



RESA

**20
26**

**Corporate
Sponsorship
Package**

haskayne
School of Business



**UNIVERSITY OF
CALGARY**

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



Sydney Zwiers
Director, Operations



Eddie Robertson
Vice President, Finance



Easton Goetz
Director, Finance



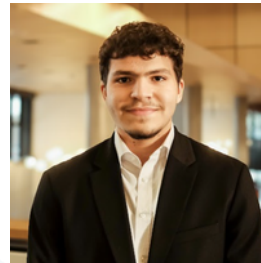
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Vice President, Events



Tyler Cooke
Director, Events



Ayaan Mian
Director, Events



Mohammed Ghaddar
Director, Events



Derin Batirbek
Director, Events



Alison Tining
Vice President, Marketing



Madelyn Kerr
Director, Marketing



Connor Powell
Vice President, Mentorship



Sahar Hammoud
Vice President, Mentorship



Daniela Salikhov
Director, Mentorship



Daya Sandhu
Director, Mentorship



Brando Larice
Vice President, Media



Erin-Rose Ealing
Director, Media



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



RESA

INDUSTRY

RESA AT A GLANCE

CURRENT EXECUTIVES 18

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.



POSITIVE IMPACT ON OUR PARTNERS

Brand Exposure

Partnering with RESA provides brand visibility across our student body and professional network. Your organization will be featured in RESA communications, events, and programming, positioning your firm as an engaged industry leader and strengthening brand recognition among emerging professionals

Outreach

RESA offers access to a diverse talent pool, extending well beyond real estate students. Our members bring concentrations and experience in accounting, finance, supply chain management, human resources, marketing, business analytics, economics, political science, entrepreneurship, communications, computer science, and MBA programs. This allows partners to reach candidates with complementary skills aligned to modern, cross-functional business needs.

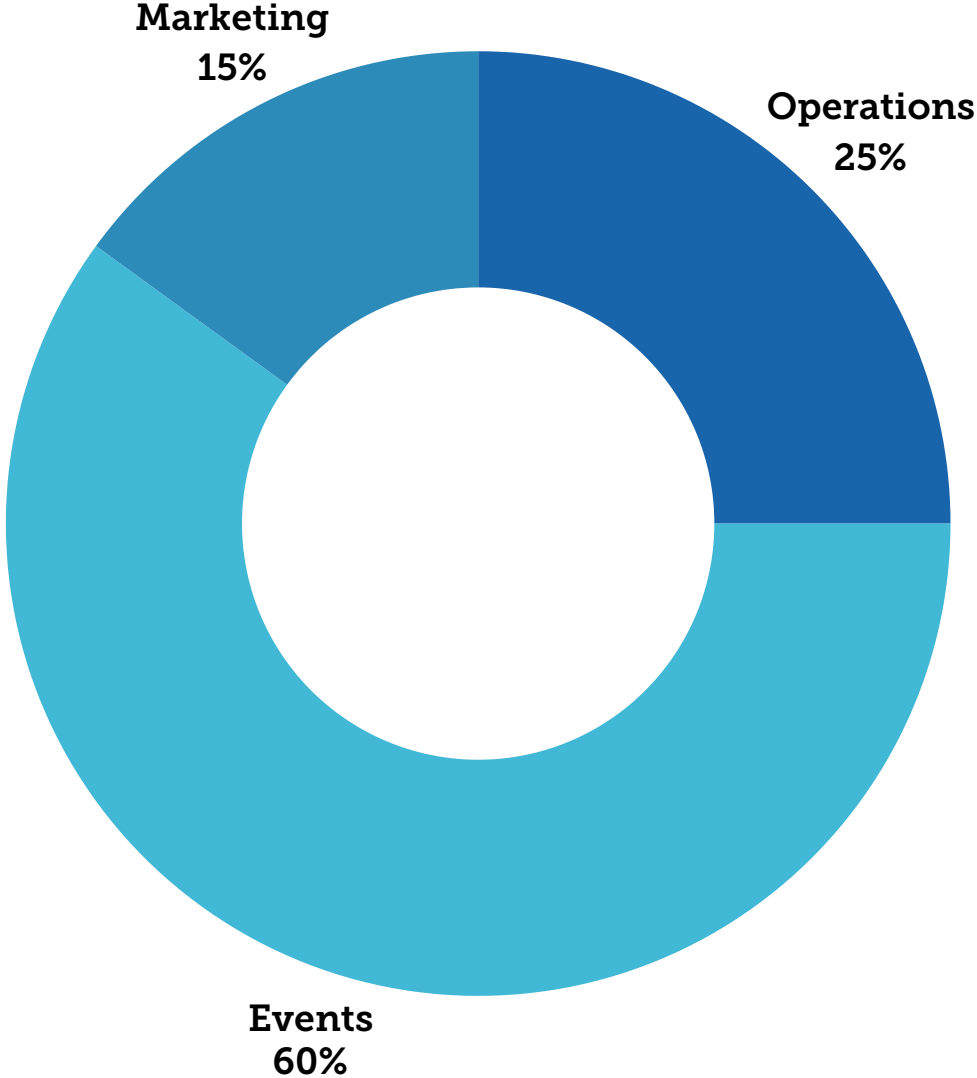
Networking

RESA partnerships create direct access to high value networking opportunities through events, site tours, mentorship, workshops, and conferences. These settings allow your organization to build authentic relationships with students, industry peers, and other partners, leading to collaboration, referrals, and long-term professional connections.

Industry Impact

By engaging with RESA through mentorship, advising, and workshops, partners play a direct role in shaping the next generation of professionals. Your organization can influence skill development, career pathways, and industry standards while building early relationships with future leaders.

EXPENSES BREAKDOWN



FINANCIAL SPONSORSHIP

Sponsorship Levels	Bronze \$250	Silver \$500	Gold \$1000
Company logo listed as a supporting partner on our website and year-end communications.	✓	✓	✓
Receive a curated resume book of current RESA executive members, updated once per semester, to support internship and full-time recruitment.	✓	✓	✓
Be the first to receive industry invitations to RESA events such as networking nights and recruitment-oriented events.		✓	✓
On-demand circulation of job postings, internships, or event promotions to RESA members through targeted email outreach.		✓	✓
Company is featured in a dedicated “Sponsor Showcase” post on LinkedIn or Instagram, highlighting company overview and career opportunities.			✓
Opportunity to request student volunteers for conferences, industry events, research projects, or corporate initiatives.			✓

EVENT SPONSORSHIP

Event Type	Terms
Company Socials	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.
Lunch & Learns	The sponsoring company provides a speaker and lunch for attendees, and RESA handles booking, marketing, and student registration.
Property Tours	The company hosts students at their office or portfolio property with a representative leading the tour, while RESA manages RSVPs, logistics, and promotion.
In-Kind	Companies provide branded merchandise, raffle items, or other non-monetary contributions, and RESA distributes them at events or via giveaways with sponsor recognition.
Advisory	Details to come. Expected delivery Fall 2026 Semester.



CONTACT INFO

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STAY CONNECTED

WEBSITE [CLICK HERE](#)

[CLICK HERE](#) **LINKEDIN**

INSTAGRAM [CLICK HERE](#)

[CLICK HERE](#) **SPOTIFY**



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Thank you!

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