



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA
Building with Skill and Integrity Since 1862

CANS EVENT SPONSORSHIP GUIDE

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

2021



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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.**



CANS EVENTS 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 760 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.

By sponsoring CANS events, your organization will be exposed to CANS member companies and stakeholders, allowing you to promote your initiatives and services directly to the construction industry. As a CANS sponsor, your company will receive recognition in a variety of formats, depending on your sponsorship level.

This year, with our five, classic sell-out events as well as a BRAND NEW autumn golf tournament, 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; and build relationships at our Annual General Meeting.

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.



**ALMOST
100 %**
OF SPONSORS SAY
SPONSORING CANS MET
THEIR OBJECTIVES



**OVER
91 %**
OF SPONSORS FOUND
VALUE IN NETWORKING
OPPORTUNITIES



**OVER
87 %**
OF SPONSORS SAY OUR
ATTENDEES WERE THEIR
TARGET AUDIENCE



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

\$8,250 (valued at \$11,000) - 25%

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

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

GOLD SPONSOR PACKAGE

\$5,440 (valued at \$6,800) - 20%

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

- Spring Fling
- Summer Golf Tournament
- Softball Tournament
- Fall Golf Tournament
- Annual General Meeting

SILVER SPONSOR PACKAGE

\$3,315 (valued at \$3,900) - 15%

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

- Spring Fling
- Summer Golf Tournament - Hole
- Softball Tournament
- Fall Golf Tournament - Hole
- Annual General Meeting

Looking for something else to suit your sponsorship needs?

Add a CANS Custom Advertising Package to any of these sponsorship packages for increased savings (advertising packages starting at \$600).

All sponsor packages listed here 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.

"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

SPRING FLING - MAY 27, 2021

CANS Spring Fling is a golf, dinner and networking event hosted in Cape Breton, Nova Scotia. This event kicks off the busy construction season in CBRM is a great way to celebrate the industry, expand your network, enjoy great food and entertainment, and even work on your golf game.



Why Sponsor
CANS Spring Fling?

cans.ns.ca/events

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

- golf cart sponsor,
- firepit sponsor,
- booth sponsor.

GOLD SPONSOR

- hole sponsor,
- entertainment sponsor,
- drink cart sponsor.



SUMMER GOLF TOURNAMENT - JUNE 24, 2021

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.



Why Sponsor
CANS Golf Tournament?

cans.ns.ca/events

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) or course beverage cart sponsor (2).

GOLD SPONSOR

Registration sponsor (2), company beverage cart sponsor (2) or outdoor signage sponsor.

SILVER SPONSOR

CANS staff golf shirt sponsor, swag cart sponsor (2), snack cart sponsor (2) or snack giveaway sponsor.

Sponsor Both Tournaments for a Special Discount!

Interested in sponsoring both of CANS 2021 golf tournaments? Two tournaments mean twice the opportunities, and we're offering a special discount to companies looking to sponsor both!

For more information about sponsoring CANS summer and fall golf tournaments, please contact **Michelle Peters**.

SOFTBALL TOURNAMENT - AUGUST 14, 2021

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!



Why Sponsor
CANS Softball Tournament?

cans.ns.ca/events

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, game zone sponsor or lunch and/or dinner bbq sponsor.

GOLD SPONSOR

Registration gift sponsor, 'booth' sponsor (3), information/first aid booth sponsor or refreshment sponsor.

SILVER SPONSOR

Prize sponsor, snack sponsor (2) or music sponsor.



FALL GOLF TOURNAMENT - SEPTEMBER 2021

This year, CANS has doubled the number of golf tournament opportunities — and will be hosting a second golf tournament in September 2021.



Why Sponsor
CANS Golf Tournament?

cans.ns.ca/events

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	-	-	-	-



Sponsor Both Tournaments for a Special Discount!

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ANNUAL GENERAL MEETING - OCTOBER 1-3, 2021

Held every autumn 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, a local activity, nightly entertainment, keynote speakers, awards presentations and the AGM business meeting.



Why Sponsor
CANS Annual General Meeting?

cans.ns.ca/events

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 (pending approval)	✓	✓	✓	✓	✓	-	✓	-
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 (minus Activity)	2	-	-	-	-	-	-	-
CANS Marketing:								
Logo & recognition in event marketing	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on cans.ns.ca	✓	✓	✓	✓	✓	✓	✓	✓
Social Media mentions (LinkedIn/ Twitter) (including pre and post event)	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



CANS AGM (CONTINUED)

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, keynote speaker or 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 or Sunday breakfast.

SILVER SPONSOR

Golf tournament lunch (2), golf tournament prizeing, local activity (3), Friday or Saturday post dinner reception (5), Saturday breakfast (5), parting beverages (2) or take home snack (3).

"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**



BOOK YOUR SPONSORSHIP TODAY!

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

Contact: Michelle Peters
E: mpeters@cans.ns.ca
C: 902-818-6530
T: 902-468-2267 ext. 718



www.cans.ns.ca/sponsorship