

# Cornerstone

## Association of REALTORS®

**REALTORS® Together, Stronger Together**



# SPONSORSHIP PACKAGE



# ABOUT

Cornerstone Association of REALTORS® (Cornerstone) was established on July 1, 2024, to enhance the services and representation of REALTORS® in the markets of Mississauga, Burlington, Hamilton, Waterloo Region, Niagara North, Haldimand County, Norfolk County and surrounding areas. With over 8,000 members, Cornerstone is Ontario's second-largest REALTOR® association.

Cornerstone's government relations and advocacy prioritizes homeownership and property rights. We actively engage as a community partner and serve as a valuable resource for elected officials at the municipal, provincial and federal levels of government.

Dedicated to transparency, honesty, and integrity, Cornerstone offers a distinctive value proposition focused on improving the quality of life for all within its jurisdiction.

## ONLINE ENGAGEMENT

Cornerstone makes it a priority to regularly connect with its membership through various means of communication. Our online engagement includes interaction with members through our online channels:

 @Cornerstone Association of REALTORS®

 @cornerstonenews

 @Cornerstone.inc

 @cornerstone\_ar

 @Cornerstone\_inc

 [www.cornerstone.inc](http://www.cornerstone.inc)

You can follow and engage with the latest news and updates.

Cornerstone's 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, Platinum, and Diamond levels also have the opportunity to send targeted emails to Cornerstone members throughout the year.

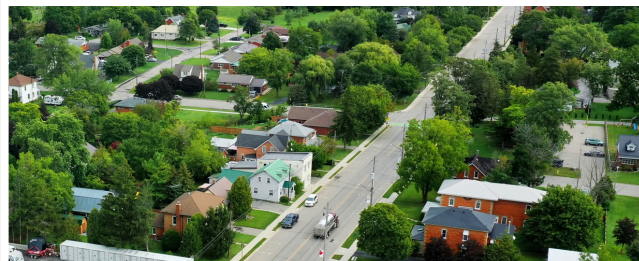
### HAMILTON-BURLINGTON



### MISSISSAUGA



### SIMCOE & DISTRICT



### WATERLOO REGION



# SPECIAL EVENTS

Cornerstone offers a diverse range of educational events for our members, as well as programs open to the public. Our objective is to highlight emerging trends, cutting-edge technology and facilitate member appreciation and networking events. In 2024, we hosted a dynamic session on Housing Market Insights that addressed key regional issues, providing valuable insight on the current housing landscape. Looking ahead to 2025, we are excited to create more engaging and informative events that will further enrich both our members and the broader community with meaningful experiences.

## TYPES OF CORNERSTONE EVENTS:

### 1 MEMBER APPRECIATION AND ENGAGEMENT

We will create special experiences to express our gratitude for being members of Cornerstone and for any community or association involvement. These events will enhance relationships, encourage participation, and foster a sense of belonging among members.

### 2 COMMUNITY ENGAGEMENT

We will host events that bring together members, organizations, and stakeholders to address important issues, share resources, and foster relationships.

### 3 COMMUNITY INVOLVEMENT

We encourage members to engage in charitable efforts by fundraising, volunteering, or raising awareness for charitable causes or organizations.

### 4 MEMBERSHIP MEETINGS

Our corporate meetings may include Broker Meetings, Annual General Meeting and an Election Meeting to keep members informed and involved.

### 5 PROFESSIONAL DEVELOPMENT SEMINARS

Real Estate is constantly evolving, and Cornerstone is committed to keeping members informed about the latest tools, trends, and knowledge needed for success as a REALTORS®. Within our first four months of becoming Cornerstone, we hosted an average of two professional development seminars each week, attracting over 1,800 unique attendees and nearly 5,000 registrations. These sessions cover a diverse range of topics including marketing, technology, legal updates, certifications, listing rules, and designation courses.

Annual Sponsors will have the opportunity to not only promote their business as a seminar sponsor but also attend and introduce the session speaker(s). Additionally, 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.



# ANNUAL SPONSORSHIP OPPORTUNITIES

	DIAMOND \$25,000 1 SPOT AVAILABLE	PLATINUM \$15,000 3 SPOTS AVAILABLE	GOLD \$8,000	SILVER \$5,500	BRONZE \$3,500	CHAMPION PARTNER \$1,000
Branded webpage on cornerstone.inc	✓					
Logo and link to your webpage on cornerstone.inc	✓ PROMINENT LOGO PLACEMENT	✓ PROMINENT LOGO PLACEMENT	✓	✓	✓	✓ NAME ONLY
Host education sessions in 2025	3	2	1			
Targeted emails	6	4	2	1		
Complimentary room rentals at a Cornerstone office	6	3	1			
Exclusive sponsorship recognition for education sessions	UP TO 4 SESSIONS	UP TO 3 SESSIONS	UP TO 3 SESSIONS	UP TO 3 SESSIONS	UP TO 3 SESSIONS	UP TO 1 SESSION
Social media mentions	QUARTERLY	QUARTERLY	QUARTERLY	QUARTERLY	QUARTERLY	QUARTERLY
Logo on annual sponsor banner	✓ PROMINENT LOGO PLACEMENT	✓ PROMINENT LOGO PLACEMENT	✓	✓	✓ NAME ONLY	✓ NAME ONLY
Recognize at various Cornerstone events throughout the year	✓	✓	✓	✓	✓	✓
Complimentary attendance to all 2025 Cornerstone public events	✓	2 EVENTS	1 EVENT	1 EVENT		
Discount on additional event sponsorship throughout the year	50%	25%	15%	15%	15%	10%

Sponsor benefits depend on the timing of the sponsorship agreement, with specific benefits confirmed upon commitment.

\*Subject to availability



## MEDIA PARTNER

At Cornerstone, we value strategic media partnerships that help us amplify our press releases and promote upcoming events. We welcome opportunities to collaborate and share our latest news with a broader audience.

For more information or to explore partnership opportunities, please don't hesitate to reach out to us.

## TARGETED EMAILS

Cornerstone will distribute targeted emails on behalf of the sponsor. All email content must be pre-approved and managed by Cornerstone. Sponsors are responsible for submitting email content to Cornerstone by the deadline for distribution.

## SEMINAR SPONSORSHIP

Seminar dates will be assigned at Cornerstone's discretion. Topics must be approved by Cornerstone and should focus on providing educational value to members rather than promoting products or services.

## ROOM RENTALS

Complimentary room rentals at Cornerstone offices are subject to availability.

## SOCIAL MEDIA MENTIONS

Annual Sponsors will be recognized quarterly across Cornerstone's social media platforms. Additional social media mentions will be determined by Cornerstone.



## BUILDER BUZZ Quarterly Publication

**Are you a builder looking to promote your upcoming and current developments?**

Join the Cornerstone Association of REALTORS® 'Builder Buzz' Program to promote your upcoming and current residential developments to over 8,000 REALTORS® serving in the markets of Mississauga, Burlington, Hamilton, Waterloo Region, Niagara North, Haldimand County, Norfolk County and surrounding areas.

*\*Please note, this sponsorship opportunity is exclusive to builders and developers only.*



### INCLUSIONS:

- **Direct Email:** Up to two direct emails to Cornerstone members (applicable until December 31, 2025).
- **Internal and Social Media Posts:** Shared posts on social media platforms as well as Cornerstone's internal news board.
- **E-Newsletter Feature:** Inclusion in the quarterly 'Builder Buzz' e-newsletter that is distributed to all Cornerstone members.

Content and images for direct emails must be submitted to Cornerstone at least 10 business days prior to when the communications will be released. All communications and posts must adhere to Cornerstone's terms and conditions, and the exact distribution date for direct emails is at Cornerstone's discretion.

### INVESTMENT:

**\$2,000 per year**  
**Annual sponsors receive a 20% discount on the Builder Buzz newsletter.**



## AFFINITY SPONSORSHIPS

The Affinity and Benefits Program at Cornerstone is a partnership initiative designed to connect REALTORS® with trusted businesses that offer services, resources, and perks. This program is designed to support both Cornerstone REALTORS® and their clients by providing unique, high-value services and benefits that enhance the REALTORS®' success in an evolving and competitive market.

By participating in the program, partner organizations gain a direct channel to Cornerstone's large network of over 8,000 REALTORS®. **Partners can promote their services, build brand recognition, and contribute meaningful value to REALTORS® businesses through special offers, discounts, or tools that help REALTORS® gain a competitive edge.**

Overall, the Affinity and Benefits Program is mutually beneficial and supports REALTORS® professional growth while giving partnered businesses targeted exposure and engagement opportunities within the real estate community.

### Cornerstone's Affinity & Benefits Program – What's in it for You?

As a valued partner in the program, you'll gain access to our large membership and enjoy unique promotional opportunities, including:

- **Event Exposure:** Showcase your business at member events giving you direct interaction with REALTORS®.
- **Digital Promotion:** Get promoted across social media platforms to ensure your brand reaches our engaged online community.
- **Website Feature:** A dedicated placement on our website, allowing members to easily learn about your services.
- **Inclusion in E-blasts:** Feature in e-blasts sent directly to Cornerstone REALTORS®, enhancing your brand visibility.



**GROW WITH CORNERSTONE!**

**Join us as an Affinity Partner and help enhance the success of Cornerstone REALTORS® and their clients. Become a partner today and make an impact on Ontario's thriving real estate market.**

# Cornerstone

## Association of REALTORS®

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### CONNECT WITH US

[communications@cornerstone.inc](mailto:communications@cornerstone.inc)

519.576.1400

[www.cornerstone.inc](http://www.cornerstone.inc)



@Cornerstone Association of REALTORS®



@cornerstonenews



@Cornerstone.inc



@cornerstone\_ar



@Cornerstone\_inc