



# CANS EVENT SPONSORSHIP GUIDE

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



# CANS EVENTS SPONSORSHIP

## Get In Front Of The Construction Industry

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.

**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.**

## Explore Your Opportunities

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**Book your sponsorship today! Contact Michelle Fievet, Sponsorship Lead at [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca) or 902-818-6530.**

## PACKAGE OPPORTUNITIES

Maximize your event sponsorship experience and budget by choosing from one of our tiered packages. *\*Opportunities are based on availability and subject to change.*

**If you purchase any of the packages indicated to the right we are happy to offer you a 20% discount on your event bundle.**



### CANS Advertising Discounts

Book a sponsorship package and we'll apply your sponsorship discount to any digital advertising purchased!

Advertising with CANS can help you reach your ideal target market. With two digital formats (website and newsletter) to choose from, find your target audience through our digital ad placements.

#### Digital Advertising Statistics

monthly website users

**5,900+**

email subscribers

**4,850+**

monthly page views

**47,570+**

email open rate

**27%**

*\*Stats reflect average values from Jan. 1 - Dec. 31 2022.*

For more information about these placements and rates, view CANS 2023-2024 Digital Advertising Guide.



### PLATINUM SPONSOR PACKAGE

**Full Value: \$17,500**

**Investment: \$14,000**



Recognition as **Platinum Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Industry Conference
- Annual General Meeting

### GOLD SPONSOR PACKAGE

**Full Value: \$9,300**

**Investment: \$7,440**



Recognition as **Gold Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Industry Conference
- Annual General Meeting

### SILVER SPONSOR PACKAGE

**Full Value: \$6,000**

**Investment: \$4,800**



Recognition as **Silver Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Industry Conference
- Annual General Meeting

**\*Sponsors will receive advanced registration for all listed events**

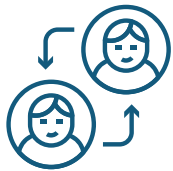
**Book your sponsorship today! Contact Michelle Fievet, Sponsorship Lead at [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca) or 902-818-6530.**



# CONSTRUCTION JOB FAIR – FEBRUARY

Sponsorship Level	Investment	Opportunities
<b>Platinum Sponsor</b>	<b>\$3,000</b>	3
<b>Booth Sponsor</b>	<b>\$ 1,500</b>	40
<b>Gold Sponsor</b>	<b>\$ 1,500</b>	5
<b>Silver Sponsor</b>	<b>\$ 800</b>	unlimited

## CANS 2023 Construction Workforce Summit Job Fair Stats



**500+**  
Job Seekers



**35**  
Booths

CANS Construction Job Fair aims to connect job seekers with employers in the construction sector. This event features a curated list of job seekers pulled directly and specifically from construction-related education programs, equity groups, workforce industry groups, immigration streams and connector programs.

## What's Included In My Sponsorship?

Inclusions	Representation on event signage	Job fair booth
<b>Platinum Sponsor</b>	<b>Yes</b>	<b>Yes</b>
<b>Booth Sponsor</b>	<b>Yes</b>	<b>Yes</b>
<b>Gold Sponsor</b>	<b>Yes</b>	-
<b>Silver Sponsor</b>	<b>Yes</b>	-



Want to see more from this event? [Check out our photo gallery!](#)



Halifax Regional Municipality, NS

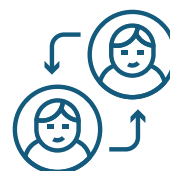
## Book This Event

## DE-ICER – APRIL

Sponsorship Level	Investment	Opportunities
<b>Presenting</b>	<b>\$ 15,000</b>	1
<b>Diamond</b>	<b>\$ 5,000</b>	3
<b>Booth</b>	<b>\$ 3,500</b>	11
<b>Platinum</b>	<b>\$ 3,500</b>	5
<b>Gold</b>	<b>\$ 1,800</b>	10
<b>Silver</b>	<b>\$ 1,000</b>	unlimited

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 1,700 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.

### CANS 2023 De-Icer Event Stats



**1,700+**

Individual attendees



**210+**

Companies attending

### What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Invitations to VIP Reception	Recognition in event script	Representation on event signage	Social media mentions
<b>Presenting</b>	<b>10 (meal)</b>	<b>10</b>	<b>Yes - 4</b>	<b>Yes</b>	<b>4</b>
<b>Diamond</b>	<b>4 (meal)</b>	<b>4</b>	<b>Yes - 2</b>	<b>Yes</b>	<b>2</b>
<b>Booth</b>	<b>2 (meal)</b>	<b>2</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>1</b>
<b>Platinum</b>	<b>2 (meal)</b>	<b>2</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>1</b>
<b>Gold</b>	<b>2 (entry)</b>	<b>-</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>-</b>
<b>Silver</b>	<b>-</b>	<b>-</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>-</b>



Want to see more from this event? [Check out our photo gallery!](#)



Downtown Halifax, NS

## Book This Event

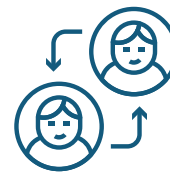
# SPRING FLING – MAY

Build relationships with CANS Members in Cape Breton and foster new connections with potential partners and clients at CANS Spring Fling. This event features a 18-hole golf tournament, dinner, entertainment and networking hosted in the Sydney area each spring.

Sponsorship Level	Investment	Opportunities
<b>Presenting</b>	<b>\$ 6,000</b>	1
<b>Platinum</b>	<b>\$ 2,000</b>	5
<b>Gold</b>	<b>\$ 1,500</b>	10
<b>Silver</b>	<b>\$ 800</b>	unlimited
<b>Golf Hole</b>	<b>\$ 1,000</b>	14

Year after year, CANS Spring Fling is a fantastic way to celebrate the industry in Cape Breton, giving sponsors and attendees a chance to build their networks while celebrating Cape Breton, enjoying great food and local entertainment.

### CANS 2023 Spring Fling Event Stats



**195**  
Attendees



**50**  
Companies

### What's Included In My Sponsorship?

Inclusions	Complimentary dinner tickets	Golf hole activation	Recognition in event script	Representation on event signage	Social media mentions
<b>Presenting</b>	<b>6</b>	<b>Yes</b>	<b>Yes - 3</b>	<b>Yes</b>	<b>4</b>
<b>Platinum</b>	<b>4</b>	<b>Yes</b>	<b>Yes - 2</b>	<b>Yes</b>	<b>1</b>
<b>Gold</b>	<b>2</b>	<b>-</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>-</b>
<b>Silver</b>	<b>-</b>	<b>-</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>-</b>
<b>Golf Hole</b>	<b>-</b>	<b>Yes</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>-</b>



Want to see more from this event? [Check out our photo gallery!](#)



Cape Breton Regional Municipality, NS

## Book This Event

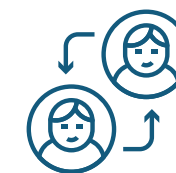
# GOLF TOURNAMENT - JUNE

CANS annual Golf Tournament has so many golfers we're on THREE courses! The golf tournament is held every summer at three courses in Halifax Regional Municipality. With over 400 golfers from the construction industry participating, sponsoring a hole is sure to get you in front of your target audience.

Sponsorship Level	Investment	Opportunities
<b>Presenting</b>	<b>\$ 10,000</b>	1
<b>Platinum</b>	<b>\$ 5,000</b>	5
<b>Gold</b>	<b>\$ 1,500</b>	10
<b>Golf Hole</b>	<b>\$ 1,200</b>	51
<b>Silver</b>	<b>\$ 800</b>	unlimited



## CANS 2023 Golf Tournament Stats



**420+**  
Golfers

## What's Included In My Sponsorship?

Inclusions	Complimentary team registration	Golf hole activation(s)	Recognition in event script	Representation on event signage	Social media mentions
<b>Presenting</b>	<b>Yes</b>	<b>2</b>	<b>Yes - 2</b>	<b>Yes</b>	<b>4</b>
<b>Platinum</b>	-	<b>1</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>1</b>
<b>Gold</b>	-	-	<b>Yes - 1</b>	<b>Yes</b>	-
<b>Golf Hole</b>	-	<b>1</b>	<b>Yes - 1</b>	<b>Yes</b>	-
<b>Silver</b>	-	-	<b>Yes - 1</b>	<b>Yes</b>	-



Want to see more from this event? [Check out our photo gallery!](#)



Various courses, Halifax Regional Municipality, NS

**Book This Event**

## INDUSTRY CONFERENCE – AUGUST

Sponsorship Level	Investment	Opportunities
<b>Presenting</b>	<b>\$ 5,000</b>	1
<b>Platinum</b>	<b>\$ 2,500</b>	5
<b>Gold</b>	<b>\$ 1,500</b>	10
<b>Silver</b>	<b>\$ 800</b>	unlimited

### New Sponsorship Opportunity in 2024!

This brand new one-day conference will deliver impactful and timely industry-relevant presentations from engaging speakers. Each year, the conference will focus on a different issue facing the construction industry, with our topic in 2024 focusing on Infrastructure and Housing.



Halifax Regional Municipality, NS

### What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Recognition in event script	Representation on event signage	Social media mentions
<b>Presenting</b>	<b>4</b>	<b>Yes - 2</b>	<b>Yes</b>	<b>4</b>
<b>Platinum</b>	<b>2</b>	<b>Yes - 1</b>	<b>Yes</b>	<b>2</b>
<b>Gold</b>	-	-	<b>Yes</b>	<b>1</b>
<b>Silver</b>	-	-	<b>Yes</b>	-





## Book This Event

## AGM – SEPTEMBER

Sponsorship Level	Investment	Opportunities
<b>Presenting</b>	<b>\$ 10,000</b>	1
<b>Lounge</b>	<b>\$ 5,000</b>	1
<b>Diamond</b>	<b>\$ 3,500</b>	1
<b>Platinum</b>	<b>\$ 2,500</b>	5
<b>Gold</b>	<b>\$ 1,500</b>	10
<b>Silver</b>	<b>\$ 1,000</b>	unlimited

Sponsor CANS Annual General Meeting to connect with hosts owners, managers, employees and clients from across the ICI sector. This event has been reformatted to be one jam-packed day including our business meeting, awards presentations, networking opportunities with industry decision-makers, dinner AND evening entertainment!



### What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Invitation to VIP Reception	Recognition in event script	Opportunity to MC	Representation on event signage	Social media mentions
<b>Presenting</b>	<b>2</b>	<b>Yes</b>	<b>Yes - 5</b>	<b>Yes</b>	<b>Yes</b>	<b>4</b>
<b>Lounge</b>	<b>-</b>	<b>Yes</b>	<b>Yes - 3</b>	<b>-</b>	<b>Yes</b>	<b>2</b>
<b>Diamond</b>	<b>-</b>	<b>Yes</b>	<b>Yes - 2</b>	<b>-</b>	<b>Yes</b>	<b>1</b>
<b>Platinum</b>	<b>-</b>	<b>Yes</b>	<b>Yes - 1</b>	<b>-</b>	<b>Yes</b>	<b>1</b>
<b>Gold</b>	<b>-</b>	<b>-</b>	<b>Yes - 1</b>	<b>-</b>	<b>Yes</b>	<b>-</b>
<b>Silver</b>	<b>-</b>	<b>-</b>	<b>Yes - 1</b>	<b>-</b>	<b>Yes</b>	<b>-</b>



Want to see more from this event? [Check out our photo gallery!](#)



Halifax Regional Municipality, NS