

Construction Association of Nova Scotia Presenting Sponsor Application

Construction Association of Nova Scotia (CANS) is requesting proposals from organization for NAMING RIGHTS (Presenting Sponsor). The goal of the naming rights sponsorship application is for CANS to review proposals which maximize the value of sponsorships dollars for both CANS and the selected business. The process of CANS in regards to presenting sponsorship evaluation is as follows:

- Request for Proposals for Naming Rights will be publicly solicited for those events that warrant Naming Rights or presenting sponsors;
- Evaluation, qualification and award of proposals will be made in the best interest of CANS as determined by the CANS Membership Committee. All information provided below will be used in the evaluation process

2020 CANS Events Opportunities

2020 CANS De-Icer

Chances are you've either been to or heard about the CANS De-Icer. If not, you don't know what you're missing. The De-Icer is the largest construction industry event in Nova Scotia. Taking place yearly 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.

- **Date:** Friday, April 24th, 2020
- **Approximate Attendees:** 1,800 attendees
- **Type of Attendee:** CANS Member and Non-Member companies. General contractors, trade contractors, suppliers and service providers. Primarily middle and upper management.
- **Length of Event:** 7 hours
- **Sponsorship Value:** \$10,000

2020 CANS Softball Tournament

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!

- **Date:** Weekend in late August 2020 - TBD
- **Approximate Attendees:** 240 - 320 attendees, depending on team size
- **Type of Attendee:** CANS Member companies only. A wide range of representation from within a company - from management to hands on tools employees.
- **Length of Event:** 1 Day
- **Sponsorship Value:** \$3,000

2020 CANS Annual General Meeting (AGM)

Held every fall in a different location throughout the Maritimes, CANS AGM is a weekend-long event. The weekend includes a golf tournament, an activity highlighting the local community, nightly entertainment, keynote speakers, awards presentations, and the AGM business meeting.

- **Date:** October 2-4, 2020
- **Approximate Attendees:** Approximate Attendance: 170-200 attendees, depending on location capacity.
- **Type of Attendee:** CANS Member companies only. High level decision makers. Primarily executives, middle and upper management.
- **Length of Event:** 3 Days
- **Sponsorship Value:** \$10,000

SPONSOR NAMING EXAMPLE ENTITLEMENTS

**Not comprehensive as each event varies. Please connect with Natalie Bobbitt at nbobbitt@cans.ns.ca for more details*

- Presenting sponsor / naming rights
 - CANS 2020 (COMPANY NAME) (EVENT)
- Name and logo on all advertising items in advance and at the event
 - Name/logo on all rotating screens if applicable
 - Name on all print
 - Name on all advertisements for the event

- Reserved parking for branded vehicle or equipment
- # of tickets depending upon event
- # of VIP tickets if applicable
- 15% Discount towards registration at one (1) other CANS event
- Full Page ad in Construction Guide
- Discounted rates available to multi year contracts
- Elevated engagement could result in discounted rate pending approval and alignment with event

Application Details

Company:

Date:

Contact
Name:

Address:

Street

City

Prov.

Postal Code

Phone:

Email

If selected, you will be required to be a member. Do you consent to membership?

| | | |
|-----|----|------------------------|
| YES | NO | Already A Member |
|-----|----|------------------------|

Website

Name of event applying for:

**Note: you must fill out a separate application for each event you are applying to*

| | | | | | | |
|---------------------------------|-----|----|---|--|-----|----|
| Have you attended a CANS event? | YES | NO | Do you or have you sat on a CANS Committee? | | YES | NO |
|---------------------------------|-----|----|---|--|-----|----|

| | | |
|---------------------------------------|-----|----|
| Have you ever sponsored a CANS event? | YES | NO |
|---------------------------------------|-----|----|

Please list any other CANS Involvement (BFY Host, Education, etc.)

Backup
Contact
Name:

Phone:

Email

Application Details Continued

What you would bring?

(Banners/signage, Giveaways, Furniture, Equipment, Food, Music (TBC depending upon event/element), Etc.)

What level of engagement would you and/or your team provide?

(Activities/Interactions with attendees such as: Games, Food or Alcohol Tasting, Name drop for giveaway, Etc.)

**Note: level of engagement will be reviewed by our selection committee and will be a key criteria in overall decision making.*

Number of staff planning to attend the event?

Please list Social Accounts:

Twitter:

LinkedIn:

If possible, please include photos of previous sponsorships/engagements to showcase levels of engagement along with this completed form to Natalie Bobbitt at nbobbitt@cans.ns.ca

Signature

Company Representative:

Date:

Signature:

Applications due by Friday, February 7th, 2020