



**RESA**

**20  
26**

**Corporate  
Sponsorship  
Package**

**Haskayne**  
School of Business



UNIVERSITY OF  
**CALGARY**

# A MESSAGE FROM THE TEAM

*Dear readers,*

On behalf of the **Real Estate Student Association**, I want to extend our sincere appreciation to the partners, organizations, and industry professionals who continue to invest in our student community.

RESA was founded with an objective to bridge the gap between academic learning and real-world experience. Today, that mission has grown into a thriving network of engaged students, faculty supporters, and industry collaborators who believe in developing Alberta's next generation of commercial real estate leaders.

Over the past 6 months, RESA has seen extraordinary momentum as a result of a strategic rebrand and leadership development. We have expanded our membership, delivered increased industry involvement, and created meaningful touchpoints between students and employers. Yet, our ambitions continue to grow, and we are committed to elevating the student experience even further.

This Sponsorship Package outlines how your partnership can directly support the programming, events, and initiatives that introduce students to the commercial real estate sector and help them succeed in it. With your continued investment, we can scale opportunities, remove financial barriers to participation, and ensure that Calgary remains a destination for top real estate talent.

Thank you for your commitment to students, your belief in education, and your support of our shared vision for the future of real estate. We look forward to continuing this work together.

With appreciation,



**Devon Everard**

President, Real Estate Student Association



# CURRENT LEADERSHIP



**Devon Everard**  
President



**Liam Cogill**  
Vice President, Operations



**Maya Bedard**  
Vice President, Market Research



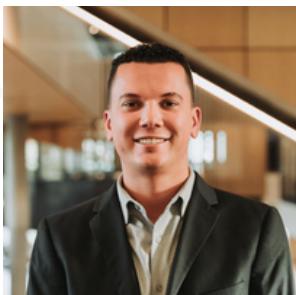
**Brando Larice**  
Vice President, Podcast



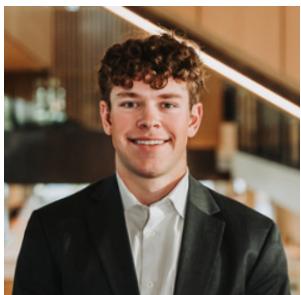
**Eddie Robertson**  
Vice President, Finance



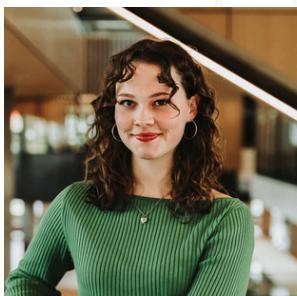
**Easton Goetz**  
Director, Finance



**Cole Ivers**  
Vice President, Events



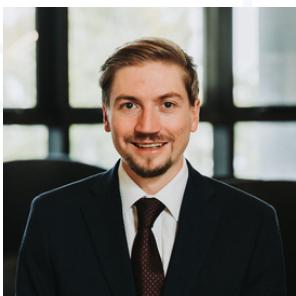
**Tyler Cooke**  
Director, Events



**Alison Tinling**  
Vice President, Marketing



**Sadhika Rajasani**  
Director, Marketing



**Connor Powell**  
Vice President, Mentorship



**Sahar Hammoud**  
Vice President, Mentorship



Joining as a member—and now serving on the executive team—are pivotal parts of my university experience. Through organizing club initiatives, volunteering at industry events, and collaborating with peers, I have built lasting connections and gained the confidence to grow as a leader. RESA has not only helped me find my place in the industry, but has also given me the skills and experiences to succeed in a future career in real estate.

**Maya Bedard**  
Vice President, Market Research



# OUR MISSION & VALUES

The **Real Estate Student Association** is the only student-run real estate club at the Haskayne School of Business. Our mission is to bridge the gap between academic learning and the commercial real estate industry by providing students with the exposure, knowledge, and hands-on experiences required to launch successful careers.

RESA connects students with industry professionals through site tours, networking events, mentorship programs, educational workshops, and real estate conferences. These experiences help students understand career pathways across the sector, including brokerage, development, asset management, valuation, investment, property management, and more.

Corporate sponsorship is essential to the success and sustainability of RESA. Your support allows us to expand programming, increase accessibility, and build a long-term foundation that will benefit students for years to come.

ACADEMIA



INDUSTRY

# RESA AT A GLANCE

CURRENT EXECUTIVES

12

24

CURRENT MENTORS

CURRENT MENTEES

24

55

ACTIVE MEMBERS

RESA ALUMNI

68

627

INDUSTRY CONNECTIONS

REAL PROGRAM ALUMNI

1390



# WHY SPONSOR?

The Haskayne School of Business provides students with outstanding opportunities for learning, growth, and professional development. The **Real Estate Student Association** contributes to this mission by connecting students with Calgary's commercial real estate industry, and by fostering a community built on collaboration, professionalism, and ambition.

Your organization has the opportunity to be a strategic partner in advancing RESA's initiatives and shaping the talent pipeline of the real estate sector. Sponsorship offers meaningful brand exposure, direct engagement with aspiring professionals, and the ability to build relationships with future industry leaders, colleagues, clients, and innovators.

Students succeed when they are given opportunities to develop practical skills, gain industry insights, and build their professional networks. Through events, site tours, mentorship, workshops, and conferences, RESA creates hands-on, career-focused experiences that would not be possible without sponsor support.

By partnering with RESA, you are not only supporting programming today, you are helping set the foundation for long-term success. Our goal is to build a sustainable platform that continues to serve students for years to come, creating a stronger, more prepared, and more connected generation of real estate professionals.



# FINANCIAL SPONSORSHIP

Sponsorship Level	Bronze \$125	Silver \$250	Gold \$500
Company logo listed as a supporting partner on our website and year-end communications.	X	X	X
Receive a curated resume book of current RESA executive members, updated once per semester, to support internship and full-time recruitment.	X	X	X
Be the first to receive industry invitations to RESA events such as networking nights and recruitment-oriented events.		X	X
On-demand circulation of job postings, internships, or event promotions to RESA members through targeted email outreach.		X	X
Company is featured in a dedicated “Sponsor Showcase” post on LinkedIn or Instagram, highlighting company overview and career opportunities.			X
Opportunity to request student volunteers for conferences, industry events, research projects, or corporate initiatives.			X

# EVENT SPONSORSHIP

Event Type	Terms
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<b>Company Social</b>	RESA coordinates the full event, including venue, promotion, RSVPs, and student turnout, while the sponsoring company funds the event and receives speaking time, branding, and direct interaction with attendees.
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<b>Lunch &amp; Learn</b>	The sponsoring company provides a speaker and lunch for attendees, and RESA handles booking, marketing, and student registration.
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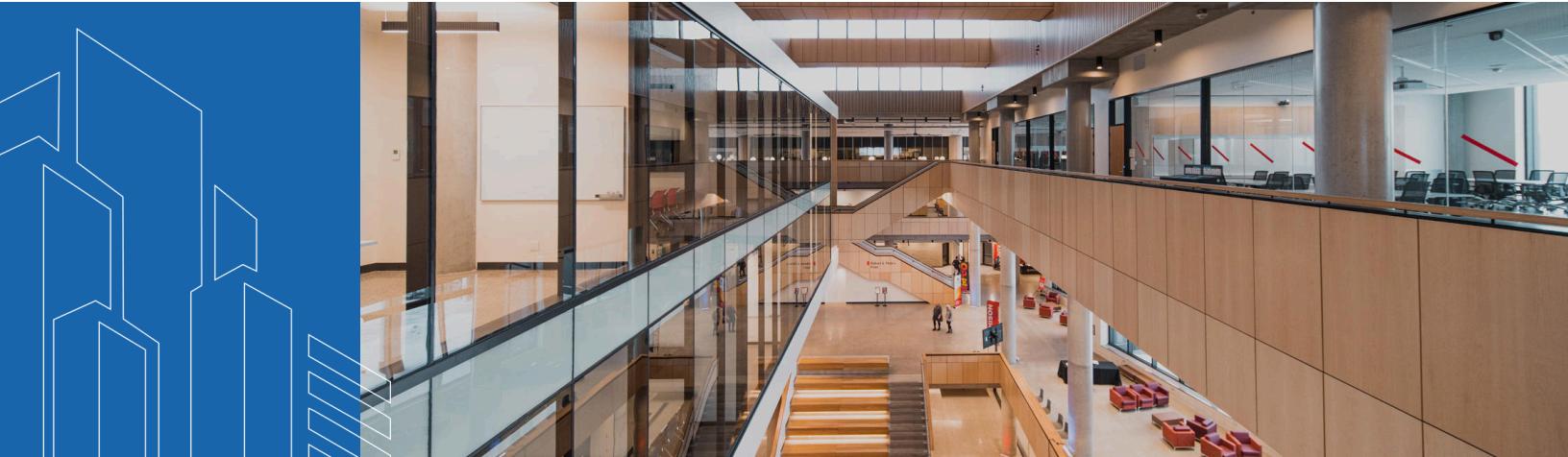
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<b>Property Tour</b>	The company hosts students at their office or portfolio property with a representative leading the tour, while RESA manages RSVPs, logistics, and promotion.
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<b>In-Kind</b>	Companies provide branded merchandise, raffle items, or other non-monetary contributions, and RESA distributes them at events or via giveaways with sponsor recognition.
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# CONTACT INFO

Name	Title	Email
<b>Devon Everard</b>	President	devon.everard@ucalgary.ca
<b>Liam Cogill</b>	Vice President, Operations	liam.cogill@ucalgary.ca
<b>Brando Larice</b>	Vice President, Podcast	brando.larice@ucalgary.ca
<b>Maya Bedard</b>	Vice President, Market Research	maya.bedard@ucalgary.ca
<b>Eddie Robertson</b>	Vice President, Finance	eddie.robertson@ucalgary.ca
<b>Easton Goetz</b>	Director, Finance	easton.goetz@ucalgary.ca
<b>Cole Ivers</b>	Vice President, Events	cole.ivers@ucalgary.ca
<b>Tyler Cooke</b>	Director, Events	tyler.cooke@ucalgary.ca
<b>Alison Tinling</b>	Vice President, Marketing	alison.tinling@ucalgary.ca
<b>Sadhika Rajasansi</b>	Director, Marketing	sadhika.rajasansi@ucalgary.ca
<b>Connor Powell</b>	Vice President, Mentorship	connor.powell@ucalgary.ca
<b>Sahar Hammoud</b>	Vice President, Mentorship	shammoud@ucalgary.ca

# STAY CONNECTED

**WEBSITE**

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**LINKEDIN**

**INSTAGRAM**

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**SPOTIFY**



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Thank you!

