



**CONSTRUCTION**  
ASSOCIATION OF NOVA SCOTIA

Building with Skill and Integrity Since 1862

# 2016-2017 EVENT SPONSORSHIP GUIDE

Enhance your profile. Reach your target audience. Drive sales.

[www.cans.ns.ca/advertising-sponsorship](http://www.cans.ns.ca/advertising-sponsorship)

## GET IN FRONT OF THE CONSTRUCTION INDUSTRY WITH YOUR SPONSORSHIP

The Construction Association of Nova Scotia is the leading voice of the construction industry respected by members, government, industry and the public. CANS represents more than 780 large and small companies throughout Atlantic Canada that build, renovate, and restore non-residential buildings, roads, bridges, and other engineering projects.

Since our inception more than 150 years ago, CANS has continued to provide unparalleled service to members in the areas of projects and documents, industry education, advocacy and special events.

As a CANS sponsor, your company will receive wide coverage in a variety of formats depending on your sponsorship level. With five sell-out events each year there is no better way to get in front of the construction industry in Nova Scotia than by sponsoring a CANS event. Set up and network at our De-Icer; make connections with a fun activity at our Golf Tournament; or build relationships at our Annual General Meeting.

When you become a CANS Sponsor, your organization will be exposed to more than 760 CANS member companies, allowing you to promote your initiatives and services beneficial to the construction industry.

From sponsorship packages to individual event sponsorship, we can work together to ensure your company receives the right exposure in front of the right audience. Looking for something else to suit your sponsorship needs? Let us know. We can work together to build a custom package.

ALMOST

**100 %**

OF SPONSOR  
COMPANIES SAY  
SPONSORING EVENTS  
MET THEIR OBJECTIVES

OVER

**91 %**

OF SPONSOR  
COMPANIES FOUND  
VALUE IN EVENT  
NETWORKING  
OPPORTUNITIES

OVER

**87 %**

OF SPONSOR  
COMPANIES SAY  
ATTENDEES AT CANS  
EVENTS WERE THEIR  
TARGET AUDIENCE

### BOOK YOUR SPONSORSHIP TODAY!

**Have you been a CANS Event Sponsor before? Are you new to CANS Sponsorship?**

Contact Britney MacNeil  
bmacneil@cans.ns.ca  
902-468-2267 ext. 704

## CANS SPONSORSHIP - PACKAGE OPPORTUNITIES

Maximize your event sponsorship experience and your budget by choosing from one of our tiered packages.

*\*\*Packages are based on availability and subject to change. See following pages for specific details on sponsorship receivables.*

### **TITLE SPONSOR PACKAGE - Value: \$19,600 (25% discount)**

Recognition as Title Sponsor at all CANS Events for the entire year, including:

- De-Icer
- Spring Fling
- Golf Tournament
- Softball Tournament
- Annual General Meeting
- One year website advertising on cans.ns.ca
- 26 weeks CANS Weekly e-newsletter advertising
- One full page ad in Annual Construction Guide

### **PLATINUM SPONSOR PACKAGE - Value: \$7,150 (25% discount)**

Recognition as Platinum Sponsor at the following CANS Events:

- De-Icer
- Spring Fling
- Golf Tournament
- Softball Tournament
- Annual General Meeting

### **GOLD SPONSOR PACKAGE - Value: \$4,800 (20% discount)**

Recognition as Gold Sponsor at at the following CANS Events:

- De-Icer
- Spring Fling
- Golf Tournament
- Softball Tournament
- Annual General Meeting

### **SILVER SPONSOR PACKAGE - Value: \$2,800 (15%)**

Recognition as Silver Sponsor at the following CANS Events:

- De-Icer
- Spring Fling
- Golf Tournament
- Softball Tournament
- Annual General Meeting

### **CUSTOM SPONSOR PACKAGE**

All Sponsor Packages listed above are almost completely customizable. You can remove certain events if you don't feel you need exposure at all of them, or you can upgrade/downgrade levels of certain events within a package. Additionally, you receive even deeper discounts if you are interested in a 3-year sponsor package, with the option to renegotiate the levels/events at the beginning of each year. Save money and increase your visibility with a Custom Sponsor Package!

**Looking for even more opportunities to get in front of CANS members?**

Add a CANS Custom Advertising Package to any of the sponsorship packages above for increased savings (advertising packages starting at \$600). Contact us today for details.

**Book your sponsorship today!**

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## DE-ICER - APRIL

Chances are you've either been to or heard about the CANS De-Icer. If not, you don't know what you're missing. With up to 1,800 attendees, the De-Icer is the largest construction industry event in Nova Scotia. Taking place in April at the Cunard Centre in Halifax, the De-Icer kicks off the upcoming busy construction season. It's a great way for guests to celebrate the industry, network, enjoy great food and live entertainment.

### DE-ICER SPONSORSHIP LEVELS

#### TITLE SPONSOR - Value: \$5,000

- Opportunity to add your company name to event title
- Company logo and recognition as Title Sponsor in all CANS pre and post event coverage and marketing material at event
- Opportunity to display signage and provide promotional materials at the event
- Recognition as Title Sponsor from the podium at event
- Six (6) complimentary De-Icer tickets
- Three (3) months of web advertising on cans.ns.ca
- Six (6) tickets to the VIP Reception

#### PLATINUM SPONSOR - Value: \$2,500

- Opportunities include but are not limited to: Spirit Sponsor; Beer Sponsor; Dinner Sponsor
- Company logo and recognition as Platinum Sponsor in all CANS pre and post event coverage and marketing material at event
- The opportunity to display promotional materials at a table inside the event with company representation or provide a stand-up banner for display inside the event instead of a table.
- Recognition as Platinum Sponsor from the podium at event
- Four (4) complimentary De-Icer tickets
- One (1) month of web advertising on cans.ns.ca
- Four (4) tickets to the VIP Reception

#### GOLD SPONSOR - Value: \$1,500

- Opportunities include but are not limited to: VIP Reception Sponsor; Entertainment Sponsor; Big Screen Sponsor
- Company logo on promotional material at event including rotating digital presentation
- Two (2) complimentary De-Icer tickets
- One (1) month of web advertising on cans.ns.ca
- Recognition as Gold Sponsor in CANS pre and post event coverage

#### SILVER SPONSOR - Value: \$800

- Opportunities include but are not limited to: CANS Staff T-Shirt Sponsor; Welcome Table Sponsor
- Company logo on promotional material at event including rotating digital presentation
- Recognition as Silver Sponsor in all CANS pre and post event coverage



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## SPRING FLING - MAY

2014 marked the inaugural CANS Spring Fling Dinner, a sit-down dinner and networking event hosted in Cape Breton, Nova Scotia. The Spring Fling takes place in May at the beautiful Lingan Golf & Country Club and Flavour 19 Restaurant. Guests hear from distinguished guest speakers and receive updates on CANS initiatives.



### SPRING FLING SPONSORSHIP LEVELS

#### TITLE SPONSOR - Value: \$2,000

- Opportunity to add your company name to event title
- Company logo and recognition as Title Sponsor in all CANS pre and post event coverage and marketing material at event
- Opportunity to display signage and provide promotional materials at the event
- Recognition as Title Sponsor from the podium at event
- Six (6) complimentary Spring Fling tickets
- Three (3) months of web advertising on cans.ns.ca

#### PLATINUM SPONSOR - Value: \$1,000

- Company logo and recognition as Platinum Sponsor in all CANS pre and post event coverage and marketing material at event
- The opportunity to provide promotional materials inside the event
- Recognition as Platinum Sponsor from the podium at event
- Four (4) complimentary Spring Fling tickets
- One (1) month of web advertising on cans.ns.ca

#### GOLD SPONSOR - Value: \$750

- Company logo on promotional material at event
- Two (2) complimentary Spring Fling tickets
- One (1) month of web advertising on cans.ns.ca
- Recognition as Gold Sponsor in CANS pre and post event coverage

#### SILVER SPONSOR - Value: \$500

- Company logo on promotional material at event
- Recognition as Silver Sponsor in all CANS pre and post event coverage



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## GOLF TOURNAMENT - JUNE

The CANS Golf Tournament has so many golfers we're on two courses! The golf tournament is held every June at Glen Arbour Golf Course and The Links at Brunello. With over 300 golfers from the construction industry participating, sponsoring a hole is sure to get you in front of your target audience.

### GOLF TOURNAMENT SPONSORSHIP LEVELS

#### TITLE SPONSOR - Value: \$5,000

- Opportunity to add your company name to event title
- Company logo and recognition as Title Sponsor at both courses on all event collateral and all CANS pre and post event coverage
- Opportunity to bring promotional materials and signage to the dinner and reception
- One Activity Hole at each golf course
- Opportunity to provide golfer giveaway and prize
- One team of four in the tournament

#### PLATINUM SPONSOR - Value: \$2,500

- Opportunities include but are not limited to: Reception Sponsors; Golfer Cart Sponsor; Scorecard Sponsors; Giveaway Sponsors; Drink Cart Sponsors
- Company logo and recognition as Platinum Sponsor on all event collateral and all CANS pre and post event coverage
- Opportunity to bring promotional materials and signage to the dinner and reception
- One Activity Hole at each golf course
- Opportunity to provide golfer giveaway

#### GOLD SPONSOR - Value: \$1,500

- Opportunities include but are not limited to: Registration & Morning Reception Sponsors; Water Bottle Sponsor; Food Truck / BBQ Sponsors; Beverage Cart Sponsor
- Company logo and recognition as Gold Sponsor on all event collateral
- Opportunity to provide golfer giveaway

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## GOLF TOURNAMENT SPONSORSHIP LEVELS

... Continued

### SILVER SPONSOR - Value: \$650

- Opportunities include but are not limited to:
  - ▶ Contest Hole Sponsorship
    - Company logo and recognition as Contest Hole Sponsor
    - Opportunity to sponsor a hole and a skills contest (i.e. longest drive, hole in one, etc.)
    - Company logo on hole signage provided by CANS
    - Opportunity to bring additional promotional material to sponsored hole

*\*\*Note: This is a hole that already has a skills contest on it, set up by the course. Sponsor companies are encouraged to send 1-2 volunteers to network with golfers. A table/ chair can be setup for you by the course, upon request.*
  - ▶ Activity Hole Sponsorship
    - Opportunities include but are not limited to: Activity / Game; Food (snacks, BBQ, etc); Drink (alcohol, juices); Swag
    - Company logo and recognition as Activity Hole Sponsor
    - Company logo on hole signage provided by CANS
    - Opportunity to bring additional promotional material to sponsored hole

*\*\*Note: Activity hole sponsors are required to engage golfers with either food, beverage, or an activity of their choice on their hole. This would be an activity that the course does NOT set up, as it is the responsibility of the sponsor to arrange and bring materials for. This is a good opportunity to have fun engaging golfers in a game/activity at your sponsored hole(s). A table/ chair can be setup for you by the course, upon request.*
  - ▶ Other types of Silver Sponsorship:
    - CANS Staff & Events Committee Golf Shirt Sponsors; Swag Cart Sponsors; Refreshment Cart Sponsors





## SOFTBALL TOURNAMENT - SEPTEMBER

Let's play ball! CANS Slo-Pitch Softball Tournament takes place each Fall in Halifax, Nova Scotia. The tournament has 12 teams who play in both a fun and competitive division.

### SOFTBALL SPONSORSHIP LEVELS

#### TITLE SPONSOR - Value: \$2,000

- Opportunity to add your company name to event title
- Company logo and recognition as Title Sponsor in all CANS pre and post event coverage and marketing material at event
- Opportunity to display signage and provide promotional materials at the event
- One (1) complimentary team registration
- Three (3) months of web advertising on cans.ns.ca

#### PLATINUM SPONSOR - Value: \$1,000

- Opportunities include but are not limited to: Jersey Sponsors; Entertainment Sponsor
- Company logo and recognition as Platinum Sponsor in all CANS pre and post event coverage and marketing material at event
- The opportunity to provide promotional materials at the event
- One (1) month of web advertising on cans.ns.ca

#### GOLD SPONSOR - Value: \$750

- Opportunities include but are not limited to: Registration Gift Sponsor; Information / First Aid Booth Sponsor; Refreshment Sponsor
- Company logo on promotional material at event
- Recognition as Gold Sponsor in CANS pre and post event coverage
- One (1) month of web advertising on cans.ns.ca

#### SILVER SPONSOR - Value: \$500

- Opportunities include but are not limited to: Hat Sponsor; Winners' Prize Sponsors; Food Truck / Snack Sponsors; Award Sponsor; Music Sponsor
- Company logo on promotional material at event
- Recognition as Silver Sponsor in all CANS pre and post event coverage



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## ANNUAL GENERAL MEETING - SEPTEMBER/OCTOBER

Held each October in a different location throughout the Maritimes, the CANS Annual General Meeting is a weekend-long event that sees up to 200 guests and includes a golf tournament, an activity highlighting the local community, nightly entertainment, keynote speakers, awards presentations, and the AGM business meeting.

### AGM SPONSORSHIP LEVELS

#### ▶ **TITLE SPONSOR - Value: \$5,000**

- Company logo and recognition as Title Sponsor on signage throughout the event weekend and in all pre and post event coverage
- Opportunity to provide co-branded lanyards for each AGM attendee
- Opportunity to MC the Saturday luncheon
- Opportunity to provide promotional signage for display throughout the AGM Weekend
- Three (3) months website advertising on cans.ns.ca
- Two (2) event registrations for the AGM
- Invitation to the VIP Reception

#### ▶ **TECHNOLOGY SPONSOR - Value: \$4,000**

- Contact us for details!

#### ▶ **DIAMOND SPONSOR - Value: \$3,500**

- Contact us for details!

#### ▶ **PLATINUM SPONSOR - Value: \$2,500**

- Opportunities include but are not limited to: Friday Dinner; Friday Evening Wine; Friday Entertainment; Saturday Luncheon Sponsor; Keynote Speaker Sponsor; Saturday Pre-Dinner Reception; Saturday Dinner & Wine; Saturday Night Entertainment
- Company logo and recognition as Platinum Sponsor on signage throughout the event weekend and in all pre and post event coverage
- Opportunity to provide promotional signage for display throughout the AGM weekend
- Two (2) months website advertising on cans.ns.ca
- Invitation to the VIP Reception

#### ▶ **GOLD SPONSOR - Value: \$1,500**

- Opportunities include but are not limited to: Friday Golf Tournament Carts; Friday Golf Tournament Giveaways; Friday Golf Tournament Shuttle; Friday Room Gifts; Friday Pre-Dinner Reception; Friday Post-Dinner Reception; Saturday Business Sessions; Saturday/Sunday Breakfast
- Company logo and recognition as Gold Sponsor on signage throughout the event weekend and in pre and post event coverage on cans.ns.ca
- One (1) month website advertising on cans.ns.ca

#### ▶ **SILVER SPONSOR - Value: \$800**

- Opportunities include but are not limited to: Friday Golf Tournament Lunch; Friday Non-Golf Program; Saturday Coffee Break; Saturday Post-Dinner Reception; Sunday Parting Beverages; Sunday Parting Gifts
- Recognition as Silver Sponsor on signage throughout the event weekend and in all pre and post event coverage on cans.ns.ca



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The background of the entire page is a detailed architectural blueprint. It features a complex grid of lines, with various rectangular and polygonal shapes outlined. Some of these shapes are filled with a cross-hatch pattern. Dimensions are indicated with numbers and arrows, such as 1000, 3000, 600, and 1000. The blueprint is tilted at an angle, giving it a dynamic feel.

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