

SPONSORSHIP AT EDMONTON CREW

ABOUT US

With over 100 members, Edmonton CREW is the leading organization for senior-level executive women in the Edmonton commercial real estate field. 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 more than 11,000+ professionals in 75+ 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.

DID YOU KNOW?

- Edmonton hosts over 12 events annually, including bi-annual Breaking Ground signature gala
- 475 people receive our weekly e-blasts
- Over 100 members representing over 80 companies in Edmonton and Area
- Edmonton CREW Members have an average of 15 years of industry experience
- Member representation from development, brokerage, finance, property management, professional services, engineering, environmental services, architectural and interior design services, and more
- High sponsor retention, the majority of sponsors return year after year
- We are a chapter of CREW Network, which was founded in 1989
- 2020 is Edmonton CREW's 10th Anniversary

WHY SPONSOR?

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

Our 2020 Sponsorship Matrix is attached outlining the many benefits of sponsoring Edmonton CREW.

NEW FOR 2020

You'll note the addition of opportunities to support our **2020 Breaking Ground Signature Gala!** This event is a premier Networking Gala for the Commercial Real Estate Industry in Edmonton.



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2020 SPONSORSHIP MATRIX

ANNUAL SPONSORSHIP OPPORTUNITIES	Diamond	Platinum	Gold	Silver
Cost	\$7,500	\$5,000	\$3,000	\$1,500
Number of opportunities available	4	6	10	unlimited
A. Promotional Opportunities & Recognition	Diamond	Platinum	Gold	Silver
Recognition of company logo at all events (over 12 per year) on standing banner signage at entrance or prominent location of event	Individual banner	Shared platinum sponsors banner		
Speaking Opportunity at a CREW Event	x			
Verbal recognition at CREW events	All events	2 networking + 1 education events	1 education event	
Company logo on Edmonton CREW's weekly email newsletter	x	x	x	x
Social Media opportunity to spotlight company/employee/project via Edmonton CREW social media platforms, including interactions with sponsor content	x	x	x	
Ad/Promo feature in weekly newsletter - advertised as a featured sponsor in those newsletters (times per year)	3 (large)	2 (medium)	1 (medium)	1 (shared)
Company logo on the Edmonton CREW Website	x	x	x	x
Link to corporate website from Edmonton CREW website	x	x	x	x
Opportunity to advertise job postings and student internships on Edmonton CREW weekly newsletters	x	x	x	x
B. Tickets and Memberships	Diamond	Platinum	Gold	Silver
Complimentary Membership (\$425 value)	1	1		
Complimentary Registrations to Education Events	4	2	1	
Complimentary Registration to CREW Real Estate Forum reception	x	x	x	x
Complimentary Registration to CREW networking events	x	x	x	x
Complimentary Registration to CREW Sponsor Appreciation Event	x	x	x	x
Pre-sale opportunity to purchase tickets for Breaking Ground 2020	x	x	x	x
C. Promotional Opportunities & Recognition at 2020 Breaking Ground Gala	Diamond	Platinum	Gold	Silver
Company logo displayed in gala program, and in gala sponsor loop	x	x	x	x
Company logo displayed on evite and gala webpage	x	x	x	x
Verbal recognition at gala	x	x		
Standing Banner signage at entrance or prominent location of gala	Individual banner	Shared platinum sponsors banner		
Ability to pre-purchase tickets prior to general sales	x	x	x	x

Note Gift-in-Kind Sponsorships: Minimum \$1,000.00. Benefits to be discussed based on value of Gift-in-Kind.



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2020 BREAKING GROUND GALA SPONSORSHIP OPPORTUNITIES

TYPE OF OPPORTUNITY	Keynote Sponsor	Signature Sponsor	Gala Dinner Sponsor	Wine Sponsor	Dessert Sponsor
Cost	\$15,000	\$10,000	\$8,000	\$5,000	\$5,000
Number of opportunities available	1	3	1	1	1
Annual Sponsorship Benefits – obtain all benefits of this level for 2020 calendar year	Diamond	Platinum	Gold	Silver	Silver
Speaking opportunity at Breaking Ground Gala	Introduce Keynote Speaker	Present 1 of 3 major awards			
Special recognition of company logo			Tied into dinner	On or tied to wine	On or tied to dessert
Gala VIP Tickets	8	8	4	4	4
Access to pre-gala VIP cocktail reception	8	8	4	4	4
Company logo displayed in gala program, and in gala sponsor loop	x	x	x	x	x
Company logo displayed on evite and gala page	x	x	x	x	x
Standing Banner signage at entrance or prominent location of gala	Individual banner	Shared with platinum sponsors			
Verbal recognition in script during the gala	x	x	x	x	x
Social media mentions by Edmonton CREW in connection with gala	16	5			
Post-gala marketing recognition	x	x			

Note Gift-in-Kind Sponsorships: Minimum \$1,000.00. Benefits to be discussed based on value of Gift-in-Kind.

If you have any questions, please contact:

Alison Hansen-Carlson
Edmonton CREW Sponsorship Chair
Avison Young, Associate
p. 780-702-0692
c. 780-686-8605
e. alison.hansen-carlson@avisonyoung.com

Laura Bradley
Edmonton CREW President-Elect
Manulife Investment Management, Leasing Director
p. 587-337-0008
e. laura.bradley@manulife.com

SUPPORT OUR CREW

www.edmontoncrew.ca



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2020 SPONSORSHIP COMMITMENT FORM

SPONSOR INFORMATION

Company Name					
Office Address					
City		Province		Postal Code	

CONTACT INFORMATION

First Name			Last Name		
Title					
Work Phone		Ext.		Cell Phone	
Email					

2020 ANNUAL SPONSORSHIP LEVELS

Please indicate desired sponsorship level (Refer to page 1, section A-C in 2020 Sponsorship Matrix for included benefits)

- Diamond (\$7,500) Platinum (\$5,000) Gold (\$3,000)
 Silver (\$1,500) Gift-in-Kind (specify amount, min. \$1,000.00)

2020 BREAKING GROUND GALA SPONSORSHIP LEVELS

Please indicate desired sponsorship level (Refer to page 2 in 2020 Sponsorship Matrix for included benefits)

- Keynote Sponsor (\$15,000) Signature Sponsor (\$10,000)
 Gala Dinner Sponsor (\$8,000) Wine Sponsor (\$5,000)
 Dessert Sponsor (\$5,000) Gift-in-Kind (specify amount, min. \$1,000.00)

Applicant Signature

Date

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:

Alison Hansen-Carlson
Edmonton CREW Sponsorship Chair
Avison Young, Associate
p. 780-702-0692
c. 780-686-8605
e. alison.hansen-carlson@avisonyoung.com

Laura Bradley
Edmonton CREW President-Elect
Manulife Investment Management, Leasing Director
p. 587-337-0008
e. laura_bradley@manulife.com



THANK YOU TO OUR 2019 SPONSORS

DIAMOND SPONSORS



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PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

