2026

CONSTRUCTION ASSOCIATION OF NOVA SCOTIA

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 Members 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

PACKAGE OPPORTUNITIES 3

ADVERTISING OPPORTUNITIES 3

CONSTRUCTION JOB FAIR 4

DE-ICER 5

SPRING FLING 6

GOLF TOURNAMENT 7

AWARDS GALA 8

WOMEN IN CONSTRUCTION FORUM 9









Book your sponsorship today! Contact Justin Blakeney, Sponsorship Lead at jblakeney@cans.ns.ca or 902-333-0566.

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
8,800+

email subscribers
5,026+

monthly page views
61,100+

email open rate
39%

**Stats reflect average values from January - December 2024.*

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

PLATINUM SPONSOR PACKAGE

Full Value: $21,000



Investment: $16,800

Recognition as **Platinum Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Awards Gala
- Women in Construction Forum

GOLD SPONSOR PACKAGE

Full Value: $11,550



Investment: $9,240

Recognition as **Gold Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Awards Gala
- Women in Construction Forum

SILVER SPONSOR PACKAGE

Full Value: $5,600



Investment: $4,480

Recognition as **Silver Sponsor** at:

- Construction Job Fair
- De-Icer
- Spring Fling
- Golf Tournament
- Awards Gala
- Women in Construction Forum

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

Book your sponsorship today! Contact Justin Blakeney, Sponsorship Lead at jblakeney@cans.ns.ca or 902-333-0566.

Sponsorship Level	Investment
Platinum Sponsor	**$ 3,000**
Gold Sponsor	**$ 1,800**
Job Fair Booth	**$ 1,500**
Silver Sponsor	**$ 800**

CONSTRUCTION JOB FAIR – FEBRUARY

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.

Scan me to learn more about this event!

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

1,100+
Job Seekers

36+
Booths







Want to see more from this event? Check out our photo gallery!

Halifax Regional Municipality (HRM), NS

Sponsorship Level	Investment
Presenting	**$ 16,500**
Diamond	**$ 6,000**
Booth	**$ 4,000**
Platinum	**$ 4,000**
Gold	**$ 2,000**
Silver	**$ 1,000**

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 2,000 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.

Scan me to learn more about this event!

2,000+
Individual attendees

200+
Companies attending

Inclusions	Complimentary tickets	Invitations to VIP Reception	Recognition in event script	Representation on event signage	Tagged Social Posts	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

Sponsorship Level	Investment
Presenting	**$ 7,500**
Platinum	**$ 2,500**
Gold	**$ 2,000**
Golf Hole	**$ 1,200**
Silver	**$ 1,000**

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.

Scan me to learn more about this event!

200+
Attendees

45+
Companies

Inclusions	Complimentary dinner tickets	Golf hole activiation	Recognition in event script	Representation on event signage	Tagged Social Posts	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

Sponsorship Level	Investment
Presenting	**$ 12,000**
Platinum	**$ 6,000**
Gold	**$ 2,000**
Golf Hole	**$ 1,500***
Silver	**$ 800**

GOLF TOURNAMENT – JUNE

CANS annual Golf Tournament is so popular we've grown to a multi-day event with two days of golf played across FOUR courses (two per day) to maximize your exposure! Held each summer, this event is set to welcome over 500 golfers representing the full breadth of the construction industry. Join us on the greens as a golf hole sponsor and showcase your product or services directly to your target audience.

Scan me to learn more about this event!

500+ Golfers

100+ Companies

Bundle your hole sponsorship and maximize your opportunity: Sponsor both days and save $500 on your total investment ($1250 each)!

Inclusions	Complimentary team registration	Golf hole activiation(s)	Recognition in event script	Representation on event signage	Tagged Social Posts	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 around HRM and South Shore, NS

Sponsorship Level	Investment
Presenting	**$ 10,000**
Diamond	**$ 4,000**
Platinum	**$ 2,500**
Gold	**$ 1,750**
Silver	**$ 1,000**

AWARDS GALA – FALL

Celebrate the construction industry with CANS' new Awards Gala. This formal event includes awards presentations highlighting exceptional achievements, networking opportunities with industry decision-makers, dinner and entertainment. Walk the red carpet and raise a glass to our industry's accomplishments!

Scan me to learn more about this event!

200+
Individual attendees

75+
Companies

Inclusions	Complimentary tickets	Invitation to VIP Reception	Recognition in event script	Opportunity to MC	Representation on event signage	Tagged Social Posts	Logo featured on website
Presenting	**4**	**Yes**	**Yes - 5**	**Yes**	**Yes**	**4**	**Yes**
Diamond	**2**	**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 (HRM), NS

Sponsorship Level	Investment
Presenting	**$ 7,500**
Diamond	**$ 4,500**
Platinum	**$ 3,000**
Gold	**$ 2,000**
Silver	**$ 1,000**

WOMEN IN CONSTRUCTION FORUM – FALL

This one-day event is focused on how to support, connect and inspire women in the construction industry and related fields, creating 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.

Scan me to learn more about this event!

300+
Individual attendees

80+
Companies

Inclusions	Complimentary tickets	Recognition in event script	Representation on event signage	Tagged Social Posts	Logo featured on website
Presenting	**4**	**Yes - 2**	**Yes**	**4**	**Yes**
Diamond	**2**	**Yes - 1**	**Yes**	**2**	**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 (HRM), NS