

SPONSORSHIP PACKAGE

2024
OPPORTUNITIES



OUR PROFILE

Edmonton CREW is the leading organization dedicated to the advancement of women in the Edmonton commercial real estate industry. As part of the CREW Network, the industry's premier networking organization, Edmonton CREW is dedicated to transforming the commercial real estate industry by advancing women as leaders in commercial real estate. CREW Network's membership of 14,000 professionals in 80 major global markets represents all aspects of commercial real estate-providing our members with direct access to real estate professionals across all geographies and disciplines.

OUR MISSION

Building a powerful, professional network to advance women as leaders in commercial real estate.

OUR SPONSORS

Edmonton CREW continues to offer a strong value proposition for our sponsors by:

- Promotion of and visibility for your company via our weekly email blasts, our website with a direct link to your site, social media blasts and much more
- Positioning your company as a leader in supporting diversity and the advancement of women in CRE
- Empowering your employee-members to excel in business development through meaningful networking locally and globally via numerous CREW Network chapters around the world
- Providing your employee-members with career-building skills through leadership opportunities, education events, scholarships, and community outreach programs
- Providing access to industry research that informs best practices

DEAR RETURNING & POTENTIAL SPONSOR,

Welcome to Edmonton CREW! We are a dynamic and dedicated group of commercial real estate professionals in Edmonton. Our organization is committed to empowering women in the field, fostering professional growth and development, and facilitating networking opportunities. We are excited to reach out to you in the hopes of forming a partnership that will assist us all in achieving our goals.

We have been rapidly growing over the last 3 years, and sponsors like you have allowed us to keep up, and to take flight. In mid-2023, we reached large chapter status with Crew Network for the first time, meaning that we have reached over 160 members in the Edmonton Chapter. In the few months since, we have surpassed 185 members.

The Edmonton CREW Board, and each of our committees, have been working hard to ensure that we offer programming that meets the needs of all our expanded membership. In 2023, Edmonton CREW hosted or participated in over 45 events. Some highlights include:

- Our signature Kelowna Retreat;
- Cruising on the Edmonton Riverboat;
- Our Annual Real Estate Forum Mixer;
- A Canadian CREW Chapters Cocktail Night in Atlanta;
- CREW Mates Mentorship series, connecting our more junior members with our impressive suite of executives and top performers;
- A Speaker Snacks series, helping our members with their public speaking skills;
- A Coffee Talk series, providing a space for personal conversations between our members;
- A variety of Educational Events, including on the World of Insurance, the ABCs of Leasing, the new Zoning Bylaw, Compensation Negotiation, Build Out and Design, Navigating Construction Challenges and Tenant Improvements, and Mortgages;
- Numerous schmoozes, social events, and opportunities to build meaningful connections; and
- Collaborations with other industry groups, including NAIOP, BOMA and the University of Alberta.

In 2024, we aim to continue to offer premier programming to members and their guests, in furtherance of our goals of personal and professional growth and advancing the successes of women in commercial real estate. We have a full schedule of events planned, including some signature special events, and we look forward to seeing you there.

Enclosed you will find our 2024 sponsorship opportunities package. Sponsors of Edmonton CREW will receive recognition throughout the course of the year via virtual and in-person platforms such as our email newsletters, brand exposure at CREW events, and social media spotlights. Edmonton CREW will continue to deliver our sponsors enhanced value, including exposure to our 185+ members from over 125 different organizations in Edmonton, our 660+ subscribed contact list, and 725+ followers on Instagram and 1200+ followers on LinkedIn.

To our returning and future sponsors, your belief in our mission is so deeply appreciated. We look forward to the possibility of working together and making a positive difference in our industry.

Sincerely,

JENNA WEINKAUF

2024 President, Edmonton CREW
Counsel, Dentons Canada LLP



OUR STATS

Transforming the Commercial Real Estate Industry by advancing women globally.

ACTIVE ON



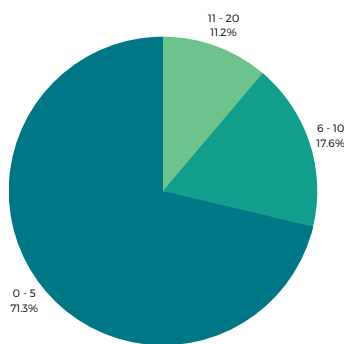
660+
SUBSCRIBED

725+
INSTAGRAM FOLLOWERS

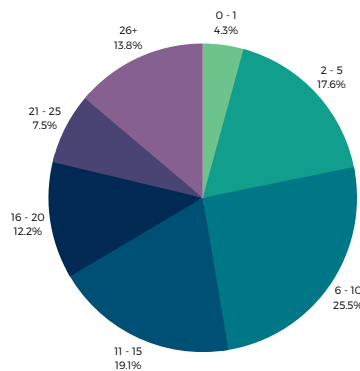
1200+
LINKEDIN FOLLOWERS

8000+
MONTHLY LINKEDIN
IMPRESSIONS

**YEARS OF
CREW MEMBERSHIP**



**YEARS OF CRE
EXPERIENCE**



OUR EDMONTON CREW MEMBERS ARE



**EDMONTON CREW IS A PART OF CREW NETWORK,
WHICH MEANS WE ARE PART OF A NETWORK OF**

80+
MARKETS

14K
MEMBERS
GLOBALLY

73%
MEMBERS IN
SENIOR
LEADERSHIP

72%
GIVE MEMBER
REFERRALS

OUR OPPORTUNITIES

2024 SPONSOR BENEFITS	DIAMOND \$10,000	PLATINUM \$7,000	GOLD \$5,000	SILVER \$3,000
Number of opportunities available*	4	10	15	unlimited
DIGITAL EXPOSURE (VIRTUAL AND/OR IN PERSON)				
Prominent logo recognition in bi-weekly newsletter	✓			
Advertisement in bi-weekly newsletter (x3 annually)	✓			
Advertisement in bi-weekly newsletter (x2 annually)		✓		
Advertisement in bi-weekly newsletter (x1 annually)			✓	
Logo feature in bi-weekly newsletter (x1 annually, shared)				✓
Logo recognition in bi-weekly newsletter	✓	✓	✓	✓
Logo recognition in event and e-mail campaigns	✓	✓	✓	✓
Logo recognition on Edmonton CREW social media	✓	✓	✓	✓
Company logo on the Edmonton CREW Website	✓	✓	✓	✓
Link from Edmonton CREW website to company website	✓	✓	✓	✓
Opportunity to post jobs in bi-weekly newsletter	✓	✓	✓	✓
EVENT EXPOSURE (VIRTUAL AND/OR IN PERSON)				
Opportunity to moderate or host an event	✓			
Logo recognition at events	✓	✓		
Verbal recognition at all events	✓			
Verbal recognition at 3 events (Platinum level collectively)		✓		
Verbal recognition at 1 event (Gold level collectively)			✓	
COMPLIMENTARY MEMBERSHIPS & EVENT TICKETS (VIRTUAL AND/OR IN PERSON)				
1 Edmonton CREW membership	✓	✓		
4 tickets for Edmonton CREW Education Events	✓			
2 tickets for Edmonton CREW Education Events		✓		
1 ticket for Edmonton CREW Education Events			✓	
Note: Events will be held virtually or in-person in accordance with health guidelines and at the discretion of the Board.				
<i>* The CREW board reserves the rights to make amendments to the matrix as to best support the chapter while providing our sponsors with the best value and visibility.</i>				

A LA CARTE

Please indicate selection on the Donor Form (last page) for additional opportunities at Special Events.

Signature annual / bi-annual events such as galas, retreats, etc		
SPONSOR BENEFITS	Keynote Speaker \$8,000	Signature Sponsor \$3,000
Number of opportunities available*	1	4
Opportunity to host	✓	
Presents awards applicable to event		✓
Note: *Further opportunities will be available at a future date and may include but not limited to events listed above depending on the year.		

Gift-in-kind sponsorship opportunities are available.

Contact us to discuss potential features and benefits.

SPONSORSHIP DONOR FORM

CONTACT INFORMATION

First Name

Last Name

Title

Email

Work Phone

Cell Phone

Signature

SPONSOR INFORMATION

Company Name

Office Address Line 1

Office Address Line 2

City/Town

Province

Postal Code

Date

SPONSORSHIP LEVELS

Please indicate desired level.

- ☐ Diamond (\$10,000)
- ☐ Platinum (\$7,000)
- ☐ Gold (\$5,000)
- ☐ Silver (\$3,000)
- ☐ Special Events _____

SUBMISSION

Please email your completed commitment form, along with an EPS/PNG of your logo to admin@edmontoncrew.ca. A member of the Sponsorship Committee will contact you to confirm the level of sponsorship and arrange for invoicing and payment. If you have any questions, please contact:

Vanessa Houliaras
Edmonton CREW Sponsorship Chair
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OUR 2023 SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER

