



CANS ADVANTAGE CALL FOR PROPOSALS

The Construction Association of Nova Scotia (CANS) is currently seeking proposals from companies who wish to participate in the *CANS Advantage Program*, leveraging the buying power of the Association by offering **exclusive** and **unique** offers to CANS member companies and their employees.

ABOUT CANS & THE INDUSTRY

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 that build, renovate and restore non-residential buildings, roads, bridges and other engineering projects.

Construction is a an estimated \$4 billion per year industry in Nova Scotia and employs nearly 30,000 men and women from across the province.

PROGRAM DETAILS

CANS Advantage is a loyalty program for members of the Construction Association of Nova Scotia (CANS) and their employees.

For information on the current program visit www.cans.ns.ca/advantage

PROGRAM BACKGROUND

CANS Advantage was created in March 2013 and was developed to provide members with unique and exclusive discounts on products and services throughout North America.

Advantage offers are expected to be jointly promoted by CANS and the offering companies. Promotional opportunities through CANS include, but are not limited to, promotion of offer on the CANS website (www.cans.ns.ca); through CANS Weekly newsletter, and social media (LinkedIn & Twitter).

Year after year, CANS will continue to build on the success of *CANS Advantage* and expand the program to include even more unique and exclusive offers to our members.

TIMELINES

CANS Advantage is currently under review to better the program for both members and offering companies. The CANS Membership Committee & staff will assess proposals for offers from companies and will be in contact with successful applicants once a decision has been reached by the committee. Suggested timeline is below but may be subjected to changes without notice.

- Marketing to begin September 15th. RFP period closes October 13th
- Presented to the membership committee October 20th
- Period for questions till November 8th
- Partner contracts sent out by November 30th
- Offers will go live January 10th, 2022 on the CANS website

CRITERIA

Please be sure that your proposal highlights the following criteria:

1. How the offer is unique – a special offer that fits into the larger picture of the *CANS Advantage* program
2. How the offer is exclusive – the offer must be specific to CANS, its members and their employees and not be found elsewhere (i.e. through another construction association. This clause will be included within the contract and if the offer is found not to be exclusive to CANS or without CANS approval, CANS will have the right to remove the offer from the program.
3. A thoughtful engagement plan on how your company will promote the offer to CANS members (i.e. through networking, additional advertising, sponsorship, etc.).
4. Note all usage limitations.

Please note: While non-member companies can submit proposals, preference will be given to CANS member companies. Should a non-member company offer be selected, that company will be required to become a member of CANS prior to promotion of their offer. Membership with CANS does in no way ensure that your offer will be selected, only those offers that satisfy the criteria above and meets the approval of the CANS Membership Committee & staff will be chosen. CANS reserves the right to reject any and all proposals at any stage of the process.

Please submit your proposal to Vanessa Greencorn, Membership Lead, no later than October 13th, 2021, by 3:00 pm via email vgreencorn@cans.ns.ca.

Please note: Late submissions will not be accepted.