



CANS EVENT SPONSORSHIP GUIDE

2025 EDITION

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 Justin Blakeney, Sponsorship Lead at jblakeney@cans.ns.ca or 902-468-2267.

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

8,300+

email subscribers

5,026+

monthly page views

63,830+

email open rate

30%

**Stats reflect average values from July 2023 – June 2024.*

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



PLATINUM SPONSOR PACKAGE

Full Value: \$18,500

Investment: \$14,800



Recognition as **Platinum Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Annual General Meeting
- Women in Construction Forum

GOLD SPONSOR PACKAGE

Full Value: \$9,300

Investment: \$7,440



Recognition as **Gold Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Annual General Meeting
- Women in Construction Forum

SILVER SPONSOR PACKAGE

Full Value: \$5,200

Investment: \$4,160



Recognition as **Silver Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Annual General Meeting
- Women in Construction Forum

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

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CONSTRUCTION JOB FAIR – FEBRUARY

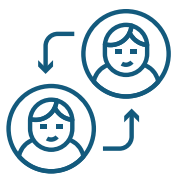
Sponsorship Level	Investment
Platinum Sponsor	\$ 3,000
Gold Sponsor	\$ 1,500
Silver Sponsor	\$ 800

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.

CANS Member Exclusive!

Are you hiring? Book an employer booth (\$1,500) and meet with 1000+ job seekers face-to-face. [Contact Justin to book your employer booth today!](#)

CANS 2024 Construction Job Fair Stats



1,000+
Job Seekers



38
Booths

What's Included In My Sponsorship?

Inclusions	Representation on event signage	Job fair booth	Logo featured on website
Platinum Sponsor	Yes	Yes	Yes
Gold Sponsor	Yes	-	Yes
Silver Sponsor	Yes	-	-



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



Halifax Regional Municipality, NS

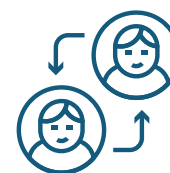
Book This Event

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 1,700 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 2024 De-Icer Event Stats



1,800+

Individual attendees



200+

Companies attending

What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Invitations to VIP Reception	Recognition in event script	Representation on event signage	Dedicated social media mentions	Logo featured on website
Presenting	10 (meal)	10	Yes - 4	Yes	4	Yes
Diamond	4 (meal)	4	Yes - 2	Yes	2	Yes
Booth	2 (meal)	2	Yes - 1	Yes	1	Yes
Platinum	2 (meal)	2	Yes - 1	Yes	1	Yes
Gold	2 (entry only)	-	Yes - 1	Yes	-	Yes
Silver	-	-	Yes - 1	Yes	-	-



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



Downtown Halifax, NS

Book This Event

SPRING FLING – MAY

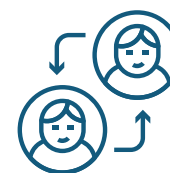
Sponsorship Level	Investment
Presenting	\$ 6,000
Platinum	\$ 2,000
Gold	\$ 1,500
Golf Hole	\$ 1,000
Silver	\$ 800

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.

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 2024 Spring Fling Event Stats



170+
Attendees



50
Companies

What's Included In My Sponsorship?

Inclusions	Complimentary dinner tickets	Golf hole activation	Recognition in event script	Representation on event signage	Dedicated social media mentions	Logo featured on website
Presenting	6	Yes	Yes - 3	Yes	4	Yes
Platinum	4	Yes	Yes - 2	Yes	1	Yes
Gold	2	-	Yes - 1	Yes	-	Yes
Golf Hole	-	Yes	Yes - 1	Yes	-	-
Silver	-	-	Yes - 1	Yes	-	-



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



Cape Breton Regional Municipality, NS

Book This Event

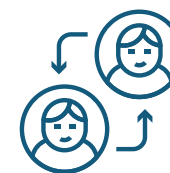
GOLF TOURNAMENT - JUNE

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
Presenting	\$ 10,000
Platinum	\$ 5,000
Gold	\$ 1,500
Golf Hole	\$ 1,200
Silver	\$ 800



CANS 2024 Golf Tournament Stats



436
Golfers

What's Included In My Sponsorship?

Inclusions	Complimentary team registration	Golf hole activation(s)	Recognition in event script	Representation on event signage	Dedicated social media mentions	Logo featured on website
Presenting	Yes (1 team)	2	Yes - 2	Yes	4	Yes
Platinum	-	1	Yes - 1	Yes	1	Yes
Gold	-	-	Yes - 1	Yes	-	Yes
Golf Hole	-	1	Yes - 1	Yes	-	-
Silver	-	-	Yes - 1	Yes	-	-



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



Various courses, Halifax Regional Municipality, NS

Book This Event

AGM – SEPTEMBER

Sponsor CANS Annual General Meeting to connect with owners, managers, employees and clients from across the ICI sector. This event includes our business meeting, awards presentations, networking opportunities with industry decision-makers, dinner AND evening entertainment!

Sponsorship Level	Investment
Presenting	\$ 10,000
Diamond	\$ 3,500
Platinum	\$ 2,500
Gold	\$ 1,500
Silver	\$ 1,000



What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Invitation to VIP Reception	Recognition in event script	Opportunity to MC	Representation on event signage	Dedicated social media mentions	Logo featured on website
Presenting	2	Yes	Yes - 5	Yes	Yes	4	Yes
Diamond	-	Yes	Yes - 3	-	Yes	2	Yes
Platinum	-	Yes	Yes - 1	-	Yes	2	Yes
Gold	-	-	Yes - 1	-	Yes	1	Yes
Silver	-	-	Yes - 1	-	Yes	-	-



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



Halifax Regional Municipality, NS

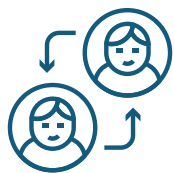
Book This Event

WOMEN IN CONSTRUCTION FORUM – OCTOBER

Sponsorship Level	Investment
Presenting	\$ 5,000
Platinum	\$ 2,500
Gold	\$ 1,500
Silver	\$ 800

This one-day event is focused on how to support, connect and inspire women in the construction industry and related fields in a space that promotes networking and learning. This event prioritizes and celebrates the experiences and perspectives of women while welcoming attendees of all genders to participate and support gender diversity in the construction industry.

CANS 2024 Women in Construction Forum Stats



190+

Individual attendees



70+

Companies

What's Included In My Sponsorship?

Inclusions	Complimentary tickets	Recognition in event script	Representation on event signage	Social media mentions	Logo featured on website
Presenting	4	Yes - 2	Yes	4	Yes
Platinum	2	Yes - 1	Yes	2	Yes
Gold	-	-	Yes	1	Yes
Silver	-	-	Yes	-	-



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



Halifax Regional Municipality, NS