



Rotman Commerce Real Estate Association

2025-2026

Corporate Sponsorship Package

A Letter from our Leaders...



Leon Liu
President



Natasha Eberhardt
Vice President

Dear Potential Partners,

The Rotman Commerce Real Estate Association (RCREA) is the leading undergraduate student group at the University of Toronto dedicated to building meaningful connections between students and professionals in the real estate industry. Over the past year, our club has grown significantly in both reach and impact, and we are excited to continue expanding our programming for the upcoming academic year.

This year, we are even more ambitious, hosting a range of events that explore the intersections of real estate with accounting, finance, and development. We are especially excited about our January Recruitment Night, held in collaboration with the Hart House Finance Association, which is expected to draw over 200 students for an evening focused on recruitment and networking. These initiatives are designed to provide students with direct exposure to the real estate sector while creating valuable opportunities for firms to engage with top talent from the Rotman Commerce community.

We would love to explore how your firm can get involved, whether through speaker panels, networking opportunities, or firm-led sessions. Our goal is to build collaborative relationships that bring lasting value to both students and industry professionals. If you are interested or have any questions, please feel free to reach out to us at yleon.liu@mail.utoronto.ca. We look forward to the opportunity to connect and work together.

Best,
Leon Liu & Natasha Eberhardt



About RCREA



The Rotman Commerce Real Estate Association (RCREA) is a vibrant student-led organization, uniting aspiring real estate professionals with the knowledge and expertise required to excel in the real estate market. Through experiential learning, professional network, and meaningful opportunities, our members are dedicated in fostering connections and building real-world experiences in the industry.

Our Goals

1. Host impactful events and networking mixers to connect with industry leaders
2. Provide professional development opportunities (workshops, panels, mentorships) for aspiring professionals.
3. Promote awareness and engagement within Rotman Commerce.
4. Cultivate strategic relationships with real estate firms and alumni.

Why Become a Sponsor?



Brand visibility and recognition: Direct access to hundreds of highly motivated, high-achieving students within real estate and social media



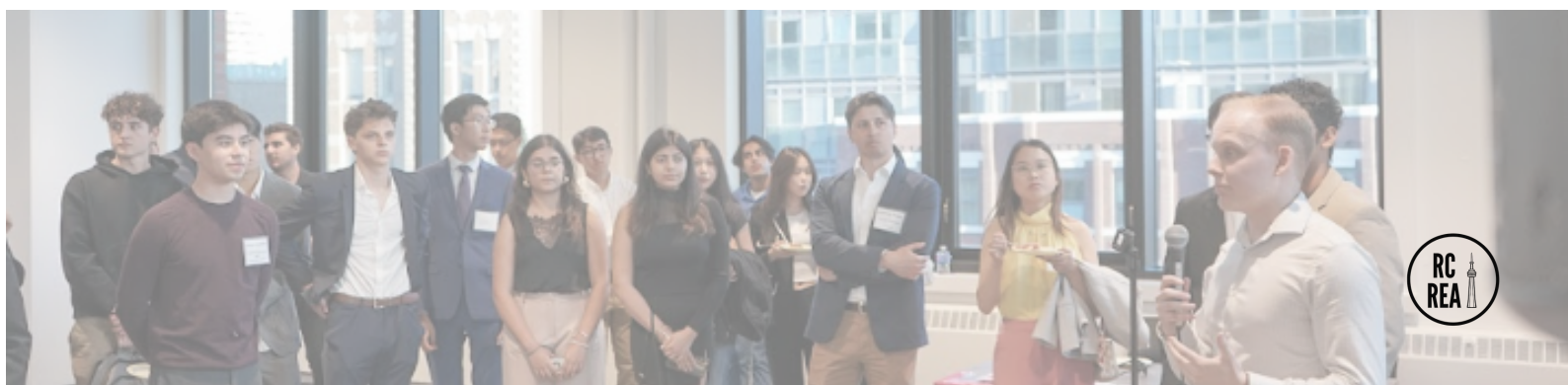
Talent pipeline development: Position your company early in students' career journeys—an effective way to identify and recruit top future talent



Support and showcase commitment to developing future leaders



Exclusive network access: Enjoy priority visibility at RCREA events, with speaking/presentation opportunities and tailored engagements



Event Timeline



RCREA Alumni Event September 26th, 2025

A flagship networking event connecting students with alumni in real estate, finance, and development, fostering community and career growth.



Recruitment Night January 22nd, 2026

A cross-industry fair connecting students with firms across finance, accounting, marketing, and development in an engaging, large-scale setting.



Build Your Brand, AI-Proof Your Path March 12th, 2026

A workshop on personal branding, digital presence, and AI tools, blending career development with innovation.



Real Estate x CPA November 13th, 2025

A panel and networking session exploring CPA career paths in real estate while highlighting professional development.



RCREA Investments Event February 5th, 2026

A panel and networking event introducing students to real estate investment careers and the skills needed to succeed.



Sponsorship Packages

Sponsorship Tiers

	Secondary	Primary
Sponsorship Amount	\$500	\$1500
Personalized Event Segment		
Company Branded Event Title		
Dedicated Firm Post		
Merchandise Distribution		
Resume Book Access		
Logo on Marketing Materials		
Post-Event Recap Letter		
Recruitment Announcements		

Primary Exclusive Benefits

- **Personalized Event Segment:** 10-minute slot to present company content, initiatives, or opportunities.
- **Co-Branded Event Title:** Firm name featured as title sponsor in all event promotions (e.g., {Firm Name} x RCREA Development Night).
- **Dedicated Promotion Post:** Highlighting your firm on all RCREA social media prior to the event.

Primary & Secondary Benefits

- **Resume Book Access:** Digital resumes of all attendees for recruitment.
- **Logo on Marketing Materials:** Logo on all event collateral; larger for primary sponsors.
- **Merchandise Distribution:** Bring branded merchandise for attendee giveaways.
- **Post-Event Recap Letter:** Event highlights with sponsor acknowledgement sent to attendees.
- **Job Opportunity Promotion:** Share internship or new grad roles via RCREA social media.



Previous Sponsors

**Loblaw
Companies
Limited**

dream 

 **JLL**

BentallGreenOak 

 **QuadReal**

**David Feldman
Centre for Real
Estate and
Urban
Economics**

Colliers


RAD MARKETING

CBRE

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