THIS EVENT

REALTOR® Run hosted by the Kitchener-Waterloo Association of REALTORS® aims to feature the best of Waterloo Region and surrounding areas all while raising funds and awareness for a chosen charity. This event takes place over a full week and invites participants to walk or run 5 kilometers in their neighborhood.

Real Estate is all about location and we would like to feature Kitchener-Waterloo and the surrounding areas to help promote what makes our community such a great place to live. We highly encourage participants to use social media in advance of the Run to promote their fundraiser pages and encourage pledges.

The event first kicked off in 2020 as a COVID-proof way to get Realtors out in the community and brought us a huge success in raising over $25,000. REALTOR Run is coming back in 2021 and will be larger with additional runs added to the program including virtual & in-person races.

Anyone can participate regardless of skill. The 5K course can be ran competitively, or participants can walk/wheel a little bit each day.
REALTOR® Run

**T-SHIRT SPONSOR**  $750
Logo on back of race shirt
Logo and link to your website along the side bar of the event registration page
Mention on event page
Mention on communication emails to registered racers

**RACING APP SPONSOR**  $500
Logo on back of race shirt
Logo and link to your website along the side bar of the event registration page
Mention on event page
Mention on communication emails to registered racers

**PLAYLIST SPONSOR**  $250
Logo on the playlist album cover (hosted on Spotify)
Mention on event page
Mention on communication emails to registered racers
Playlist will be sent out to all runners and titles as the official REALTOR® Run playlist

**PRIZE SPONSOR**  $300
Fitbit prize will be given to the racer who raised the most funds
You will be mentioned as the sponsor for the prize in event details
Mention on event page
Mention on communication emails to registered racers

**RUNNERS KIT SPONSOR**  $100 (PLUS IN KIND ITEMS)
First 100 registered racers will receive a runners kit filled with goodies as a thank you for participating
Supply 100 branded items to put in the kit
You will receive a mention on the event page and be included in communication emails to registered racers

In addition to this, you are welcome to sponsor a set number of racers and we can promote them as spots offered by your company. Each registration is $30+ fees.
The housing market has a large impact on the economy, making it one of the most highly anticipated events for not only KWAR members but the public as well! Hosted online or in-person, this event reaches nearly 300 visitors ranging from REALTORS, members of the community, and politicos of the region.

Housing Market Insights shares information regarding Kitchener-Waterloo’s housing market and expands to provincial and national presentations from senior economists.

Our community is learning to live and work in unprecedented times. KWAR brings in local Mayors both rural and urban to answer questions sent to us from our membership base.

Attendees have the opportunity to hear directly from our local leaders as they focus on re-opening the economy and plan for recovery. We find out what they have been talking and thinking about as Waterloo region responds to the current issues, plans for growth, and their vision to preserve and enhance the quality of life in our region.
Additional Sponsorship Opportunities

**PROFESSIONAL DEVELOPMENT SEMINARS**

Real Estate is constantly changing and KWAR believes it’s important to keep our members up-to-date on everything they need to know to be a successful REALTOR®. In 2020, KWAR hosted on average a total of two professional development seminars per week totaling more than 3,000 viewers over the year. The sessions cover a range of topics including: marketing, technology, law, certifications, listing rules and more.

*Annual Sponsors will have the opportunity to not only be promoted as a seminar sponsor but also attend and introduce the session speaker(s).*

**AFFINITY SPONSORSHIPS**

Do you have a special service or offering you would like to make exclusively available to our members at KWAR? Join us as an affinity sponsor and KWAR will promote your company to our 1,500 plus members.

We will link our members to you on our affinity partner page in the members area of our website. You will also get the opportunity to add swag and promotional elements in our event kits throughout the year.

**YOUR PROFESSIONAL SOCIAL NETWORK (YPSN) EVENTS**

This network provides members with opportunities for involvement in association leadership, and various other education and networking.

*We are always introducing new events and opportunities for sponsors to be involved. Please contact us if you need more information.*
# Annual Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Details</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong> ($15,000)</td>
<td>- Exclusive Sponsorship: Branded webpage on KWAR website, 5 Targeted emails</td>
<td>- Social media mentions, Platinum sponsor on all special events, 4 Seminar sponsorships, Reduced rate for YPSN events, Complimentary attendance to 2 YPSN events</td>
</tr>
<tr>
<td><strong>Gold</strong> ($7,500)</td>
<td>- Logo and link on KWAR website, Social media mentions, 3 Targeted emails</td>
<td>- Gold sponsorship on all special events, 3 Seminar sponsorships, Reduced rate for YPSN events, Complimentary attendance to 1 YPSN event</td>
</tr>
<tr>
<td><strong>Silver</strong> ($5,000)</td>
<td>- Logo and link on KWAR website, Social media mentions, 2 Targeted emails</td>
<td>- Social media mentions, Silver sponsorship on all special events, 3 Seminar sponsorships, Reduced rate for YPSN events</td>
</tr>
<tr>
<td><strong>Bronze</strong> ($3,000)</td>
<td>- Logo and link on KWAR website, Social media mentions</td>
<td>- Social media mentions, Bronze sponsorship on all special events, 2 Seminar sponsorships, Reduced rate for YPSN events</td>
</tr>
<tr>
<td><strong>Friend</strong> ($1,000)</td>
<td>- Logo and link on KWAR website, Social media mentions</td>
<td>- Social media mentions, Friend sponsorship on all special events, 2 Seminar sponsorships, Reduced rate for YPSN events</td>
</tr>
</tbody>
</table>

Join us as an annual sponsor with KWAR and get a larger return on your investment with sponsorship recognition year-round.

Please contact katrina.snider@kwar.ca for more information on annual sponsorships with KWAR.
KATRINA SNIDER
Events Sponsorship Manager

katrina.snider@kwar.ca

(519) 576 - 1400 ext. 228