



Sponsorship Prospectus

January 28 - 30, 2027

ABOUT BWC

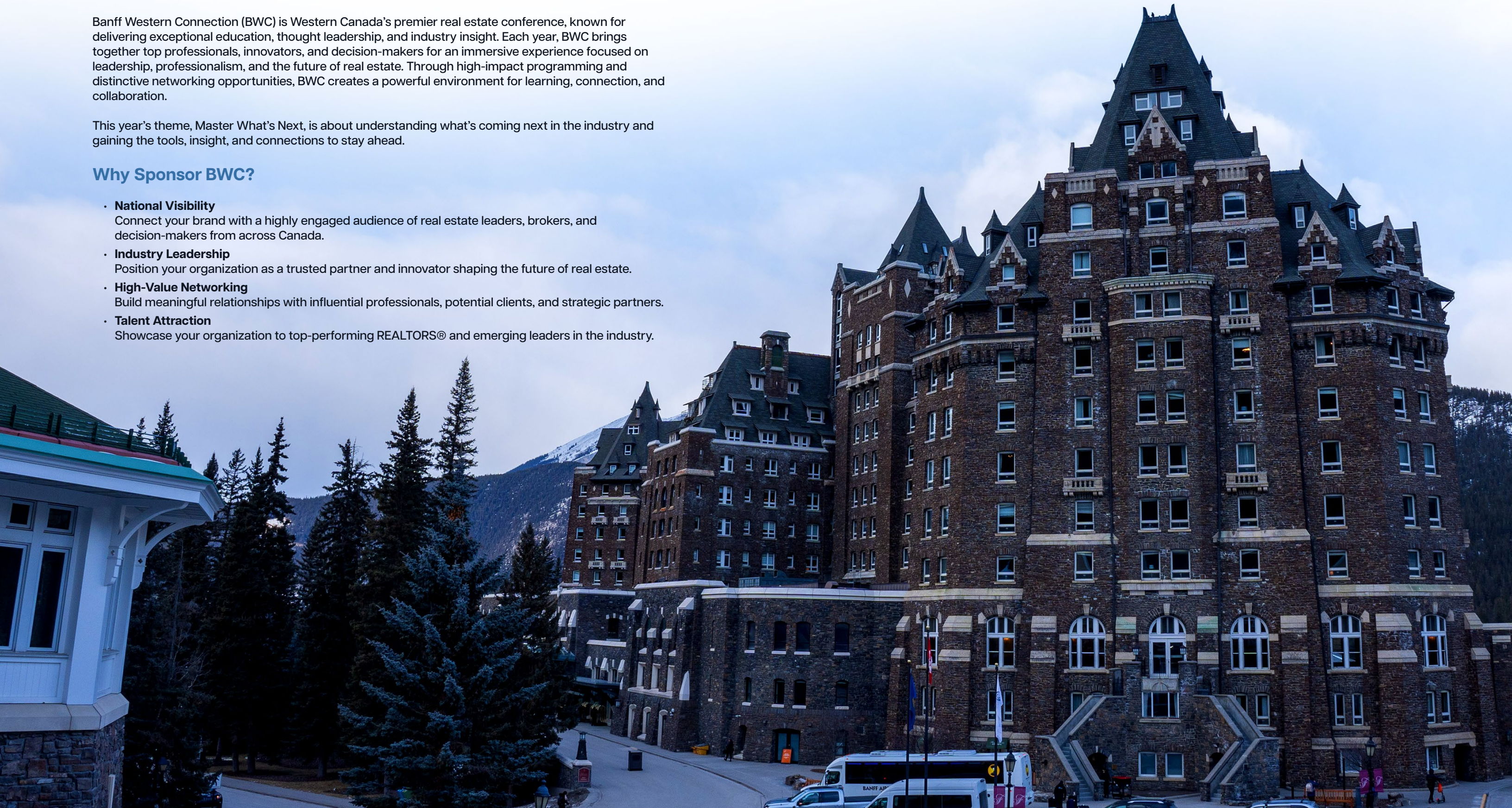


Banff Western Connection (BWC) is Western Canada's premier real estate conference, known for delivering exceptional education, thought leadership, and industry insight. Each year, BWC brings together top professionals, innovators, and decision-makers for an immersive experience focused on leadership, professionalism, and the future of real estate. Through high-impact programming and distinctive networking opportunities, BWC creates a powerful environment for learning, connection, and collaboration.

This year's theme, Master What's Next, is about understanding what's coming next in the industry and gaining the tools, insight, and connections to stay ahead.

Why Sponsor BWC?

- **National Visibility**
Connect your brand with a highly engaged audience of real estate leaders, brokers, and decision-makers from across Canada.
- **Industry Leadership**
Position your organization as a trusted partner and innovator shaping the future of real estate.
- **High-Value Networking**
Build meaningful relationships with influential professionals, potential clients, and strategic partners.
- **Talent Attraction**
Showcase your organization to top-performing REALTORS® and emerging leaders in the industry.





General Sponsorships

EXCLUSIVE

1 AVAILABLE

TITLE SPONSOR

\$70,000

- Ten (10) complimentary conference passes with upgraded gold level hotel rooms
- Exclusive acknowledgment as the Presenting Sponsor in all event-related communications, social media announcements, and official event materials
- Opportunity to exclusively sponsor and introduce the opening or closing keynote speaker
- Opportunity to have a private meet and greet with opening or closing keynote speaker
- Prominent wrap signage on all the main elevators in the hotel
- Complimentary 10' x 20' booth space located in prime high foot traffic spot
- Complimentary VIP table of 10 at the Closing Gala
- Reserved VIP seating during the morning keynote sessions
- Opportunity to host a VIP networking event with influential real estate professionals and brokers (Complimentary event space will be provided. All other event costs will be covered by the sponsor)
- Dedicated app push notifications/social media posts highlighting the sponsor's support and involvement before, during, and after the event across all official event channels
- Prominent company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

PREMIER VISIBILITY

1 AVAILABLE 1 SOLD

GOLD SPONSORS

\$50,000

- Seven (7) complimentary conference passes with upgraded gold level hotel rooms
- Opportunity to exclusively sponsor and introduce a breakout session of your choice
- Prominent floor decals placed throughout the hotel
- Complimentary 10' x 20' booth space located in prime high foot traffic spot
- Opportunity to host an evening company event during the conference (Complimentary event space will be provided. All other event costs will be covered by the sponsor)
- Reserved VIP seating during the morning keynote sessions
- Complimentary VIP table of 10 at the Closing Gala
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

ENHANCED EXPOSURE

2 AVAILABLE 1 SOLD

SILVER SPONSORS

\$25,000

- Five (5) complimentary conference passes
- Opportunity to exclusively sponsor and introduce a breakout session of your choice
- Complimentary 8' x 10' booth space located in prime high foot traffic spot
- Opportunity to host an evening company event during the conference (Complimentary event space will be provided. All other event costs will be covered by the sponsor)
- Reserved VIP seating during the morning keynote sessions
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

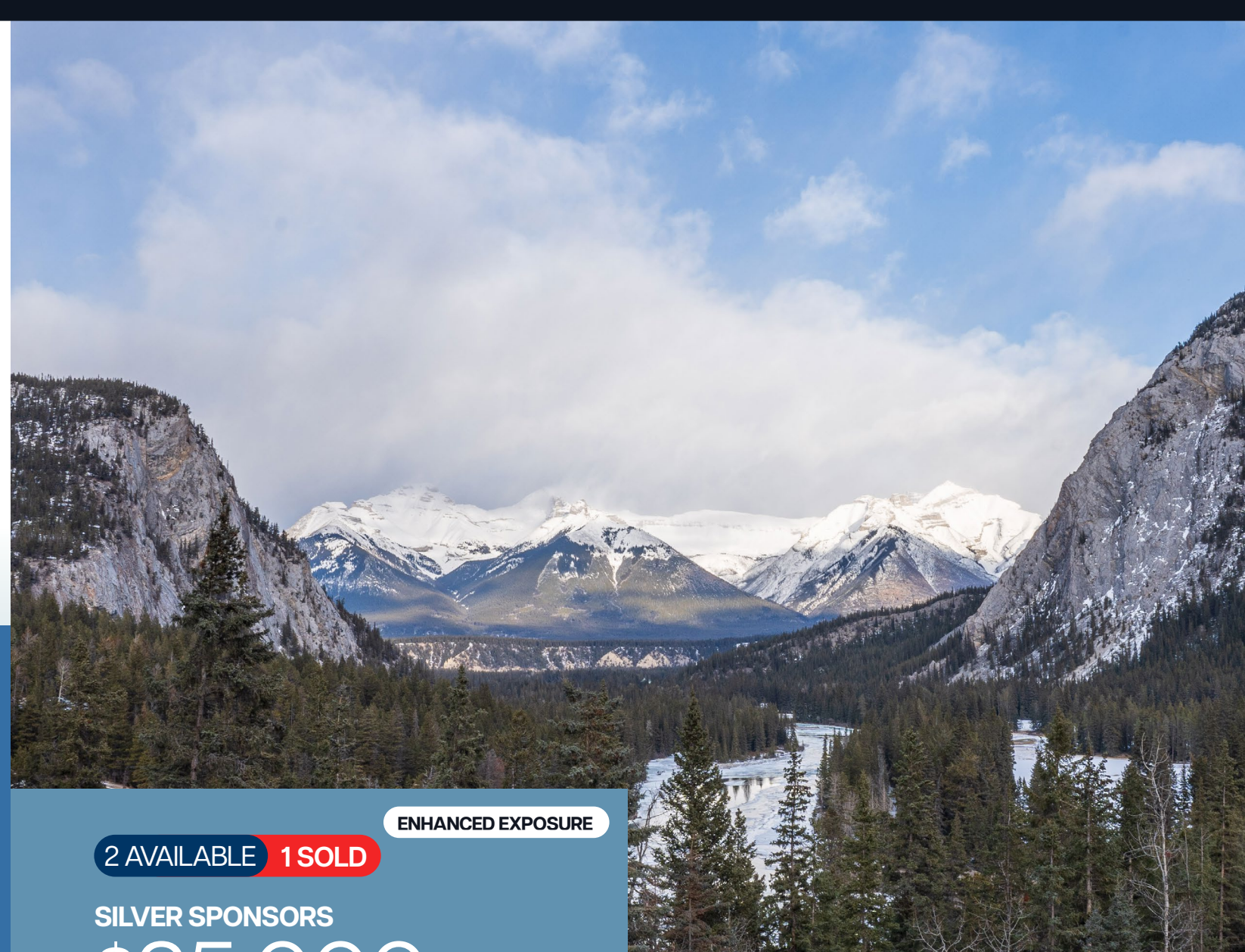
BASIC EXPOSURE

3 AVAILABLE 3 SOLD

BRONZE SPONSORS

\$15,000

- Three (3) complimentary conference passes
- Complimentary 8' x 10' booth space
- Opportunity to host an evening company event during the conference (Complimentary event space will be provided. All other event costs will be covered by the sponsor)
- Reserved VIP seating during the morning keynote sessions
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program





Event & Experience Opportunities



CLOSING GALA SPONSOR

\$30,000

- Exclusive branding during the event
- Five (5) complimentary conference passes
- Logo prominently featured on a co-branded ice sculpture displayed at the entrance
- Company logo included on the photobooth branding during the Gala
- Opportunity to provide branded giveaways on the tables or distributed during the pre-cocktail hour
- Complimentary 10' x 20' booth space located in prime high foot traffic spot
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program and at the Gala

PRESENTING TRADESHOW FLOOR SPONSOR

\$20,000

- Exclusive recognition as the Presenting Sponsor of the Tradeshow Floor on all tradeshow floor signage, digital platforms, and conference communications
- Five (5) complimentary conference passes
- Complimentary 10' x 20' booth space located in prime high foot traffic spot
- Company logo recognition and company profile featured in the conference app

NETWORKING RECEPTION

\$20,000

- Exclusive branding during the Networking Reception
- Four (4) complimentary conference passes
- Logo prominently displayed at the reception area
- Company logo included in the photobooth branding during the reception
- Opportunity to provide branded giveaways during the reception
- Complimentary 8' x 10' booth space located in prime high foot traffic spot
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

BOWLING TOURNAMENT

\$15,000

- Exclusive recognition as the Presenting Sponsor of the tournament on all event signage and conference communication
- Opportunity to provide branded giveaways during the tournament
- Logo prominently displayed on rental equipment and team jerseys (supplied by the sponsor)
- Company logo recognition and company profile featured in the conference app

\$10,000 EACH

HOCKEY TOURNAMENT

- Exclusive recognition as the Presenting Sponsor of the tournament on all event signage and conference communication
- Logo prominently displayed on rental equipment and team jerseys (supplied by the sponsor)
- Opportunity to provide branded giveaways during the tournament
- Company logo recognition and company profile featured in the conference app

COFFEE BREAK SPONSORSHIP

SOLD

- Logo prominently displayed at coffee break stations
- Recognition on conference materials and signage during coffee breaks
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

HOSPITALITY SUITE SPONSOR

SOLD

- Prominent on-site signage as the exclusive Hospitality Suite Sponsor
- Company logo featured on Hospitality Suite access cards
- Company logo recognition and company profile featured in the conference app



NEW!

Professional/ Brand Activation Opportunities

Additional Sponsorship Opportunities

HEADSHOT PHOTOGRAPHY SPONSOR

\$15,000

- Exclusive branding within the professional headshot booth area
- Two (2) complimentary conference passes
- Logo displayed on all photographer backdrops and digital delivery galleries
- Opportunity to include a branded frame or overlay on all final headshots
- Option to provide a branded touch-up station or hair/beauty kit giveaway (sponsor to cover costs associated with a touch up station or hair/beauty giveaway)
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

TRANSPORTATION SHUTTLE SPONSOR

\$10,000

- Branding on shuttle buses and shuttle schedule boards
- One (1) complimentary conference pass
- Opportunity to distribute a branded item to shuttle riders
- Logo in app and on on-site transportation signage
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

SUSTAINABILITY SPONSOR

SOLD

\$5,000

- Branding on all sustainability features (recycling, water refill, green initiatives)
- Recognition as the event's "Green Partner"
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

MOBILE APP SPONSORSHIP

\$20,000

- Exclusive branding within the conference mobile app
- Logo prominently displayed on the app's home screen
- Three (3) complimentary conference passes
- Opportunity to provide push notifications through the app
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

WI-FI SPONSORSHIP

\$15,000

- Exclusive branding on Wi-Fi login splash page
- Logo displayed prominently on Wi-Fi signage throughout the venue
- Two (2) complimentary conference passes
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

LANYARD SPONSORSHIP

SOLD

\$15,000

- Logo prominently displayed on all conference lanyards (co-branded with the BWC logo)
- Two (2) complimentary conference passes
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program



Additional Sponsorship Opportunities (Continued)

ROOM DROP SPONSOR

\$15,000

- Opportunity to provide a branded item or promotional piece, including a brief message or insert, placed in attendee hotel rooms at the Fairmont Banff Springs Hotel
- Two (2) complimentary conference passes
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

WELCOME SWAG BAG SPONSORSHIP

SOLD

\$10,000

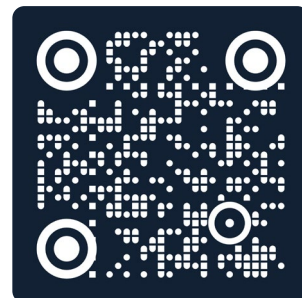
- Co-branded logo prominently displayed on the welcome swag bag (sponsor to supply the swag bag)
- One (1) complimentary conference pass
- Company logo recognition and company profile featured in the conference app
- Sponsorship recognition during the main conference program

For more information or to secure your sponsorship contact:

Candace Jones

Email: candace.jones@albertarealtor.ca
Phone: 403-209-3631

Visit the BWC Website to **Learn More**



Sponsorship Chart

GENERAL SPONSORSHIP LEVELS

| BENEFITS | TITLE | GOLD | SILVER | BRONZE |
|---|-----------|-----------------|-----------------|-----------------|
| Conference passes | ✓ (10) | ✓ (7) | ✓ (5) | ✓ (3) |
| Gold room upgrades (room type confirmed at signing) | ✓ | ✓ | - | - |
| Prime tradeshow booth | ✓ 10'x20' | ✓ 10'x20' | ✓ 8'x10' | ✓ 8'x10' |
| Introduce keynote speaker | ✓ | - | - | - |
| Private keynote meet & greet | ✓ | - | - | - |
| Introduce breakout session | - | ✓ | ✓ | - |
| VIP keynote seating | ✓ | ✓ | ✓ | ✓ |
| VIP gala table (10) | ✓ | ✓ | - | - |
| Host private / VIP networking event | ✓ | ✓ Evening Event | ✓ Evening Event | ✓ Evening Event |
| Elevator wrap signage | ✓ | - | - | - |
| Floor decals | - | ✓ | - | - |
| Featured recognition in all event marketing | ✓ | - | - | - |
| Company logo & profile in conference app | ✓ | ✓ | ✓ | ✓ |
| Dedicated app push notifications | ✓ | - | - | - |
| On-stage / program recognition | ✓ | ✓ | ✓ | ✓ |

EVENT & EXPERIENCE SPONSORSHIPS

| BENEFITS | Coffee Break | Hockey | Bowling | Hospitality Suite | Networking Reception | Closing Gala |
|-----------------------------------|--------------|--------|---------|-------------------|----------------------|-----------------|
| Exclusive sponsor | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-site signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on equipment / installations | - | ✓ | ✓ | - | - | ✓ Ice Sculpture |
| Photobooth branding | - | - | - | - | ✓ | ✓ |
| Branded giveaways | - | ✓ | ✓ | - | ✓ | ✓ |
| Tradeshow booth included | - | - | - | - | ✓ 8'x20' | ✓ 10'x20' |
| App profile | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Program recognition | ✓ | - | - | - | ✓ | ✓ |

PROFESSIONAL/BRAND ACTIVATIONS & ADD-ONS

| BENEFITS | HEADSHOTS | SHUTTLE | SUSTAINABILITY | SWAG BAG | ROOM DROP | LANYARD | WI-FI | MOBILE APP |
|----------------------------------|-----------|---------|----------------|----------|-----------|---------|-------|------------|
| Exclusive branding | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| High attendee visibility | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Direct attendee touchpoint | ✓ | ✓ | - | ✓ | ✓ | ✓ | ✓ | ✓ |
| Digital / app presence | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Push notifications | - | - | - | - | - | - | - | ✓ |
| Green / sustainability alignment | - | - | ✓ | - | - | - | - | - |

All opportunities are limited and subject to availability.



BWCC 27

Banff Western Connection 

Master What's Next