

**MAXIMIZED PROMOTIONS INC.**  
**(a division of RE/MAX of Western Canada)**  
**RE/MAX® GROUP ADVERTISING REQUEST FORM**

DATE: \_\_\_\_\_ SINGLE/MULTI-OFFICE AREA: \_\_\_\_\_

PHONE: \_\_\_\_\_ OFFICE: \_\_\_\_\_

AUTHORIZED CONTACT: \_\_\_\_\_  
(Single Office Area Broker Owner or Local G/A Chair)

**GUIDELINES FOR THE RE/MAX GROUP ADVERTISING PROGRAM:**

- 1) The purpose of the RE/MAX Group Advertising (G/A) Program is to create public awareness of the RE/MAX trademark, rather than individual sales associates or properties listed for sale. Corporate brand name awareness is achieved through the use of Media and Hot Air Balloon exposure. RE/MAX of Western Canada's definition of Media is:  
  
    **"Any advertising medium on which quantifiable time or space is purchased."**
- 2) The RE/MAX Group Advertising Program is part of the RE/MAX LLC Franchise Agreement and is governed by RE/MAX LLC guidelines.
- 3) All requests will be reviewed by the appropriate Member Services rep and final approval will be made by the Regional Advertising Director and if necessary, the Regional Executive Vice President.
- 4) The following expenses are eligible for G/A funds to promote the RE/MAX brand name in your area.

**ELIGIBLE EXPENSES**

- Television Air Time
- Radio Air Time
- Print Media
  - Newspaper (not real estate listings guides)
  - Magazines
  - Telephone Directory Ads
  - Tourism Publications
- Trademark Awareness
  - Hot Air Balloon (for Events, school programs)
  - Cold Air balloons
  - RE/MAX Tents
- Outdoor
  - Billboards
  - Transit Bus Benches
  - Transit Bus Signs
  - Transit Shelter
  - Arena signage
- Website development
- Online ads

**NOT ELIGIBLE:**

- Vehicle Sponsorships (ie: moving vans, race cars, trailers as billboards)
- Trade show booths, kiosk rentals, entry fees
- Office signage, awnings
- Promotional items (ie: cups, hats, jackets, etc)
- Charitable Donations
- Real estate listing publications
- Local Sports team/individual sponsorships

In planning your area's local G/A media plan, consider the following:

- 1) Regional G/A media buys
- 2) Regional creative message
- 3) Prime "listing and selling" periods
- 4) Local market sensitivities

**DESCRIPTION OF CAMPAIGN**

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**CAMPAIGN DATES**

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**\*\*Please attach your contract, run schedule, radio scripts and/or proposed print ad art.\*\***

PLEASE FAX THIS FORM COMPLETED - WITH THE ABOVE NOTED TO:

Regional Member Services Representative/Regional Advertising Director

RE/MAX of Western Canada Phone: 1-800-563-3622 Fax: **(250) 762-9141**

Region Authorized Signature \_\_\_\_\_

PO # \_\_\_\_\_ Date \_\_\_\_\_