

SPONSORSHIP PACKAGE

2025
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,

Each year we are immeasurably grateful for the many dedicated sponsors of Edmonton CREW. As an organization committed to the empowerment and professional growth of women throughout the commercial real estate industry, your unwavering support allows us to achieve our vision.

2024 has welcomed 44 new members, and Edmonton CREW has been singled out as one of the chapters with the highest retention rate across North America! This 84% retention is evidence that the quality of programming and events offered to our members are making an impact.

Some of the highlights of 2024 have been the always popular Portraits and Prosecco where attendees receive an updated professional head shot; a highly successful education lunch where Dr. Shafeena Premji, specialist in women's health concerns, discussed Perimenopause and Menopause: Fostering Inclusivity in the Workplace; and for the first time in Canada, the CREW Network national convention was held in Vancouver, where our Edmonton chapter had a record turnout of 31 attendees who were able to network with colleagues from across the country, and 1,400 other industry professionals throughout North America. As we enter the final quarter of 2024, Edmonton CREW will be hosting its signature gala Breaking Ground, where we will gather for a memorable evening to celebrate the contributions our members have made, and successes they have achieved over the last two years.

This was also the year for Edmonton CREW to develop its 2024-2026 strategic plan. Board members met with a representative from CREW Network for an intensive two-day planning session where we discussed the future of our rapidly growing chapter, and what we would like to achieve over the next three years. With your ongoing partnership, we will continue to provide effective educational programming, opportunities to connect newer industry members with experienced mentors, and unparalleled events bringing together our current network of professionals and expanding our reach to new allies across the industry.

2025 will include our regular Educational and Social programming, along with our signature bi-annual retreat which has become a must-attend event for our members. We look forward to further solidifying our partnerships with you into 2025 and beyond, as we celebrate our dedicated members, welcome new members, and elevate the impact of our Commercial Real Estate Women.

Sincerely,

KARA ENGLEY, CPA, CGA
2025 President, Edmonton CREW
VP Finance, Camgill





72%
**GIVE MEMBER
REFERRALS**



ANNUAL OPPORTUNITIES

2025 Sponsor Benefits	Diamond \$10,000	Platinum \$7,000	Gold \$5,000	Silver \$3,000
Number of opportunities available	4	10	15	Unlimited
DIGITAL EXPOSURE				
Prominent logo recognition in 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 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	✓	✓	✓	✓
EVENT EXPOSURE (VIRTUAL AND/OR IN PERSON)				
Opportunity to moderate or host an event	✓			
Logo recognition at all events	Stand Alone	Shared		
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			✓	
Bring a guest to a Members Only Event (excluding signature event)	✓	✓	✓	
LEADERSHIP RETREAT (OUT OF TOWN)				
Complimentary attendee registration (reserved)	1			
Early bird registration (1 per sponsor)		✓	✓	
Verbal recognition at event opening & closing	✓	✓		
Logo recognition in program	✓	✓	✓	✓
Note: Events will be held virtually or in-person in accordance with health guidelines and at the discretion of the Board. 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.				

Gift-in-kind sponsorship opportunities are available.

Contact us to discuss potential features and benefits.

SIGNATURE EVENT OPPORTUNITIES

The 2023 leadership retreat was held in the stunning Kelowna, British Columbia. This event offered numerous networking opportunities, engaging development workshops, inspiring keynote speakers, and education tailored to the local context. Be sure not to miss the upcoming 2025 retreat!

2025 Leadership Retreat (Out Of Town)	Presenting \$6,000	Premier (6 Opportunities) \$3,000						Retreat Circle \$1,500
		Opening Reception	Breakfast	Lunch	Coffee Break	Lanyards*	Welcome Gift*	
Number of opportunities available*	1	1	1	1	1	1	1	Unlimited
DIGITAL EXPOSURE								
Logo recognition in event branding	✓							
Pre- and post-event promotion	✓ Prominent	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo
Stand alone appreciation post on channels	✓							
Shared appreciation post on channels		✓	✓	✓	✓	✓	✓	
EVENT EXPOSURE								
Exclusive sponsorship spotlight across all channels	✓							
Exclusive naming opportunity	✓							
Shared appreciation post		✓	✓	✓	✓	✓	✓	
Individual verbal recognition	✓	✓ At Opening Reception	✓ At Breakfast	✓ At Lunch	✓ At Coffee Break			
Collective verbal recognition at opening and closing events	✓	✓	✓	✓	✓	✓	✓	✓
Introduce keynote speaker	✓							
Signage at event	✓	✓ At Opening Reception	✓ At Breakfast	✓ At Lunch	✓ At Coffee Break			
Recognition on event program	✓ Prominent	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo
EVENT REGISTRATION								
Complimentary registrations	2	1	1	1	1	1	1	
Access to early bird registration (1 per sponsor)								✓
Note: Events will be held in-person in accordance with health guidelines and at the discretion of the Board. 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. Lanyards and gifts will be supplied by Edmonton CREW and co-branded with the sponsors logo.								

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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)
- ☐ Signature Event _____

SUBMISSION

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

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OUR 2024 SPONSORS

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RESIDENTIAL CORPORATION

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Construction Managers

Innerspaces

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JLL

LANDREX

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