Ottawa Real Estate Board

2027 Sponsorship Opportunities

2027 | Ottawa, ON









Connect with Ottawa's real estate community throughout the year.

Table of Contents

About OREB – Why Sponsor	03
OREB in Numbers	04
Four Major Events	05
Annual Sponsorship Packages	06
Key Ingredient	07
Signature Sip	08
Industry Insider	09
Event-Specific Sponsorships	10
Housing Symposium	11
Golf Tournament	14
Trade Show	18
Member Appreciation	21
Lunch and Learn	22
Community Partner Program	23
Back Cover	24





About OREB

The Ottawa Real Estate Board is a professional association serving **4,200+** REALTORS® in Ottawa and the surrounding region. Through advocacy, education, professional standards and member services, OREB supports REALTORS® in serving their clients and communities.

Why Partner with OREB

An OREB sponsorship connects your organization with real estate professionals, industry partners, and community leaders through trusted communications and high-value events. Opportunities are designed to help sponsors build recognition, create impactful attendee experiences, and develop relationships with OREB Members.

Digital Visibility
Exposure to OREB's 4,200+ Members and 11,000+ digital network.

Direct Engagement
Build meaningful connections with REALTORS® and decision-makers.

Brand Recognition
Be highlighted as a key partner before, during, and after sponsored events.

Brand Alignment
Tailored opportunities to complement your brand.

Ongoing Partnership
Build a year-round relationship with OREB and stay informed about upcoming sponsorship opportunities.

OREB in Numbers

Our Audience & Reach

1.2M Annual Member Website Views

23K Annual Social Media Impressions

11K Total Social Media Followers

Communications Reach

200+ Yearly Emails Sent

17% Email Click-Through Rate

78% Email Open Rate

4,200+
Professional REALTORS®

Events & Engagement

800+ REALTOR® Attendees Annually

100+ Sponsors and Exhibitors

4.4/5 Member Satisfaction

Community & Charitable Impact

$25K Raised at Annual Charity Golf Tournament

$117K Raised for Ontario REALTORS Care® Foundation

18 Housing-based Charities Received Funding

Four Major Events



Housing Symposium

The Housing Symposium brings OREB Members, government officials, and industry leaders together for conversations about housing. The program combines expert content, research, and structured networking.



Charity Golf Tournament

A day of golf, networking, and charitable support for OREB Members and industry partners. Sponsor activations create repeated visibility across the course, player experience, and dinner program.



REALTOR® Trade Show

A high-traffic marketplace where businesses connect with OREB Members and showcase their products, services, and expertise. Free for OREB Members, it delivers premium visibility for sponsors and exhibitors.



Member Appreciate Event

A celebration of OREB Members, recognizing their professional journeys and contributions to Ottawa's real estate community. Sponsors help create a welcoming experience with Members before the Annual Meeting.

Annual Sponsorship Packages

Build a sustained presence across OREB's four major 2027 events. Annual packages combine year-round recognition with coordinated event visibility, hospitality and attendee engagement.

Package Overview

Package	Investment	Availability	Positioning
Key Ingredient	$10,000	2	Hospitality and food experiences across four events
Signature Sip	$7,500	1	Exclusive beverage and refreshment experiences across four events
Industry Insider	$4,000	4	Targeted access and visibility at each major event

Included with every annual package:

Recognition on OREB's annual sponsor webpage	Premium recognition in pre-event, onsite and post-event communications	Priority access to new opportunities and the 2028 renewal window	Preferred pricing on select additional sponsorship opportunities

**Annual packages do not include Community Partner benefits, standalone promotion in MemNews, Member Outlook Weekly or broadcast emails, or access to Ottawa housing statistics.*



Key Ingredient Sponsor

$10,000

2 Available

Take ownership of high-visibility hospitality moments across all four major OREB events. Key Ingredient is designed for organizations that want repeated onsite engagement supported by premium annual recognition.

Housing Symposium

- Recognition as a Coffee Break Sponsor
- Premium recognition in applicable event-promotional materials
- Shout out during the coffee break program
- Two complimentary event registrations
- Option to showcase with a table and chairs in the room

Annual Charity Golf Tournament

- Recognition as a Dinner Sponsor
- One hole sponsorship with an opportunity to activate
- Premium onsite recognition and signage
- Shout out and a one-minute speaking opportunity during dinner
- Four complimentary 9 & Dine registrations

REALTOR® Trade Show

- Recognition as the event's Snack and Hospitality Sponsor
- One complimentary premium booth with priority placement
- 18-inch sponsor banner at the booth

Member Appreciation

- Recognition as a Breakfast Sponsor
- Premium onsite recognition and signage
- Shout out during the breakfast program
- Two complimentary breakfast registrations



Signature Sip Sponsor

$7,500

1 Available

Connect your organization with the beverage, refreshment and social moments that naturally bring attendees together. Signature Sip is OREB's exclusive annual beverage and refreshment sponsorship across all four major 2027 events.

Housing Symposium

- Recognition as afternoon Hydration Station Sponsor
- Prominent recognition in applicable promotional and event materials
- Shout out during the afternoon break
- One complimentary event registration
- Option to showcase with a table and chairs in the room

Annual Charity Golf Tournament

- Recognition as Cocktail Hour Sponsor, with one drink ticket per golfer
- Option to host an activation in the cocktail area, subject to venue logistics
- Prominent onsite recognition and signage
- Shout out during dinner
- Two complimentary dinner registrations

REALTOR® Trade Show

- Recognition as the event's Coffee Station Sponsor
- One complimentary standard booth with priority placement
- 18-inch sponsor pole banner at the booth

Member Appreciation

- Recognition as Coffee Station Sponsor, branding on coffee cup sleeves
- Prominent onsite recognition and signage
- Shout out during the breakfast program
- Two complimentary breakfast registrations



Industry Insider Sponsor

$4,000

4 Available

Become a familiar name across OREB's events. The Industry Insider package combines brand recognition, event access and direct engagement to help your organization build stronger connections with OREB Members throughout the year.

Housing Symposium

- Recognition in applicable promotional and event materials
- One complimentary event registration
- Option to add a showcase table and chairs in the room for an additional fee

Annual Charity Golf Tournament

- Recognition as a Talk of the Tee Hole Sponsor
- Onsite recognition and signage
- Four complimentary 9 & Dine registrations

REALTOR® Trade Show

- Recognition as a Trade Show Floorplan Sponsor
- One complimentary standard booth
- 18-inch sponsor pole banner at the booth

Member Appreciation

- Recognition as a Centrepiece Sponsor with opportunity to provide an approved promotional flyer
- Onsite recognition and signage
- One complimentary breakfast registration

Event-Specific Sponsorships

Choose the event and attendee experience that best aligns with your organization. Event-specific opportunities provide focused visibility and engagement at one of OREB's four major events.



Housing Symposium



Annual Charity Golf Tournament



REALTOR® Trade Show



Member Appreciate Event

Included with every event-specific sponsorship

Benefit	Housing Symposium	Annual Charity Golf Tournament	REALTOR® Trade Show	Member Appreciate Event
Recognition on the applicable event webpage	✓	✓	✓	✓
Recognition on OREB's annual sponsor webpage	✓	✓	✓	✓
Early access to opportunities and 2028 renewal priority	✓	✓	✓	✓
Recognition in event communications	✓	✓	✓	✓



Housing Symposium

01

Support a cross-sector event focused on timely housing issues, expert insight and professional connection. Sponsorships are built around the attendee experience and the Symposium's most visible hospitality moments.

LUNCH SPONSOR

$7,000
Exclusive Opportunity

Own the Symposium's central lunch experience and receive prominent recognition before and during the program.

Sponsorship Includes

- Recognition as the exclusive Lunch Sponsor
- Logo displayed on event screens during lunch
- Premium recognition in applicable promotional and event materials
- Shout out before lunch, followed by up to 45 seconds of sponsor remarks
- Two complimentary Symposium registrations
- Option to add a showcase table and chairs in the room for an additional fee

BREAKFAST SPONSOR

$5,000
Exclusive Opportunity

Welcome attendees with visible ownership of the Symposium breakfast and morning networking period.

Sponsorship Includes

- Recognition as the exclusive Breakfast Sponsor
- Logo displayed on event screens during breakfast
- Prominent recognition in applicable promotional and event materials
- Shout out during the breakfast program
- One complimentary Symposium registration
- Option to add a showcase table and chairs in the room for an additional fee



Housing Symposium

01

NAME BADGE SPONSOR

$3,500
Exclusive Opportunity

Place your brand on a practical event touchpoint used by every attendee throughout the Symposium.

Sponsorship Includes

- Recognition as the event's exclusive Name Badge Sponsor
- Co-branded OREB lanyards for every attendee
- Strong recognition in applicable promotional and event materials
- One complimentary Symposium registration
- Option to add a showcase table and chairs in the room for an additional fee

SYMPOSIUM RESOURCE PARTNER

$2,500
Exclusive Opportunity

Sponsor the official Housing Symposium resource hub used by attendees before, during, and for 90 days after the event.

Sponsorship Includes

- Recognition as the exclusive Symposium Resource Partner
- Prominent logo recognition on the resource hub*
- Onsite recognition on the resource-hub handout
- Recognition in applicable promotional and event materials
- One complimentary Symposium registration
- Option to add a showcase table and chairs in the room for an additional fee

**Resource hub content may include the agenda, speaker information, key housing statistics, presentation or resource links selected by OREB, sponsor information and post-event resources.*



Housing Symposium

01

CENTREPIECE SPONSOR

$2,000
Exclusive Opportunity

Bring your brand to every table through co-branded centrepieces integrated into the event environment.

Sponsorship Includes

- Recognition as the event's exclusive Centrepiece Sponsor
- Co-branded centrepieces on each table
- Recognition in applicable promotional and event materials
- One complimentary Symposium registration
- Option to add a showcase table and chairs in the room for an additional fee

WI-FI SPONSOR

$1,500
Exclusive Opportunity

Connect your organization with the service attendees use throughout the Symposium.

Sponsorship Includes

- Recognition as the event's exclusive Wi-Fi Sponsor
- Signage throughout the room and network naming rights
- Recognition in applicable promotional and event materials
- One complimentary Symposium registration
- Option to add a showcase table and chairs in the room for an additional fee



Annual Charity Golf Tournament

02

Put your organization in front of players throughout the day, from arrival and lunch through on-course play and the dinner program.

LUNCH SPONSOR

$3,000

Exclusive Opportunity

Own the tournament lunch experience with branding on every lunch box and the option to meet golfers at the distribution station.

Sponsorship Includes

- Recognition as the exclusive tournament Lunch Sponsor
- Logo sticker on each player's lunch box
- Prominent logo recognition at lunch stations and across applicable event and promotional materials
- Option for sponsor representatives to help distribute lunch boxes and network with attendees
- Option to purchase 9 & Dine registrations at a discounted rate

SCORECARD SPONSOR

$2,000

Exclusive Opportunity

Keep your brand in every player's hands with logo placement on all tournament scorecards.

Sponsorship Includes

- Recognition as the tournament's Scorecard Sponsor
- Logo on all player scorecards
- Logo recognition at dinner and across applicable event and promotional materials
- Shout out during dinner
- Option to purchase 9 & Dine registrations at a discounted rate



Annual Charity Golf Tournament

02

PUTTING GREEN SPONSOR

$1,300
Exclusive Opportunity

Own the putting green with visible signage and an optional onsite role in the contest experience.

Sponsorship Includes

- Recognition as the tournament's Putting Green Sponsor
- Logo signage at the putting green
- Logo recognition at dinner and across applicable event and promotional materials
- Shout out during dinner
- Supervise the contest area for direct engagement
- Option to purchase 9 & Dine registrations at a discounted rate

CART SPONSOR

$1,000
2 Available

Put your logo in motion across the course with branding on player golf carts.

Sponsorship Includes

- Recognition as one of the tournament Cart Sponsors
- Logo displayed on all player golf carts
- Logo recognition at dinner and across applicable event and promotional materials
- Option to purchase 9 & Dine registrations at a discounted rate



Annual Charity Golf Tournament

02

CLOSEST-TO-THE-PIN SPONSOR

$825
2 Available

Associate your brand with one of the tournament's closest-to-the-pin holes.

Sponsorship Includes

- Recognition as one of the tournament's Closest-to-the-Pin Sponsors
- On-course signage at a designated hole
- Logo recognition at dinner and across applicable event and promotional materials
- Option to purchase 9 & Dine registrations at a discounted rate

LONGEST DRIVE SPONSOR

$825
2 Available

Place your brand at one of the tournament's longest-drive holes.

Sponsorship Includes

- Recognition as one of the tournament's Longest Drive Sponsors
- On-course signage at a designated hole
- Logo recognition at dinner and across applicable event and promotional materials
- Option to purchase 9 & Dine registrations at a discounted rate



Annual Charity Golf Tournament

02

TALK OF THE TEE HOLE SPONSOR

$675

12 Available

Create a direct on-course interaction at one tournament hole through signage and an optional sponsor-led activity.

Sponsorship Includes

- Recognition as a Talk of the Tee Hole Sponsor
- Logo signage at one tournament hole
- Opportunity to host an approved hole-side game or giveaway
- Logo recognition at dinner and across applicable event and promotional materials
- Option to purchase 9 & Dine registrations at a discounted rate









REALTOR® Trade Show

03

Extend your presence beyond a booth by sponsoring the services and shared spaces attendees use throughout the event.

NETWORKING LOUNGE SPONSOR

$3,000

Exclusive Opportunity

Create a dedicated space where attendees can meet, recharge, and continue conversations during the Trade Show.

Sponsorship Includes

- Recognition as the event's exclusive Networking Lounge Sponsor
- Draped lounge space outside the event room
- Two six-foot tables, 10 chairs, two high-top tables, four high-top chairs, and power included
- Strong recognition across applicable event and promotional materials
- 18-inch sponsor pole banner at the lounge
- Option to purchase additional rental furniture through the venue

CHARGING STATION SPONSOR

$1,500

Exclusive Opportunity

Keep attendees connected and charged throughout the Trade Show.

Sponsorship Includes

- Recognition as the event's exclusive Charging Station Sponsor
- Prominent branding at the charging station
- Recognition across applicable event and promotional materials
- Option to register a booth with an 18-inch sponsor pole banner at the booth for an additional fee



REALTOR® Trade Show

03

KEYNOTE ADDRESS SPONSOR

$3,000

Exclusive Opportunity

Align your organization with the Trade Show's featured address and receive prominent event recognition.

Sponsorship Includes

- Recognition as the event's exclusive Keynote Address Sponsor
- Opportunity to deliver a 45-second welcome address and introduce the keynote speaker before the session
- Strong recognition across applicable event and promotional materials
- Option to register a booth with an 18-inch sponsor pole banner at the booth for an additional fee

SESSION SPONSOR

$2,000

Limited Availability

Associate your organization with one of the Trade Show's education sessions.

Sponsorship Includes

- Recognition as one of the event's Session Sponsors
- Recognition across applicable event and promotional materials
- Shout out before the session begins.
- Option to register a booth with an 18-inch sponsor pole banner at the booth for an additional fee



REALTOR® Trade Show

03

DOOR PRIZE SPONSOR

Tier 1: $1,000 | 1 Available
Tier 2: $750 | 2 Available
Tier 3: $400 | 4 Available

Support the Trade Show door-prize program at the level that best fits your organization.

Each sponsorship funds a prize at a corresponding value, with higher tiers receiving more prominent sponsor recognition.

Sponsorship Includes

- Recognition as one of the event's Door Prize Sponsors, chosen and purchased by OREB
- Recognition in post-event communications announcing the door prize winners.
- Recognition across applicable event and promotional materials









Member Appreciation Breakfast

04

Support the hospitality experience at OREB's member-focused breakfast and connect with attendees before the Annual Meeting begins.

FOOD STATION SPONSOR

$2,500

Limited Availability

Place your logo at one of the breakfast food stations and receive recognition throughout the event.

Sponsorship Includes

- Recognition as one of the event's Food Station Sponsors
- Logo signage at food station
- Large logo recognition at breakfast and across applicable event and promotional materials
- Shout out during welcome remarks
- Two complimentary event tickets

PARKING SPONSOR

$2,000

Exclusive Opportunity

Be one of the first sponsor brands attendees see by supporting event parking.

Sponsorship Includes

- Recognition as the event's exclusive Parking Sponsor
- Logo signage at parking entrance
- Logo recognition across applicable event and promotional materials
- Two complimentary event tickets



Partnership Opportunities

LUNCH AND LEARN SPONSORSHIP

$1,500 – $2,000

6 Available

Share useful expertise with OREB Members through a professionally supported Lunch and Learn. All sessions must provide relevant education and practical value for REALTORS® rather than a direct sales presentation.

Sponsorship Includes

Sponsor-Funded Lunch | $1,500

The sponsor funds lunch while OREB arranges a professional presenter and manages session logistics. The sponsor may engage with Members over lunch.

Sponsor-Funded Lunch & Presentation | $2,000

The sponsor funds lunch and provides the presentation. OREB provides the room and facilitates event logistics.

- Recognition as the session's key sponsor
- Digital promotion for the session
- Direct engagement with participating OREB Members

**Sponsor eligibility and session content are subject to approval by the OREB Learning and Professional Development Committee*







Community Partner Program

Exposure. Connections. Impact.

Why become a community partner?

Market Intelligence
Access exclusive market statistics and reports

Event Promotion
Promote your real estate-related event to Members

Professional Development
Access to select OREB Member learning opportunities

Event Access
Early access & preferred pricing to select Member events

Sponsorship Discounts
Discounted rates on sponsorship opportunities

Is your organization a fit?

Community Partners may include professionals such as:

- appraisers
- mortgage brokers
- inspectors
- lawyers
- financial and insurance professionals
- building and home service providers
- educators
- technology vendors
- housing advocates

**Applicants must not be registered to trade in real estate*

Partnership at a Glance

$100
per month
+ HST

1. Apply



Complete the Community Partner application.

2. Review



OREB reviews your eligibility and application.

3. Activate



Pay within one week of receiving the invoice.

4. Gain Access



Gain access to Community Partners Hub and Newsletter.

Ready to connect with OREB?
Learn more, review the full program terms and apply online. →

Emma-Lee Newby - Community Partners Liaison
communitypartners@oreb.ca

Let's build something **valuable together.**

Thank you for considering a partnership with OREB in 2027



Sponsorship Inquiries

sponsorship@oreb.ca
613-225-2240 (ext. 257)