



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

Building with Skill and Integrity Since 1862

CANS EVENT SPONSORSHIP GUIDE 2020-21

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



www.cans.ns.ca/sponsorship



**QUESTIONS ABOUT CANS
SPONSORSHIP? CONTACT:**

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"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.



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 800 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 five sell-out events each year, plus our biennial CANSTech Trade Show, 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 800 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 needs? Let us know! We can work together to build a custom package.

“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.”

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

- 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: \$8,250 (Full Value \$11,000 - 25% discount)

Recognition as **Platinum Sponsor** at the following CANS Events:

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

GOLD SPONSOR PACKAGE

Discounted Value: \$5,440 (Full Value \$6,800 - 20% discount)

Recognition as **Gold Sponsor** at the following CANS Events:

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

SILVER SPONSOR PACKAGE

Discounted Value: \$3,315 (Full Value \$3,900 - 15% discount)

Recognition as **Silver Sponsor** at the following CANS Events:

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

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 **yearly 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.



SOFTBALL TOURNAMENT - AUGUST 22, 2020

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!

Sponsorship Opportunities

	Sold! Presenting	Platinum	Gold	Silver
Investment	\$3,000	\$1,500	\$1,000	\$650
Available Opportunities	1	5	10	Unlimited
Includes:				
Complimentary team registration	1	×	×	×
Months of cans.ns.ca advertising	3	2	1	×
Event signage & promotional materials (pending approval)	✓	✓	×	×
CANS Marketing:				
Logo & recognition in event marketing	✓	✓	✓	✓
Inclusion on event page on cans.ns.ca	✓	✓	✓	✓
Social Media mentions (LinkedIn/Twitter) (including pre and post event)	4	1	×	×

Opportunities include, but are not limited to:

PLATINUM SPONSOR

Jersey Sponsor (3), Entertainment Sponsor, Games Zone Sponsor, Lunch and/or Dinner BBQ Sponsor

GOLD SPONSOR

Registration Gift Sponsor, 'Booth' Sponsor (3), Information/First Aid Booth Sponsor, Refreshment Sponsor

SILVER SPONSOR

Winners' Prize Sponsor, Snack Sponsor (2), 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

GOLF TOURNAMENT - SEPTEMBER 2, 2020

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.

"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

Sponsorship Opportunities

	Sold! Presenting	Platinum	Gold	Hole Activation	Hole Advertisement	Silver
Investment	\$7,500	\$2,500	\$1,500	\$800	\$800	\$650
Available Opportunities	1	5	10	30	20	5
Includes:						
Complimentary team registration	1	×	×	×	×	×
Golf Hole Activation	1	1	×	1	1	×
Verbal recognition at the event (# of mentions)	2	1	1	1	1	1
Event signage & promotional materials (pending approval)	✓	✓	×	(at golf hole) ✓	×	×
CANS Marketing:						
Logo & recognition in event marketing materials	✓	✓	✓	✓	✓	✓
Inclusion on event page on cans.ns.ca	✓	✓	✓	✓	✓	✓
Social Media mentions (LinkedIn/Twitter) (including pre and post event)	4	1	×	×	×	×

Opportunities include, but are not limited to:

PLATINUM SPONSOR

Golf Cart Sponsor (3) Dinner and Prize Reception Sponsor (3), Scorecard Sponsor, Giveaway Sponsor (2), Course Beverage Cart Sponsor (2)

GOLD SPONSOR

Morning Registration Sponsor (2), Company Beverage Cart Sponsor (2), Outdoor Signage Sponsor

SILVER SPONSOR

CANS Staff Golf Shirt Sponsor, Swag Cart Sponsor (2), Snack Cart Sponsor (2), Snack Giveaway Sponsor



ANNUAL GENERAL MEETING - OCTOBER 2-4, 2020

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.

	Sponsorship Opportunities							
	Sold! Presenting	Lounge	App	Diamond	Platinum	Gold	Golf Hole Activation	Silver
Investment	\$10,000	\$5,000	\$4,500	\$3,500	\$2,500	\$1,500	\$800	\$800
Available Opportunities	1	1	1	1	5	10	9	Unlimited
Includes:								
Event signage & promotional materials <i>(pending approval)</i>	✓	✓	✓	✓	✓	✗	✓	✗
Months of cans.ns.ca advertising	3	3	3	2	2	1	✗	✗
Verbal recognition at the event (# of mentions)	5	3	3	2	1	1	1	1
Invitation to VIP Reception	✓	✓	✓	✓	✓	✗	✗	✗
Golf Hole activation	✓	✗	✗	✗	✗	✗	(at golf hole) ✓	✗
Opportunity to MC a portion of the event	✓	✗	✗	✗	✗	✗	✗	✗
Complimentary event registrations for AGM weekend <i>(minus Activity)</i>	2	✗	✗	✗	✗	✗	✗	✗
CANS Marketing:								
Logo & recognition in event marketing	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on cans.ns.ca	✓	✓	✓	✓	✓	✓	✓	✓
Social Media mentions (LinkedIn/ Twitter) <i>(including pre and post event)</i>	4	2	2	1	1	✗	✗	✗



"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

Opportunities include, but are not limited to:

LOUNGE SPONSOR

Lounge Sponsor has specific seating area in common space for attendees to use. Company is encouraged to provide branding that complements the weekend's theme (ie: banners, etc.)

APP SPONSOR

CANS AGM app will be co-branded (with CANS) and promoted to attendees to use over the weekend. Branding includes splash screen and recognition throughout app. Sponsor is encouraged to provide banners for the weekend.

DIAMOND SPONSOR

Diamond Sponsor is main sponsor for Saturday evening's themed dinner and entertainment. Opportunity for either wine bottles tags or branded place settings. Sponsor is encouraged to provide banners for the weekend.

PLATINUM SPONSOR

Friday Dinner, Friday Wine, Friday Entertainment, Luncheon Sponsor, Keynote Speaker Sponsor, Saturday Wine

GOLD SPONSOR

Golf Tournament Carts (3), Golf Tournament Giveaways, Activity Shuttle, Room Gifts (3), Friday or Saturday Pre-Dinner Reception (3), Business Session (2), Business Session Coffee Break, Sunday Breakfast

SILVER SPONSOR

Golf Tournament Lunch (2), Golf Tournament Prizing, Local Activity (3), Friday or Saturday Post Dinner Reception (5), Saturday Breakfast (5), Parting Beverages (2), Take Home Snack (3)



SPONSOR CANS NEXT AGM:

Contact Michelle Peters

mpeters@cans.ns.ca

902-818-6530

DE-ICER - APRIL 23, 2021

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.

Sponsorship Opportunities

	Presenting	Booth	Platinum	Gold	Silver
Investment	\$10,000	\$3,000	\$3,000	\$1,800	\$1,000
Available Opportunities	1	10	15	20	Unlimited
Includes:					
Complimentary tickets	6 (meal)	4 (meal)	4 (meal)	2 (entry)	×
Invitations to VIP reception	6	4	4	×	×
Months of cans.ns.ca advertising	3	2	2	1	×
Verbal recognition at the event (# of mentions)	4	1	1	1	1
Event signage & promotional materials (pending approval)	✓	✓	✓	×	×
CANS Marketing:					
Logo & recognition in event marketing	✓	✓	✓	✓	✓
Inclusion on event page on cans.ns.ca	✓	✓	✓	✓	✓
Social Media mentions (LinkedIn/Twitter) (including pre and post event)	4	1	1	×	×

Opportunities include, but are not limited to:

BOOTH SPONSOR

Opportunity to have a 10x10 space inside the event. Suggested games, giveaway, etc. to attract attendees into your booth.

PLATINUM SPONSOR

Spirit Sponsor, Beer Sponsor, Entertainment Sponsor, Big Screen Sponsor, Center Piece Sponsor (2), Dinner Sponsor (2)

GOLD SPONSOR

Coffee Sponsor, Dessert Sponsor, Outdoor Signage Sponsor, Snack/App Sponsor (2)

SILVER SPONSOR

Shirt Sponsor, Welcome Table Sponsor



SPRING FLING - MAY 27, 2021

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. Guests hear from distinguished guest speakers and receive updates on CANS initiatives.

Sponsorship Opportunities

	Sold! Presenting	Platinum	Gold	Silver
Investment	\$3,000	\$1,500	\$1,000	\$650
Available Opportunities	1	5	10	Unlimited
Includes:				
Complimentary dinner tickets	6	4	2	×
Months of cans.ns.ca advertising	3	2	1	×
Verbal recognition at the event (# of mentions)	2	1	1	1
Event signage & promotional materials (pending approval)	✓	✓	×	×
CANS Marketing:				
Logo & recognition in event marketing	✓	✓	✓	✓
Inclusion on event page on cans.ns.ca	✓	✓	✓	✓
Social Media mentions (LinkedIn/Twitter) (including pre and post event)	4	1	×	×

Opportunities include, but are not limited to:

PLATINUM SPONSOR

Booth Sponsor, Beer Sponsor, Big Screen Sponsor

GOLD SPONSOR

Welcome Table Sponsor, Entertainment Sponsor



“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

BOOK YOUR SPONSORSHIP TODAY!

**New to CANS Sponsorship?
Looking to sponsor your first CANS event?**

**Contact Michelle Peters
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