Sponsorship Opportunities

2023
The Waterloo Region Association of REALTORS® (WRAR) is a new association formed through the recent amalgamation between the Cambridge Association of REALTORS® and the Kitchener-Waterloo Association of REALTORS®. We have a new name, a fresh start, but the same awesome REALTOR® community—just better together!

While WRAR officially began offering member services on August 1, 2022, the two previous associations have over 150 years of combined experience. We are proud to support the needs of REALTORS® and brokerages serving one of Canada’s fastest-growing and thriving communities—Waterloo Region. WRAR is a member-focused not-for-profit association with over 2,500 REALTOR® members serving the Waterloo Region area. We host ongoing educational and networking opportunities year-round for our REALTOR® community to elevate their professionalism and expertise. WRAR also provides several ways for members to give back to the communities they serve through Association charity events & initiatives held throughout the year. 2022 saw a gradual return to a new normal for education, events, and connecting with the membership. WRAR has successfully adapted many of the programs offered to members in a hybrid format, allowing them the flexibility this industry so often requires. WRAR remains committed to adapting its services to bring exciting opportunities to members and sponsors year-round while providing a safe and accessible space for attendees.

WRAR is building a strong Waterloo Region community and is proud to have raised over $43,000 for Habitat for Humanity Waterloo Region at our first Annual WRAR Charity Golf Tournament in September 2022. Since amalgamating on August 1, WRAR has also recently participated in the Hockey Helps The Homeless Waterloo Region tournament, raising over $11,000 for local shelter-based charities. The association also introduced a Winter Boots & Coats Drive as part of Realtors Care® Week 2022, which will help those most in need in within Kitchener-Waterloo and Cambridge.

Looking ahead to 2023, WRAR is committed to providing our members with the highest quality support and services, and we are looking for the right partners to help make this happen. Last year, WRAR held over 140 events and seminars for nearly 4,000 attendees, showing how committed our members are to staying informed and connected. As a new association, we look forward to welcoming back our much-loved events while introducing new and refreshed ones. If you and your business would like to be part of WRAR’s exciting future, please take a moment to review this sponsorship package and see the many ways in which becoming a WRAR Annual Sponsor will connect you with our member community throughout the upcoming year!

Britanie Hagen
Events & Sponsorship Manager
WRAR presents multiple educational events to our membership throughout the year including the Signature Series. These events feature expert panels, industry tradeshows, and networking opportunities for members and sponsors alike. We look to expand this series in 2023 to exciting venues across the Waterloo Region with a goal of highlighting the most current hot topics, tech, and trends within KCW communities.

This network provides members with opportunities for involvement in association leadership, community initiatives, and various other education and networking events throughout the year. Past YPSN events include ‘Adopt-A-Road Clean Up Days’, ‘Coffee In The Park’, ‘Beers & Business’, ‘Past Presidents’ Panel’, ‘Let’s Get Real with WRAR’s Executive Council’, and more. We are looking forward to building a thriving WRAR YPSN network of members. Annual sponsors are always recognized at these events and some events are open to sponsors to get involved with or attend.
ABOUT THIS EVENT

In 2022, we were thrilled to be able to host our first Annual WRAR Charity Golf Tournament, which was hosted at Rebel Creek Golf Club on September 15, 2022, and was the Association’s first event as the Waterloo Region Association of Realtors®. This year’s SOLD OUT tournament saw members from both previous Associations come together for a fantastic day of networking, competition & fundraising, with proceeds going to Habitat for Humanity Waterloo Region (HFHWR). A 2-week online auction was also held leading up to the event. Through the support of sponsors, auction item donors, and our participants, a donation of over $43,500 was made to HFHWR!

We look forward to this event continuing to grow as a result of the amalgamation, and a tentative date of September 14, 2023, has been scheduled for next year’s tournament.

There are several ways in which you can participate in this event, whether it is through sponsorship, providing an online auction item or tournament prize donation, or putting together a foursome and enjoying the fun on the course! Exclusive sponsorships are also available to those looking to increase their presence at this event.
PROFESSIONAL DEVELOPMENT SEMINARS
Real Estate is constantly changing and WRAR believes it is important to keep our members up-to-date on everything they need to know to be a successful REALTOR®. In 2022, WRAR hosted an average 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, designation courses, 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). If you are interested in presenting a seminar in your area of expertise as part of our Professional Development program, that opportunity is also available to annual sponsors. Please reach out to britanie.hagen@wrar.ca to discuss this opportunity.

MEMBER APPRECIATION EVENTS
As a member-focused organization, it is a key piece of WRAR’s events program to host events throughout the year that celebrate and recognize our 2,500 members. This will be done through a variety of event types which could range from after-hour events to more family-friendly events such as an ice skating party we’re looking forward to hosting in early 2023. Member appreciation events offer unique, exclusive sponsorship opportunities that can greatly increase a sponsor’s presence with members.

AFFINITY SPONSORSHIPS
Do you have a special service or offering you would like to make exclusively available to our members at WRAR? If your affinity offering is a fit, WRAR will include you in our Affinity program. Affinity sponsors are linked on our affinity partner page in the Members’ Area and on our website. You will also get the opportunity to add company swag and promotional elements in our event kits throughout the year.

We are always introducing new events and opportunities for sponsors to be involved with. Please contact us if you need more information.
WRAR makes it a priority to regularly connect with its membership through various means of communication. Part of this is our online interaction with members through our social media platforms and our website (www.wrar.ca).

Association sponsors are part of these interactions as we promote sponsorships of our upcoming professional development sessions, events, and annual sponsorship recognition posts. Sponsors at the silver, gold, and platinum levels also have the opportunity to send targeted emails to WRAR members throughout the year. You can follow and engage with the latest WRAR news and updates on Facebook (@waterlooregionrealtors), Instagram (@wr.realtors), Twitter (@wr_realtors), and LinkedIn (@waterlooregionrealtors).
## BECOME A SPONSOR

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<tr>
<th>Level</th>
<th>Benefits</th>
<th>Sponsorship Recognition</th>
<th>Additional Benefits</th>
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| **Platinum (>$15,000)** | - Branded webpage on WRAR website  
- 4 Targeted emails (to be provided to WRAR)  
- Social media mentions  
- 4 Seminar sponsorships  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship  
- Complimentary attendance to 2 YPSN events | at all WRAR events | |
| **Gold ($>7,500)** | - Logo and link on WRAR website  
- 2 Targeted emails (to be provided to WRAR)  
- Social media mentions  
- 3 Seminar sponsorships  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship  
- Complimentary attendance to 1 YPSN event | at all WRAR events | |
| **Silver ($>5,000)** | - Logo and link on WRAR website  
- Social media mentions  
- 1 Targeted email (to be provided to WRAR)  
- 2 Seminar sponsorships  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship | at all WRAR events | |
| **Bronze ($>3,000)** | - Logo and link on WRAR website  
- Social media mentions  
- 1 Seminar sponsorship  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship | at all WRAR events | |
| **Friend ($>1,000)** | - Logo and link on WRAR website  
- Social media mentions  
- 1 Seminar sponsorship  
- Name on annual sponsor banner | at all WRAR events | |

Sponsorship at this level guarantees category exclusivity at this sponsorship level.

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

Sponsor benefits depend on the timing of the sponsorship agreement. Included benefits will be confirmed at the time of commitment.

Please contact britanie.hagen@wrar.ca for more information on annual sponsorships with WRAR.

All annual sponsorship packages are subject to HST.

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Targeted emails are circulated by WRAR on the sponsor’s behalf. Emails must be pre-approved and managed by WRAR. Submitting emails to WRAR for distribution is the responsibility of the sponsor. Seminar sponsorship dates will be assigned by WRAR at their discretion.
THANK YOU TO OUR 2022 SPONSORS

RBC Royal Bank

Activa

Homes+

Fusion Homes

Premier Mortgages

Showingtime

Wicked Digital Marketing

Victor Law Office

MTE

Paquette Travers Lawyers

thePersonal

Beyond the Stage Homes

Waterloo Region Record

Pillar to Post Home Inspectors

WRAR

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