

2027 **SIOR** **CANADA**

Sponsorship Prospectus



SIOR[®]

CANADA CENTRAL
CHAPTER



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Elevate Your Reach. Amplify Your Influence.

As the premier commercial real estate designation, SIOR represents the world's top-producing brokers and industry leaders. Partnering with SIOR CCC places your brand directly in front of elite decision-makers, industrial and office specialists, and corporate real estate executives who drive the Canadian market.

Our corporate partnership framework bypasses superficial logo placement in favor of deep, experiential alignment. By consolidating our program into streamlined Annual Partnerships and High-Impact Event Tracks, we maximize your visibility, deliver premium client hospitality, and embed your brand into an exclusive real estate ecosystem.

SECURE YOUR SPONSORSHIP TODAY!

Please email us at contact@siorcanada.com to reserve your sponsorship opportunity.

Premium Annual Partnerships

Our annual programs build sustained, year-round brand equity across the entire Canadian network. To deliver true value, we have directly integrated high-ticket event access and hospitality assets straight into these premier tiers—giving your firm absolute coverage without separate invoices.

PLATINUM PARTNER

\$20,000 Exclusive Partnership
Limit 1

Position your firm as the definitive pillar of the Canadian commercial real estate landscape with our highest-level, all-inclusive corporate partnership.

- **All-Access Event Passports:**
 - **3 all-access registrations** to every single scheduled SIOR Canada signature event throughout the calendar year.
 - Unlimited **25% discounted registrations** for your firm's extended team and clients.
- **Integrated Marquee Event Assets:**
 - **Championship Golf:** Includes 1 Complimentary Corporate Golf Twosome, full clubhouse branding, and top-tier logo placement on all signage.
 - **Broker of the Year Gala:** 2 VIP front-row Gala Dinner Admissions with an elite, dedicated on-screen corporate spotlight loop during the opening reception.
- **High-Impact Brand Integration:**
 - Elite **"Tier 1" logo anchoring** and hyperlinked corporate profile on the official SIOR Canada homepage.
 - Permanent header branding in all monthly SIOR Canada regional newsletters.
- **Targeted Media & Thought Leadership Amplification:**
 - **2 dedicated, custom-tailored multi-platform social campaigns** (LinkedIn, Instagram, X, Facebook) per quarter.
 - Turnkey integration into all collective annual sponsor highlight reels across digital channels.
- **Experiential Activation Rights:**
 - Dedicated **3-5-minute presentation slot** or keynote greeting at a chapter event of your choosing.
 - Elite rights to host a premium, interactive brand kiosk or manned promotional booth at a premier SIOR Canada summit.

Premium Annual Partnerships

GOLD PARTNER • \$12,000

Maximize market penetration through aggressive, multi-channel digital exposure and built-in entry-level event hospitality.

- **Built-In Event Hospitality Assets:**
 - **Championship Golf:** 1 Full-Access Player Registration (includes green fees, cart, networking breakfast, and closing banquet dinner).
 - **Broker of the Year Gala:** 1 VIP Gala Dinner Admission with standard registry indexing.
 - Preferred-rate registration pricing to all regular SIOR Canada events, for up to **6 designated representatives**.
- **Digital & Brand Footprint:**
 - Prominent logo profile and backlink placement on the SIOR Canada website.
 - Consistent feature placement in all regional SIOR Canada digital dispatches.
 - Inclusion in all collective annual partner campaigns across LinkedIn, Instagram, Facebook, and X.
- **Content Distribution Rights:**
 - **2 turnkey original content distributions** per quarter across SIOR's professional communication channels (SIOR Blog, LinkedIn, and X) to showcase your corporate insights.
- **On-Site Exposure:**
 - Prominent physical signage placement across all annual SIOR Canada event venues.
 - Single-event exclusive corporate swag placement rights.

SILVER PARTNER • \$7,500

Establish steady, reliable market visibility and connect directly with the region's elite brokerage community.

- **Access & Event Entitlements:**
 - Preferred discounted entry rates to all regional events for up to **4 attendees**.
 - **Signature Event Benefit:** 1 Complimentary Lift & Chalet Pass to our annual Winter Ski Day (includes breakfast, lunch, and Après-Ski social hour).
- **Brand Footprint:**
 - Core logo placement and hyperlink indexing on the SIOR Canada partner page.
 - Inclusion in all standard annual partner digital directory listings and event presentation decks.
- **Digital Amplification:**
 - **1 targeted content or promotional share** per quarter across the SIOR professional network (Blog and LinkedIn).

NOTE ON NATIONAL SCALING:

All Premium Annual Partnerships seamlessly scale your exposure by including multi-market activations across **3 major Young Professional summits**.



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High-Impact Individual Event Tracks

For firms seeking hyper-targeted experiential activation or looking to heavily entertain clients at a specific marquee chapter gathering.

Education Summit & Networking

(Spring & Fall 2027)

Captivate an audience hyper-focused on industry evolution, economic forecasting, and commercial technology trends.

GOLD THOUGHT LEADER • \$5,000

Tier 1 digital branding across all email alerts and booking hubs. Includes 3 all-access event registrations and a priority 40% discount on key exhibitor floor space.

THE LUNCH EXPERIENCE • \$4,000

Exclusive dining room takeover rights. Features customized centerpiece signage, visual digital presentation loops during dining hours, and 1 event ticket.

SILVER PARTNER • \$3,500

Core brand placement across registration corridors, event emails, and main hall physical boards. Includes 1 complimentary event registration.

THE AV & DIGITAL TECH ANCHOR • \$3,500

High-frequency brand visibility via inclusion on all main presentation layouts, video intro slates, and projector backdrops. Includes 1 event pass.

THE COFFEE FUEL STATION • \$2,000

Command the high-traffic morning beverage hub with custom-branded signage and the option to place your corporate logo directly onto coffee sleeves.

PANEL SPONSOR • \$2,000

Direct attribution for your chosen panel session across all pre-event digital marketing, on-site signage, registration hubs, and the national website.

BRONZE SHOWCASE • \$750

Targeted digital logo integration across digital promotions and electronic invitation assets.

Annual Alpine Networking Summit

Craigleith Ski Club (The Blue Mountains, ON)
Set against the spectacular backdrop of the Blue Mountains, this premium two-day experience brings together the country's elite real estate professionals for an unmatched blend of sport, camaraderie, and high-value relationship building.

SUMMIT TITLE PARTNER • \$3,500

Headline presence across all two-day marketing, prominent main-lodge banner placement, 2 all-access event registrations, and an exclusive speaking opportunity during peak attendance at breakfast or lunch.

APRÈS-SKI DINNER & NETWORKING PARTNER • \$3,500

Command the highest-energy social hour of the summit. Features exclusive branding throughout the post-slope dinner reception and the option to distribute custom, co-branded guest drink vouchers.

THURSDAY NIGHT SOCIAL HOST • \$2,500

Set the first impression by hosting the arrival mixer. Includes primary branding across all early digital promotions, dedicated venue signage, and opening welcome remarks.

POWDER PATRON • \$2,000

High-visibility brand integration across all digital event communication, prominent base-camp chalet banners, and 1 all-access event pass.

THE ALPINE HUB TRACKS • \$1,500^{EA}

Secure standalone physical signage and digital event billing at one of our high-traffic daily hubs: **Breakfast, Chalet Lunch, Main Registration**, or the **On-Mountain Beverage Station**.

TRAILBLAZER SUPPORTER • \$750

Entry-level digital and physical logo placement across the official event landing page and multi-sponsor signage arrays.

Championship Golf Tournament

The crown jewel of summertime networking. Put your team in front of hundreds of elite players, corporate tenants, and industry icons.

THE CLUBHOUSE FEAST • \$5,000

Title rights to either the high-energy morning breakfast panel or the final corporate reception banquet, backed by premium physical banner configurations.

GOLF CART SPONSOR • \$5,000 *Limit of 2*

Secure high-frequency, mobile visibility as players move across both courses. Features prominent corporate branding displayed on both sides of the signage identifying every golf cart foursome, plus logo and link placement on the tournament registration page and main clubhouse signage arrays.

THE REFRESHMENT CART • \$4,000

Command the conversation by funding the on-course beverage carts, with the option to hand out custom-branded refreshment vouchers to players.

TURNKEY HOLE ACTIVATIONS • \$3,500 *Limit 30*

Complete experiential freedom at your assigned hole. Pitch an interactive tent, serve signature snacks/drinks, organize mini-games, and interface directly with every single flight.

PREMIUM SWAG DIRECT TRACKS \$1,500EA + PRODUCTION

Put your corporate logo directly into the hands of every player for the entire day. Opportunities include: **Reusable Water Bottles, Tournament Hats, Custom Golf Balls, Sunblock Kits, or Pro Tee & Ball Marker Packs.**

TOURNAMENT CHAMPION • \$3,000

Maximum pre-tournament visibility. Features bold, dual-course signage arrays and permanent logo integration directly onto premium player tote bags inside every cart.

HIS & HERS LONGEST DRIVE SPONSOR \$1,500 *4 Available*

Establish high-impact brand alignment with the tournament's premier power contest. Includes dedicated contest hole signage on both golf courses, the opportunity to activate on-site to distribute branded swag or snacks, and full logo and link exposure across sponsor email communiques, the event webpage, registration portal, and main clubhouse displays.

HIT THE GREEN CONTEST SPONSOR \$1,500 *4 Available*

Command player attention at a high-excitement challenge hole. Features custom contest signage placed on both golf courses, rights to station reps at the hole to distribute company swag or snacks, and comprehensive brand recognition across all pre-event emails, the official landing page, registration hub, and on-site sponsor boards.

HOLE-IN-ONE GRAND PRIZE SPONSOR \$3,500 *2 Available*

Anchor your brand to the highest-stakes contest on the course. Includes dominant prize-hole signage across both courses, a fully manned activation presence at the hole to interface directly with every foursome, and premium logo and link placement across all digital marketing communiques, registration systems, and main event signage arrays.

Broker of the Year Awards Gala

(December 2027)

The absolute pinnacle celebration of real estate excellence. Celebrate top-tier producers under the brightest industry spotlight.

THE ELITE AFTER-PARTY TAKEOVER • \$8,000

Command the most anticipated social hour of the year. The after-party is named exclusively after your firm (e.g., The [Your Company Name] Excellence After-Party). Includes 2 drink tickets for every guest, extensive corporate branding, and custom decor freedom.

THE CATEGORY AWARDS ANCHOR • \$5,000

Exclusively for non-brokerage firms. Take the main stage to deliver welcoming remarks, present a major award category, and receive premium introduction honors.

THE GRAND GALA DINNER • \$5,000

Transform the main banquet hall with prominent brand signage, dedicated recognition as the official Dinner Partner, and premium table branding.

THE OPENING RECEPTION • \$3,500

Set the first impression by hosting the arrival cocktail lounge, complete with dedicated room signage and high-frequency logo loops.

THE LANYARD ANCHOR • \$3,000

Absolute brand saturation. Every single attendee, speaker, and VIP will wear your corporate logo around their neck for the duration of the gala.

SILVER PARTNER • \$2,000

Core recognition across partner email communications, digital event program guide listings, and event sponsor on-site signage boards.

BRONZE PARTNER • \$500

Targeted digital logo inclusion in collective partner email blasts and the main on-site electronic event registration displays.



Partner Commitment & Execution Protocol

To ensure seamless fulfillment of all integrated marketing benefits, contracted partners are required to provide and confirm the following assets upon agreement sign-off:

VECTOR CORPORATE BRAND ASSETS

Provision of official company logo files in high-resolution, scaleable .ai, .eps, or .svg vector formats.

DIGITAL ROUTING URL

Provision of a designated, trackable company landing page or corporate website URL for direct hyperlinking.

SWAG & COLLATERAL PROCUREMENT

For swag-based activations, all corporate gift items must be pre-approved by the event committee, purchased, and delivered directly to SIOR chapter staff by the sponsor post-approval.

ON-SITE OPERATIONAL STAFFING

Partners securing experiential tracks (such as manned booths, turnkey golf hole setups, or award presentations) must provide their own representatives on-site for execution, setup, and teardown.

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