



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.



[www.cans.ns.ca/sponsorship](http://www.cans.ns.ca/sponsorship)

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## 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 and all-new Construction Workforce Summit 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

**90 %**

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.

## WORKFORCE SUMMIT - FEBRUARY

The Construction Workforce Summit starts with three expert-led sessions and additional elements of connection and networking opportunities for attendees over a shared lunch and coffee breaks.

The second half of the day will connect job seekers with potential hiring companies in the construction sector. Job seekers will be pulled directly and specifically from construction-related education programs, equity groups, workforce industry groups, immigration streams and connector programs making the attendees a very curated group specifically for our industry.

	Lounge	App	Platinum	Gold	Silver
Investment	\$5,000	\$3,500	\$2,500	\$1,500	\$800
Opportunities	1	1	5	8	unlimited
Includes:					
One (1) 10 x 10 employer booth	✓	✓	✓	-	-
Complimentary lunch tickets	4	2	2	-	-
Months of website advertising	3	2	1	1	-
Event signage & promo materials (pending approval)	✓	✓	✓	✓	-
Logo & recognition in event collateral	✓	✓	✓	✓	✓
Social media mentions (LinkedIn/Twitter)	3	2	1	-	-



**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**

### Interested in attending as an Employer?

Book your Employer Booth at CANS Construction Workforce Summit and connect directly with qualified job-seekers — your next star employee is waiting to meet you!

Contact Michelle at [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca) to claim your space.



## DE-ICER - APRIL

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 1,600 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
Opportunities	1	5	11	12	20	Unlimited
<b>Includes:</b>						
Complimentary tickets	6 (meal)	4 (meal)	2 (meal)	2 (meal)	2 (entry)	-
Invitation to VIP Reception	6	4	2	2	-	-
Months of website advertising	3	2	2	2	1	-
Verbal recognition at the event (# of mentions)	4	2	1	1	1	1
Event signage & promo materials (pending approval)	✓	✓	✓	✓	-	-
Logo & recognition on event collateral	✓	✓	✓	✓	✓	✓
Social media mentions (LinkedIn/Twitter)	4	2	1	1	-	-



## SPRING FLING - MAY

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 — plus, you can work on your golf game!

	Presenting	Platinum	Gold	Silver
Investment	\$3,000	\$1,500	\$1,000	\$650
Opportunities	1	5	10	Unlimited
Includes:				
Complimentary dinner tickets	6	4	2	-
Months of web advertising	3	2	1	-
Verbal recognition at the event (# of mentions)	2	1	1	1
Event signage & promo materials (pending approval)	✓	✓	-	-
Logo & recognition on event collateral	✓	✓	✓	✓
Social media mentions (LinkedIn/Twitter)	4	1	-	-

### 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!



**By taking advantage of sponsorship opportunities offered by CANS, Aon has been able to grow its brand and familiarity with contractors throughout Nova Scotia, which has led to more opportunities to create and build relationships. We look forward to continuing to sponsor CANS Events for years to come!"**

**- Tara Rye, AON**

## GOLF TOURNAMENT - JUNE

CANS annual Golf Tournament has so many golfers we're on THREE courses! The golf tournament is held every summer at two courses in Halifax Regional Municipality — with a third course being added in 2023. 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	Silver
Investment	<b>\$7,500</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$650</b>
Opportunities	<b>1</b>	<b>5</b>	<b>10</b>	<b>30</b>	<b>5</b>
<b>Includes:</b>					
Complimentary team registration	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Golf hole activation	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
Verbal recognition at the event	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Event signage & promo materials (pending approval)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>-</b>	<input checked="" type="checkbox"/>	<b>-</b>
Logo & recognition in event marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media mentions (LinkedIn/Twitter)	<b>4</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>



Being one of the major sponsors at CANS Events have given us great opportunity to interact with members and acquire more market share on commercial side. Our local Commercial Account Managers have been able to build relationships with the right people and that wouldn't be possible without enormous support from CANS. CANS does a tremendous job showcasing its sponsors and we are glad to partner with them "

- Amir Nezhat, Home Depot Canada



## SOFTBALL TOURNAMENT - AUGUST

CANS Softball Tournament is great for team building and brings together both players and spectators from the industry. Taking place every summer in the Halifax region, this tournament hosts teams who play in either a fun or 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 cheer from the stands!

	Presenting	Platinum	Gold	Silver
Investment	\$3,000	\$1,500	\$1,000	\$650
Opportunities	1	5	10	Unlimited
<b>Includes:</b>				
Complimentary team registration	1	-	-	-
Months of website advertising	3	2	1	-
Event signage & promo materials (pending approval)	✓	✓	-	-
Logo & recognition on event collateral	✓	✓	✓	✓
Social media mentions (LinkedIn/Twitter)	4	1	-	-



**Sponsoring CANS Events is extremely important to us — not only to connect with our customers, but support them, their communities, and the industry as a whole. It's our way of showing our appreciation to the industry for trusting us and giving us the opportunity to #MakeItHappen every single day."**

**- Kaylene Murphy, Sunbelt Rentals**

## 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	Diamond	Platinum	Gold	Silver	Golf Hole
Investment	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$800</b>	<b>\$800</b>
Opportunities	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>10</b>	<b>Unlimited</b>	<b>9</b>
<b>Includes:</b>							
Event signage & promo materials (pending approval)	✓	✓	✓	✓	✓	-	-
Months of website advertising	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	-	-
Verbal recognition at the event	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	-
Invitation to VIP Reception	✓	✓	✓	✓	-	-	-
Golf Hole activation	-	-	-	-	-	-	✓
Opportunity to MC a portion of the event	✓	-	-	-	-	-	-
Complimentary AGM registrations (excluding local activity)	<b>2</b>	-	-	-	-	-	-
Logo & recognition on event collateral	✓	✓	✓	✓	✓	✓	✓
Social media mentions (LinkedIn/Twitter)	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	-	-	-



## **BOOK YOUR SPONSORSHIP TODAY!**

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

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



**[www.cans.ns.ca/sponsorship](http://www.cans.ns.ca/sponsorship)**