2024
SPONSORSHIP OPPORTUNITIES
The Waterloo Region Association of REALTORS® (WRAR) is a testament to the amalgamation between the Cambridge Association of REALTORS® and the Kitchener-Waterloo Association of REALTORS®. As of August 1, 2022, WRAR began its journey, merging the extensive 150 years of combined experience from its predecessor associations.

Excitingly, the Waterloo Region Association of REALTORS® have recently voted to merge with the REALTORS® Association of Hamilton-Burlington, the Simcoe and District Real Estate Board, and the Mississauga Real Estate Board. This momentous decision signifies the formation of a new and larger entity, what we call the "Cornerstone Association of REALTORS®". As we look ahead to this transformative venture, slated to take effect on July 1, 2024, our commitment to providing unparalleled support and services to our members remains unwavering.

Proudly catering to the needs of REALTORS® and brokerages within one of Canada's fastest-growing and vibrant communities—the Waterloo Region—WRAR remains a member-focused, not-for-profit association. With a robust membership of over 2,500 dedicated REALTOR® members serving the Waterloo Region area, we continually strive to elevate professionalism and expertise through ongoing educational programs and year-round networking opportunities.

Moreover, WRAR actively fosters a culture of community service among its members, providing avenues to give back through various charity events and initiatives held throughout the year. Our commitment extends beyond professional development; we aim to contribute positively to the communities we serve.

At WRAR, we are dedicated to evolving our services and ensuring a continuous flow of exciting opportunities for our members and sponsors. In our pursuit of building a stronger Waterloo Region community, we proudly raised over $43,000 for Habitat for Humanity Waterloo Region during our Annual Charity Golf Tournament in September 2023.

Throughout the past year, WRAR hosted over 110 events and seminars, drawing nearly 4,000 attendees—an example of our members' unwavering commitment to staying informed and connected. Should you and your business wish to be part of this groundbreaking transition and contribute to the dynamic future, we invite you to review our sponsorship package. Thank you for considering this opportunity to join us on this exciting journey of growth and community empowerment.

Katrina Snider
Stakeholder Relations Manager
WRAR organizes a diverse array of educational gatherings for our members and also events open to the public. Our aim is to spotlight the most pressing contemporary issues, cutting-edge technology, and emerging trends.

In 2023, WRAR hosted compelling events such as a Regional Mayors Panel discussing the pressing topics within our region and an illuminating session on Housing Market Insights, which provided invaluable knowledge on the housing market landscape. As we set our sights on 2024, we envision crafting similar impactful events to continue delivering exceptional value to our members and the community.
We were thrilled to be able to host our third Annual WRAR Charity Golf Tournament, which was hosted at Rebel Creek Golf Club on September 14, 2023. WRAR proudly announces that it recently donated $43,636.87 to Habitat for Humanity Waterloo Region (HFHWR). The golf tournament sold out quickly this year, but that didn’t stop the community from participating in the cause. The online auction, which ran for two weeks leading up to the tournament, contributed to the overall donation.

We look forward to this event continuing to grow as a result of the amalgamation, and a tentative date of September 12, 2024, has been scheduled for next year’s tournament.
MORE WAYS TO ENGAGE

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 2023, 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 seminars@wrar.ca if you are interested in hosting a session for our members.

MEMBER APPRECIATION EVENTS & NETWORKING

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 2024. Member appreciation events offer unique, exclusive sponsorship opportunities that can greatly increase a sponsor’s presence with members.

The WRAR continues to organize a series of dynamic networking events through our ‘Your Professional Network' program. These events offer diverse opportunities for engagement such as association leadership roles, community-driven initiatives, team-building exercises, and more. Previous gatherings encompassed activities like 'Adopt-A-Road Clean Up Days,' 'Coffee In The Park,' 'Business & Brews,' 'Insights from Past Presidents' Panel,' and 'An Exclusive Dialogue with WRAR's Executive Council.'
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.

ONLINE ENGAGEMENT

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 news and updates on Facebook (@waterlooregionrealtors), Instagram (@wr.realtors), Twitter (@wr_realtors), and LinkedIn (@waterlooregionrealtors).
Join the new Waterloo Region Association of REALTORS® (WRAR) 'Builder Buzz' Program and take advantage of the opportunity to spread the word about upcoming and current residential developments to nearly 2,500 local Realtors®!

**Inclusions:**
- Up to 2 direct emails to WRAR members (applicable until December 31, 2024).
- Shared social media posts
- Featured in the quarterly 'Builder Buzz' e-newsletter that is distributed to WRAR members.
- Promotions on an internal news board as well as WRAR's social media channels.

Content and images for direct emails must be provided to WRAR at least 10 business days prior to when the communications will be released. Communications and posts must meet WRAR's terms and conditions and the exact date of distribution for direct emails is up to the discretion of the Association.

**Investment:** $2,000 + HST per year.

*Annual sponsors receive a 20% discount on the builder buzz newsletter*
# BECOME A SPONSOR

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<th>Sponsorship Level</th>
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| **Platinum** ($15,000) | - Branded webpage on WRAR website  
- 4 Targeted emails (to be provided to WRAR)  
- Sponsorship recognition at all WRAR events |
|                   | - Social media mentions  
- 4 Seminar sponsorships  
- Logo on annual sponsor banner |
|                   | - Reduced rate for YPSN event sponsorship  
- Complimentary attendance to 2 YPSN events |

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

| **Gold** ($7,500) | - Logo and link on WRAR website  
- 2 Targeted emails (to be provided to WRAR)  
- Sponsorship recognition at all WRAR events |
|                   | - Social media mentions  
- 3 Seminar sponsorships  
- Logo on annual sponsor banner |
|                   | - Reduced rate for YPSN event sponsorship  
- Complimentary attendance to 1 YPSN event |

| **Silver** ($5,000) | - Logo and link on WRAR website  
- Social media mentions  
- 1 Targeted email (to be provided to WRAR)  
- Sponsorship recognition at all WRAR events |
|                   | - 2 Seminar sponsorships  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship |

| **Bronze** ($3,000) | - Logo and link on WRAR website  
- Social media mentions  
- Sponsorship recognition at all WRAR events |
|                   | - 1 Seminar sponsorships  
- Logo on annual sponsor banner  
- Reduced rate for YPSN event sponsorship |

| **Friend** ($1,000) | - Logo and link on WRAR website  
- Social media mentions  
- Sponsorship recognition at all WRAR events |
|                   | - 1 Seminar sponsorship  
- Name on annual sponsor banner |

Annual sponsors receive a 20% discount on the builder buzz newsletter. All annual sponsorship packages are subject to HST.

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

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 2023 ANNUAL SPONSORS

RBC Royal Bank

ACTIVA

HOMES+

PREMIER MORTGAGES

FUSION HOMES

Travers Law

WICKED MEDICAL

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WATERLOO REGION RECORD

MTE

STEPHEN GREEN MORTGAGES

orbit INSURANCE SERVICES

BEYOND THE STAGE

VICTOR LAW OFFICE

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