



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.

2022



www.cans.ns.ca/sponsorship

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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 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.

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.

Between our five, sell-out marquee events, 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

Full Value: \$12,000

Investment: \$9,000 - 25%

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

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

GOLD SPONSOR PACKAGE

Full Value: \$6,800

Investment: \$5,440 - 20%

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

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

SILVER SPONSOR PACKAGE

Full Value: \$3,900

Investment: \$3,315 - 15%

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

- Spring Fling
- De-Icer
- Golf Tournament
- Softball Tournament
- 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 - APRIL

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.

Connect with Members in Cape Breton

Are you building new connections with industry partners in Cape Breton? Don't miss Spring Fling — the only CANS event held annually in CBRM!



	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	-	-

“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



DE-ICER - MAY

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 spring at the Halifax Convention Centre, 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.

	Presenting	Diamond	Booth	Platinum	Gold	Silver
Investment	\$10,000	\$5,000	\$3,500	\$3,500	\$1,800	\$1,000
Available Opportunities	1	5	11	12	20	Unlimited
Includes:						
Complimentary tickets	6 (meal)	4 (meal)	2 (meal)	2 (meal)	2 (entry)	-
Invitations to VIP reception	6	4	2	2	-	-
Months of cans.ns.ca advertising	3	2	2	2	1	-
Verbal recognition at the event (# of mentions)	4	2	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	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



GOLF TOURNAMENT - JUNE

The CANS Golf Tournament has so many golfers we're on two courses! The golf tournament is held every summer at Glen Arbour and Oakfield golf courses. With over 300 golfers from the construction industry participating, sponsoring a hole is sure to get you in front of your target audience.

	Presenting	Platinum	Gold	Golf Hole Activation	Silver
Investment	\$7,500	\$3,000	\$1,500	\$1,000	\$650
Available Opportunities	1	5	10	30	5
Includes:					
Complimentary team registration	1		-	-	-
Golf hole activation	1	1	-	1	-
Verbal recognition at the event (# of mentions)	2	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	-	-	-

“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.



SOFTBALL TOURNAMENT - AUGUST

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 one of our fastest events to sell out each year. With more than 250 players and their families in attendance, this tournament welcomes anyone willing to swing a bat or cheers from the stands!

	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	-	-



ANNUAL GENERAL MEETING - SEPTEMBER

Held every autumn in a different location throughout the Maritimes, CANS Annual General Meeting hosts owners, managers, employees and clients from across the ICI sector. CANS AGM is a three-day event that includes a golf tournament, an activity exploring the local area, our business meeting, awards presentations, networking opportunities with industry decision-makers, dinners AND evening entertainment!

	Presenting	Lounge	App	Diamond	Platinum	Gold	Golf Hole Sponsor	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
Invitation to VIP Reception	✓	✓	✓	✓	✓	-	-	-
Golf Hole activation	✓	-	-	-	-	-	✓	-
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	-	-	-

Want to Sponsor CANS AGM?

To learn about specific opportunities, please contact
Michelle Peters.



BOOK YOUR SPONSORSHIP TODAY!

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

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



www.cans.ns.ca/sponsorship

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

"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."

