



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

Building with Skill and Integrity Since 1862

2019 EVENT SPONSORSHIP GUIDE

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

www.cans.ns.ca/sponsorship

GET IN FRONT OF THE CONSTRUCTION INDUSTRY WITH YOUR SPONSORSHIP

The Construction Association of Nova Scotia (CANS) 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. Our members build, renovate, and restore non-residential buildings, roads, bridges, and other engineering projects.

Since our inception in 1862, CANS has provided unparalleled service to members in the areas of projects and documents, industry education, advocacy, events and networking.

As a CANS sponsor, your company will receive wide coverage in a variety of formats depending on your sponsorship level. With six sell-out events each year, there is no better way to get in front of the construction industry than by sponsoring a CANS event. Setup and network at our De-Icer; connect with Cape Breton members at the Spring Fling; make connections with a fun activity at our Golf Tournament; engage with your team at Softball; build relationships at our Annual General Meeting; and engage with the newest innovations at CANSTech.

By becoming a CANS Sponsor, your organization will be exposed to more than 780 CANS member companies, allowing you to promote your initiatives and services directly 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

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

“As soon as we opened our office and were faced with launching a new brand in the Maritime Provinces, we knew it would be important to join CANS. We were instantly welcomed by their professional and courteous staff. They immediately laid out concise options for event sponsorship that would help us achieve our objectives and they delivered on what they promised. The CANS team communicated clearly and were very attentive leading up to and during the event. The packages they offer have excellent value and their reach in the industry is second to none. We would gladly work with the professional team at CANS in the future.”

~Peter Campbell, JLT Canada Inc.

CANS SPONSORSHIP - PACKAGE OPPORTUNITIES

Maximize your event sponsorship experience and 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.*

PLATINUM SPONSOR PACKAGE

Discounted Value: \$7,500 (25% discount); Total \$10,000

Recognition as Platinum Sponsor at the following CANS Events:

- De-Icer
- Spring Fling
- Golf Tournament - *Includes one golf hole at your choice of course!*
- Softball Tournament
- Annual General Meeting

GOLD SPONSOR PACKAGE

Discounted Value: \$5,000 (20% discount); Total \$6,250

Recognition as Gold Sponsor at the following CANS Events:

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

SILVER SPONSOR PACKAGE

Discounted Value: \$3,010 (15% discount); Total \$3,550

Recognition as Silver Sponsor at the following CANS Events:

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

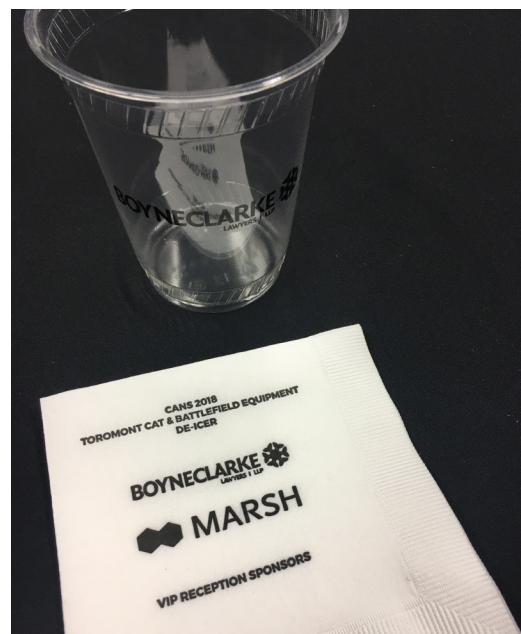
CUSTOM SPONSOR PACKAGE

All Sponsor Packages listed above are completely customizable. You can remove certain events if you don't feel you need exposure at all of them, you can upgrade/downgrade levels of certain events within a package, or start from scratch and build your own.

Additionally, you receive even deeper discounts if you are interested in a **three 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.



DE-ICER - APRIL 26, 2019

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 more than 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, expand your network, enjoy great food and live entertainment.

DE-ICER SPONSORSHIP LEVELS

TITLE SPONSOR - Value: \$10,000 **SOLD!**

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

PLATINUM SPONSOR - Value: \$2,500

- Company recognition as Platinum Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: Spirit Sponsor; Beer Sponsor; Booth Sponsor (limited spaces available); VIP Reception Sponsor; Entertainment Sponsor; Big Screen Sponsor; Hockey Game Sponsor
- Opportunity to display a stand-up banner for display inside the event (if not a booth sponsor)
- Verbal recognition as Platinum Sponsor at event
- Four (4) tickets to the VIP Reception
- Four (4) complimentary De-Icer tickets
- One (1) month of web advertising on cans.ns.ca

GOLD SPONSOR - Value: \$1,500

- Recognition as Gold Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: Outdoor Signage Sponsor; Dinner Sponsor (2 spots available); Dessert/Coffee Sponsor
- Two (2) complimentary entry De-Icer tickets
- One (1) month of web advertising on cans.ns.ca

SILVER SPONSOR - Value: \$800

- Recognition as Silver Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: CANS Staff T-Shirt Sponsor; Welcome Table Sponsor



"Sponsoring CANS events is a no-brainer for our company. Not only does it provide a means for us to support such an important industry association but it also boosts our own company's brand!"

Victoria Stanhope
Stanhope Simpson Insurance Ltd.

SPRING FLING - MAY 23, 2019

CANS Spring Fling is a golf and sit-down dinner and networking event hosted in Cape Breton, Nova Scotia. The Spring Fling takes place with a day on the golf course followed by dinner at Membertou Trade & Convention Centre. Guests hear from distinguished guest speakers and receive updates on CANS initiatives.

SPRING FLING SPONSORSHIP LEVELS



TITLE SPONSOR - Value: \$2,500 **SOLD!**

- Company recognition as Title Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunity to display signage and provide promotional materials at the event
- Verbal recognition as Title Sponsor at event
- Six (6) complimentary Spring Fling tickets
- Three (3) months of web advertising on cans.ns.ca



PLATINUM SPONSOR - Value: \$1,500

- Company recognition as Platinum Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: Booth Sponsor (limited spacing); Beer Sponsor; Big Screen Sponsor
- The opportunity to provide promotional materials inside the event
- Four (4) complimentary Spring Fling tickets
- One (1) month of web advertising on cans.ns.ca



HOLE SPONSOR - Value: \$800

- Company recognition as a Hole Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: Activity / Game; Food (snacks, BBQ, etc); Drink (alcohol, juices); Swag
- Opportunity to bring additional promotional material to sponsored hole
- Company logo on hole signage provided by CANS

****Note:** 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 and is the responsibility of the sponsor to arrange and supply. This is a good opportunity to have fun engaging golfers in a game/activity at your sponsored hole(s). A table and chair can be setup for you by the course, upon request.



GOLD SPONSOR - Value: \$1,000

- Recognition as Gold Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include but are not limited to: Welcome Table Sponsor; Entertainment Sponsor
- Two (2) complimentary Spring Fling tickets
- One (1) month of web advertising on cans.ns.ca



SILVER SPONSOR - Value: \$650

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



"Although Aon is very well known for insurance and surety in the construction industry across most of Canada, we have only recently advanced our move into Atlantic Canada. Through taking advantage of sponsorship opportunities offered by the Construction Association of Nova Scotia, Aon has been able to grow its brand and familiarity with contractors throughout Nova Scotia, which has led to opportunities to create and build relationships. We look forward to continuing to sponsor CANS events for years to come!"

**Tara Rye
AON**

GOLF TOURNAMENT - JUNE 13, 2019

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: \$7,500 **SOLD!**

- Company recognition as Title Sponsor at both courses on event collateral and CANS pre and post event coverage
- Opportunity to bring promotional materials and signage to the dinner and reception
- One (1) Activity Hole at each golf course
- Opportunity to provide golfer giveaway and prizing
- One team of four in the tournament

PLATINUM SPONSOR - Value: \$2,500

- Company recognition as Platinum Sponsor on event collateral and CANS pre and post event coverage
- Opportunities include but are not limited to: Dinner & Prize Reception Sponsors; Golf Cart Sponsor; Scorecard Sponsors; Giveaway Sponsors; Course Beverage Cart Sponsors
- Opportunity to bring promotional materials and signage to the dinner and reception
- One (1) Activity Hole at one (1) golf course; sponsor to confirm their attendance at this Activity Hole no later than May 1 to avoid the release of the Activity Hole

GOLD SPONSOR - Value: \$1,500

- Company recognition as Gold Sponsor on event collateral and CANS pre and post event coverage
- Opportunities include but are not limited to: Morning Registration Sponsors; Company Beverage Cart Sponsor; Billboard Signage Sponsor.

"When participating as a sponsor of CANS, we are supporting the construction industry and also increasing our visibility - not only in construction circles, but increasing visibility in the community where we work, live, and play. We have and continue to see CANS sponsorship as a "win-win" for Ocean Contractors!"

John Flemming, Ocean Contractors



GOLF TOURNAMENT SPONSORSHIP LEVELS**... Continued****HOLE SPONSOR - Value: \$800**

- Company logo and recognition as a Hole Sponsor
- Company logo on hole signage provided by CANS
- Opportunities include but are not limited to:
 - ▶ Contest Hole Sponsorship
 - Opportunity to sponsor a hole and a skills contest (i.e. longest drive, hole in one, etc.)
 - 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
 - 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 and is the responsibility of the sponsor to arrange and supply. 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.*

SILVER SPONSOR - Value: \$650

- Company logo and recognition as a Silver Sponsor
- Opportunities include but are not limited to: Swag Cart Sponsors; Snack Giveaway Sponsor; CANS Staff Golf Shirt Sponsor; Refreshment/Snack Cart Sponsors.



SOFTBALL TOURNAMENT - AUGUST TBD

Let's play ball! CANS Slo-Pitch Softball Tournament takes place each Summer in Halifax, Nova Scotia. The tournament hosts teams who play in both a fun and competitive division. This family-fun event is continuously growing and welcomes anyone willing to swing a bat or cheers from the stands!

SOFTBALL SPONSORSHIP LEVELS

TITLE SPONSOR - Value: \$2,500

- Company logo and recognition as Title Sponsor in 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

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

GOLD SPONSOR - Value: \$750

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

SILVER SPONSOR - Value: \$500

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



"Heritage Gas always finds value in supporting the Construction Association events. We connect with relevant industry stakeholders, and share our safety initiatives and innovations to better our community."

Scott Boudreau
Heritage Gas

ANNUAL GENERAL MEETING - OCTOBER 4-6, 2019

Held every September in a different location throughout the Maritimes, CANS Annual General Meeting is a weekend-long event that sees up to 200 guests, including company owners and management. The weekend 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 **SOLD!**

- Company recognition as Title Sponsor on signage throughout the event weekend and in 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
- Two (2) event registrations for the AGM
- Invitation to the VIP Reception
- Three (3) months website advertising on cans.ns.ca



TECHNOLOGY SPONSOR - Value: \$4,500

- Company recognition as the only Technology Sponsor on signage throughout the entire event weekend and in pre & post event coverage on cans.ns.ca
- The opportunity to display up to three (3) banners throughout the event weekend
- On printed signage at the AGM, your logo will be displayed above Platinum Sponsors, just below Title Sponsor
- Invitation to the VIP Reception
- In the CANS AGM Smartphone App: your company will receive your own banner space, your logo will be displayed throughout the app and much more
- Three (3) months CANSnet Web Advertising on cans.ns.ca



DIAMOND SPONSOR - Value: \$3,500

- Company recognition as the only Diamond Sponsor on signage throughout the entire event weekend in pre and post event coverage on cans.ns.ca
- Exposure as our only Saturday Dinner & Wine sponsor, with the opportunity to display up to three banners at the Saturday Dinner
- On printed signage at the AGM, your logo will be displayed above Platinum Sponsors, just below Title Sponsor
- In the CANS AGM Smartphone App, you will receive your own rotating banner ad space for your company logo. Your logo will also be displayed in the Sponsors Icon
- Invitation to the VIP reception
- Two (2) months website advertising on cans.ns.ca

"Over the past couple of years, we have developed a mutually rewarding sponsorship relationship with CANS. The staff has worked hard to ensure they are meeting our requirements, maximizing our exposure throughout the Association and constantly asking for our feedback after events. We would highly recommend a CANS Sponsorship as a valuable way to promote your company."

~Shane Sinclair, Marsh Canada



ANNUAL GENERAL MEETING SPONSORSHIP LEVELS**... Continued****PLATINUM SPONSOR - Value: \$2,500**

- Company recognition as Platinum Sponsor on signage throughout the event weekend and in pre and post event coverage
- 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 Night Entertainment; Childrens Program Sponsor.
- Opportunity to provide promotional signage for display throughout the AGM weekend
- Two (2) months website advertising on cans.ns.ca

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

- Company recognition as Gold Sponsor on signage throughout the event weekend and in pre and post event coverage
- 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; Saturday Coffee Break
- One (1) month website advertising on cans.ns.ca

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

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

HOLE SPONSOR - Value: \$800

- Company logo and recognition as a Hole Sponsor on signage throughout the event weekend and in pre and post event coverage
- Opportunities include but are not limited to: Activity / Game; Food (snacks, BBQ, etc); Drink (alcohol, juices); Swag
- Opportunity to bring additional promotional material to sponsored hole
- Company logo on hole signage provided by CANS

****Note:** 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, and is the responsibility of the sponsor to arrange and supply. This is a good opportunity to have fun engaging golfers in a game/activity at your sponsored hole(s). A table and chair can be setup for you by the course, upon request.



CANSTECH: Construction Innovation & Technology Trade Show - TBD

CANSTech - the Construction Innovation and Technology Trade Show - unites exhibitors, sponsors and world-class speakers to showcase new technologies, upcoming trends and innovative products all under one roof. Attendees from CANS membership, government and supporting industry organizations come to CANSTech to view, learn and make business connections!

SPONSORSHIP LEVELS

PRESENTING SPONSOR - Value: \$10,000

- Company logo and recognition as Presenting Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunity to introduce a session at the event in the speaker area
- Opportunity to display signage and provide promotional materials at the event
- Recognition as Presenting Sponsor from the podium at event
- Four (4) invitations to the Exclusive Sponsor & Exhibitor Reception held prior to the event
- Three (3) months of web advertising on cans.ns.ca

PLATINUM SPONSOR - Value: \$2,500

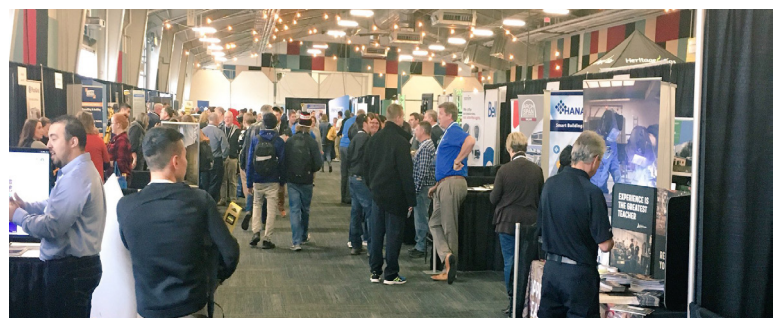
- Company logo and recognition as Platinum Sponsor in CANS pre and post event coverage and marketing material at the event
- Opportunities include, but are not limited to: Reception Sponsor, Exhibitor Lunch Sponsor, Exhibitor Breakfast Sponsor
- Opportunity to display signage and potentially provide promotional materials at the event upon approval
- Two (2) invitations to the Exclusive Sponsor & Exhibitor Reception held prior to the event
- Two (2) months of web advertising on cans.ns.ca

GOLD SPONSOR - Value: \$1,500

- Company logo and recognition as Gold Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include, but are not limited to: Coffee Break Sponsor, Networking Lounge Area Sponsor, Show Guide Sponsor
- Two (2) invitations to the Exclusive Sponsor & Exhibitor Reception held prior to the event
- Two (2) months of web advertising on cans.ns.ca

SILVER SPONSOR - Value: \$800

- Company logo and recognition as Silver Sponsor in CANS pre and post event coverage and marketing material at event
- Opportunities include, but are not limited to: Shirt Sponsor, Welcome Sponsor
- Two (2) invitations to the Exclusive Sponsor & Exhibitor Reception held prior to the event





BOOK YOUR SPONSORSHIP TODAY!

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

**Contact Natalie Bobbitt
nbobbitt@cans.ns.ca
902-468-2267 ext. 718**

www.cans.ns.ca/sponsorship