2027 AMBA brokerage sponsorship package

The AMBA Community

At AMBA, we know strong brokerages help build a stronger mortgage industry. Our 2027 brokerage sponsorship opportunities are designed to showcase your organization's leadership while supporting the programs, events, and initiatives that bring Alberta's mortgage community together.

From connecting with industry peers to supporting the next generation of mortgage professionals, your brokerage will be recognized as an active contributor to the growth, education, and success of our profession.

Connections that move your business forward start here.

Please note: All brokerage sponsorship opportunities are exclusively available to AMBA Member Brokerages.

Interested in becoming an AMBA Member? Contact us at **membership@amba.ca**.

2,900+ Event Attendees

22 Industry Events

900+ Annual Graduates

Questions?

Get in touch with us!

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2027 | Events

January
- 27 Virtual Session

February
- 10 Calgary Networking Mingle
- 24 Virtual Session

March
- 9 Edmonton Networking Mingle
- 24 Virtual Session

April
- 28 Virtual Session

May
- 6 AGM
- 26 Virtual Session

June
- 7-8 Alberta Mortgage Conference
- 7 AMBA Roundup
- 8 Awards Gala
- 23 Virtual Session

July
- 28 Virtual Session

August
- 4 Edmonton Golf Tournament
- 18 Virtual Session
- 25 Calgary Golf Tournament

September
- 29 Virtual Session

October
- 5 Past Presidents' Dinner
- 13 Sponsor Appreciation
- 27 Virtual Session

November
- 17 Virtual Session
- 24 Calgary Holiday Party
- 30 Edmonton Holiday Party

December
- 15 Virtual Session

Annual
Association Supporter

$2,500 – 6 Opportunities

Becoming an Association Supporter with AMBA is a year-round opportunity to demonstrate your brokerage's commitment to Alberta's mortgage industry. Align your brand with the association's work in education, advocacy, and professional development while maintaining a strong presence within the mortgage community.

As an Association Supporter, you will receive:

logo placement

- On AMBA's homepage with a link to your website throughout 2027.
- On all 2027 email correspondence to our Members, students, and subscribers, including the AMBA Advisor and AMBA Insights.
- On all 2027 event registration pages.
- At all 2027 events: dedicated sign for Annual and Supporting sponsors and inclusion in slideshow presentations.

recognition

- 100-word description of company in the annual partner/supporter feature email distributed in Q4 2027.
- Acknowledgement in all AMBA event scripts.

opportunities

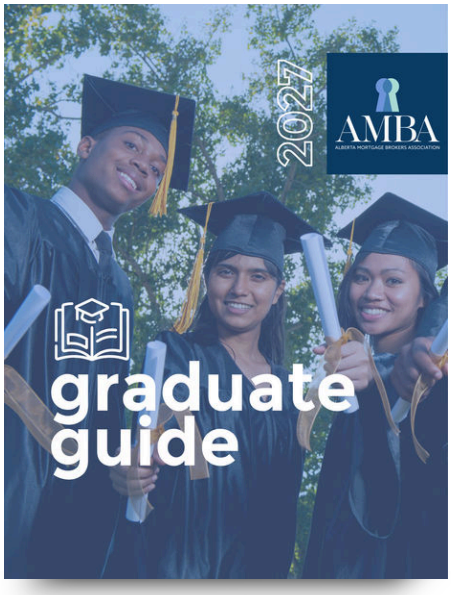
- Upgraded listing in four (4) editions of the Digital Graduate Guide. **($200 value)**
- Footer banner ad in one (1) edition of the Digital Graduate Guide. **($200 value)**

2027
Graduate Guide

Connect with Alberta's newest mortgage professionals!

Published quarterly, the AMBA Graduate Guide is distributed to every Mortgage Associates Program graduate and remains available year-round through MortgageCourse.ca's learning platform.

It is continuously updated with new content, resources, and industry information, and it serves as an ongoing resource for newly licensed mortgage professionals as they explore career opportunities, evaluate potential employers, and take their first steps in Alberta's mortgage industry.

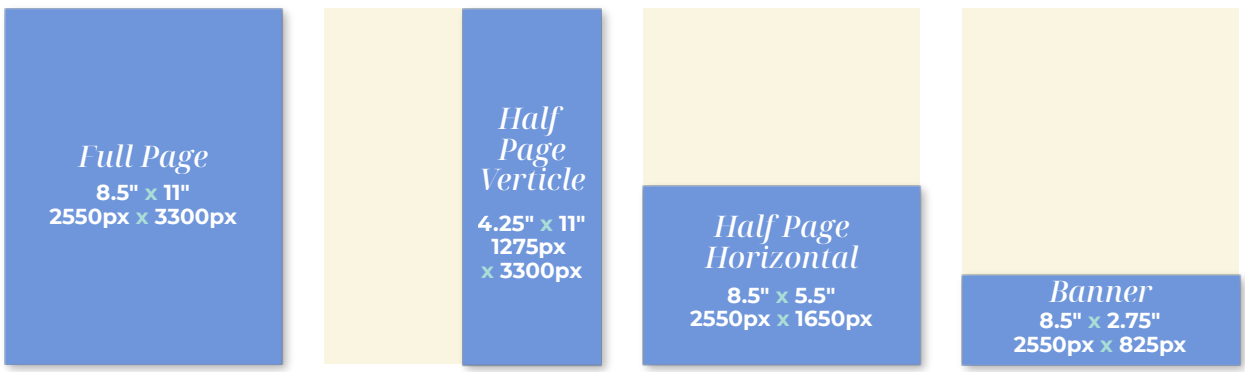


Full Page $500 (1 available per quarter)

Half Page $325 (2 available per quarter)

Footer Banner $225 (3 available per quarter)

Commit to a full year and save!
Book all four (4) quarters within the graduate guide and receive **10%** off!
Some restrictions apply



2027
Graduate Guide

Enhanced Listing
$55 per quarter

Increase your brokerage's visibility with an enhanced listing in the AMBA Graduate Guide. Your profile will feature your brokerage name, logo, contact information, website, and a compelling 50-word company description, helping introduce your organization to newly licensed mortgage professionals as they explore career opportunities and potential employers.

Graphic Design Services
starting at $60

Elevate your AMBA digital sponsorship with custom-designed marketing materials created by AMBA's in-house design team. Tailored to your brand and campaign goals, these professional graphics help ensure your message is clear, engaging, and impactful. Available exclusively to AMBA digital sponsors.

Some restrictions apply.

Mingles Events

AMBA's social events create opportunities for mortgage professionals to connect and build lasting relationships in a fun, relaxed atmosphere. Taking place in Calgary and Edmonton, these events give sponsoring brokerages valuable exposure while demonstrating their commitment to supporting Alberta's mortgage industry.

Date	*Location*	*Estimated Attendance*
February 10, 2027	**Calgary**	**100-125**
March 9, 2027	**Edmonton**	**100-125**

Supporting Sponsor
$500 per city

Demonstrate your brokerage's commitment to Alberta's mortgage industry by sponsoring AMBA's 2027 Networking Mingles. This opportunity positions your brand alongside events designed to bring mortgage professionals together, foster relationships, and strengthen our industry community.

Event Benefits:

- Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.
- Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.
- Recognition in event scripts and sponsor acknowledgements.

2027
Alberta Mortgage Conference

The Alberta Mortgage Conference is AMBA's premier industry event, bringing together mortgage professionals from across the province for two days of education, networking, and collaboration. Held in Edmonton in June 2027, the conference features expert speakers, timely industry insights, engaging breakout sessions, and a dynamic tradeshow showcasing leading industry partners and service providers.

Date	*Location*	*Estimated Attendance*
June 7-8, 2027	**Edmonton**	**400-450**

Supporting Sponsor
$1,000

Demonstrate your brokerage's commitment to Alberta's mortgage industry by sponsoring AMBA's 2027 Networking Mingles. This opportunity positions your brand alongside events designed to bring mortgage professionals together, foster relationships, and strengthen our industry community.

Event Benefits:

- Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.
- Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.
- Recognition in event scripts and sponsor acknowledgements.

Alberta Mortgage Conference

AMBA Roundup

Kick up your boots and join us for AMBA Roundup, the official night-one celebration of the Alberta Mortgage Conference. Hosted at Daisy's Saloon, Edmonton's premier country bar, this high-energy evening brings together conference attendees for an unforgettable night of music, dancing, networking, and western-themed fun. ***Included with every conference registration***, Roundup is the perfect place to connect with Alberta's mortgage community in a relaxed and festive atmosphere.

Date	*Location*	*Estimated Attendance*
June 7, 2027	**Edmonton**	**250-400**

Supporting Sponsor
$500

As a Supporting Sponsor, your brokerage will be aligned with an evening of western hospitality, industry networking, and Alberta-style fun as mortgage professionals come together to connect and celebrate.

Event Benefits:

- Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.
- Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.
- Recognition in event scripts and sponsor acknowledgements.

Awards Gala

The AMBA Awards Gala is a premier evening of celebration that recognizes the achievements of Alberta's mortgage professionals. Bringing together industry leaders, finalists, colleagues, and partners, the event highlights the individuals shaping the future of our profession. Brokerage sponsors are recognized for their support of industry excellence and their investment in fostering a strong and thriving mortgage community.

Date	*Location*	*Estimated Attendance*
June 8, 2027	**Edmonton**	**150-200**

Supporting Sponsor
$500

Align your brokerage with Alberta's premier celebration of mortgage industry excellence. As a Supporting Sponsor of the AMBA Awards Gala, your organization will be recognized as a valued contributor to an event that honours the professionals shaping our industry.

Event Benefits:

- Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.
- Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.
- Recognition in event scripts and sponsor acknowledgements.

2027
Golf Classics

AMBA's Golf Classics are a favourite annual tradition, bringing mortgage professionals together for a day of golf, networking, and camaraderie. Set in a relaxed atmosphere, these events create opportunities to build relationships, strengthen connections, and enjoy time with colleagues from across Alberta's mortgage industry.

Date	*Location*	*Estimated Attendance*
August 4	**Edmonton (The Quarry)**	**144 (sell out)**
August 25	**Calgary (Blue Devil)**	**144 (sell out)**

Supporting Sponsor
$500 per city

Take your networking to the fairway at one of AMBA's 2027 Golf Classics. As a sponsoring brokerage, you'll be aligned with a day of great conversations, industry connections, and friendly competition as mortgage professionals come together both on and off the course.

Event Benefits:

Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.

Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.

Recognition in event scripts and sponsor acknowledgements.

2027
Holiday Parties

Celebrate the season and connect with Alberta's mortgage community through AMBA's Holiday Parties. Featuring one adults-only event and one family-friendly celebration, these festive gatherings bring Members together to unwind, build relationships, and celebrate the year's successes. Sponsorship opportunities provide a meaningful way to align your organization with two memorable experiences enjoyed by mortgage professionals and their families.

Date	*Location*	*Estimated Attendance*
November 24	**Calgary**	**110-130**
November 30	**Edmonton**	**80-100**

Supporting Sponsor
$500 per city

Celebrate the people behind Alberta's mortgage industry by sponsoring AMBA's 2027 Holiday Parties. This opportunity showcases your brokerage's commitment to the community while supporting an event dedicated to connection, recognition, and year-end celebration.

Event Benefits:

Logo placement on the event page at amba.ca (linked to your website), promotional event email communications, event presentations, and select social media promotions.

Featured branding on sponsor spotlight signage and the sponsor slideshow throughout the event.

Recognition in event scripts and sponsor acknowledgements.