



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

CANS EVENT SPONSORSHIP GUIDE



Enhance your profile. Reach your target audience. Grow your business.

CANS EVENTS SPONSORSHIP

Get In Front of Atlantic Canada's Construction Industry

The Construction Association of Nova Scotia (CANS) is the leading voice of the construction industry, representing more than 800 companies across Atlantic Canada and serving as a trusted resource for industry, government and the public. Our members build, renovate and restore non-residential buildings, roads, bridges and other engineering projects.

By sponsoring CANS events, your organization gains direct exposure to construction industry leaders and decision-makers while demonstrating support for an industry that drives economic growth throughout Atlantic Canada.

Whether you're looking to increase brand awareness, generate leads, strengthen industry relationships, or showcase your products and services, CANS offers sponsorship opportunities designed to help you achieve your goals.

From annual sponsorship packages to individual event opportunities, we'll work with you to build a sponsorship program that delivers meaningful exposure and measurable value.

Explore Sponsorship 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



SPONSORSHIP PACKAGES

Receive year-round recognition while maximizing your sponsorship investment by choosing one of our annual sponsorship packages.

Packages provide visibility across CANS' signature events while offering significant savings compared to individual event sponsorship purchases.

**Opportunities are limited and subject to availability.*



ADVERTISING BENEFITS FOR SPONSORS

Extend Your Reach Beyond Events

Event sponsorship doesn't have to end when the event is over.

Sponsors who purchase an annual sponsorship package receive the same discount on CANS digital advertising, creating a powerful year-round marketing strategy that keeps their brand in front of industry professionals between events.

Advertising opportunities include:

- CANS Weekly e-newsletter advertising
- CANS website advertising
- Custom advertising campaigns

Organizations investing more than \$5,000 annually in advertising qualify for additional savings in custom advertising packages.

For advertising specifications and rates, please refer to the CANS Digital Advertising Guide.



PLATINUM SPONSOR PACKAGE

Full Value: \$21,000



Investment: \$16,800

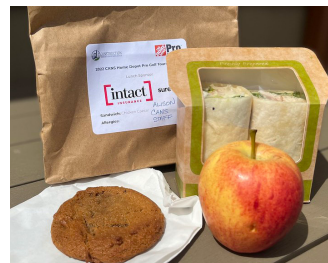
Recognition as **Platinum Sponsor** at:

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

**Save
20%**

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

**Save
20%**

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

**Save
20%**

***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

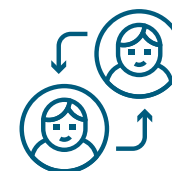
Connect with the Construction Industry's Future Workforce

Connect with emerging talent and showcase your organization at the CANS Construction Job Fair. This event brings together employers and job seekers from across the construction sector, creating opportunities to recruit skilled workers, build awareness of your company, and make valuable connections with future industry professionals.

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



Scan me to learn more about this event!



1,400+
Job Seekers



40+
Booths



Sponsorship Level	Investment
Presenting Sponsor	\$ 20,000
Diamond Sponsor	\$ 6,000
Booth Sponsor	\$ 4,000
Platinum Sponsor	\$ 4,000
Gold Sponsor	\$ 2,000
Silver Sponsor	\$ 1,000

DE-ICER – APRIL

Nova Scotia's Largest Construction Industry Networking Event

Strengthen relationships with existing clients and make new industry connections at the CANS De-Icer. As Nova Scotia's largest construction industry networking event, the De-Icer brings together stakeholders, construction professionals, suppliers, owners and industry partners for an evening of networking, food, entertainment and celebration as the construction season gets underway.



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 Sponsor	10 (meal)	10	Yes - 4	Yes	4	Yes
Diamond Sponsor	4 (meal)	4	Yes - 2	Yes	2	Yes
Booth Sponsor	2 (meal)	2	Yes - 1	Yes	1	Yes
Platinum Sponsor	2 (meal)	2	Yes - 1	Yes	1	Yes
Gold Sponsor	2 (entry only)	-	Yes - 1	Yes	-	Yes
Silver Sponsor	-	-	Yes - 1	Yes	-	Yes



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



Downtown Halifax, NS

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

SPRING FLING – MAY

Building Relationships in Cape Breton

Build relationships with CANS Members in Cape Breton and foster new connections with potential partners and clients at CANS Spring Fling. This event features an 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 activation	Recognition in event script	Representation on event signage	Tagged social posts	Logo featured on website
Presenting Sponsor	6	Yes	Yes - 3	Yes	4	Yes
Platinum Sponsor	4	Yes	Yes - 2	Yes	1	Yes
Gold Sponsor	2	-	Yes - 1	Yes	-	Yes
Golf Hole Sponsor	-	Yes	Yes - 1	Yes	-	Yes
Silver Sponsor	-	-	Yes - 1	Yes	-	Yes



Sponsorship Level	Investment
Presenting Sponsor	\$ 15,000
Platinum Sponsor	\$ 6,000
Gold Sponsor	\$ 2,000
Golf Hole Sponsor	\$ 1,500*
Silver Sponsor	\$ 800

GOLF TOURNAMENT – JUNE

Two Days. Four Courses. Hundreds of Industry Connections.

Connect with construction industry leaders and decision-makers while building valuable business relationships at the CANS Golf Tournament. Now expanded to two days and four courses, this event brings together more than 500 golfers from across Atlantic Canada for networking and friendly competition.

With sponsorship opportunities ranging from presenting sponsorship to interactive hole activations, organizations can connect directly with industry professionals in a relaxed and highly engaging environment.



**Scan me to learn more
about this event!**



500+
Golfers

100+
Companies

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

***Bundle your hole sponsorship and maximize your opportunity: Sponsor both days and save \$500 on your total investment (\$1,250 each)!**



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



Various courses around HRM and South Shore, NS

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

AWARDS GALA – FALL

Celebrating Excellence in Construction

Celebrate excellence in the construction industry while connecting with clients, colleagues and industry leaders at the CANS Awards Gala. This premier event features award presentations, networking opportunities, dinner and entertainment while recognizing outstanding achievements across the sector.



Scan me to learn more
about this event!



200+
Individual attendees

75+
Companies

Inclusions	Complimentary tickets	Recognition in event script	Opportunity to MC	Representation on event signage	Tagged social posts	Logo featured on website
Presenting Sponsor	4	Yes - 5	Yes	Yes	4	Yes
Diamond Sponsor	2	Yes - 3	-	Yes	2	Yes
Platinum Sponsor	-	Yes - 1	-	Yes	2	Yes
Gold Sponsor	-	Yes - 1	-	Yes	1	Yes
Silver Sponsor	-	Yes - 1	-	Yes	-	Yes



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



Halifax Regional Municipality (HRM), NS

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

WOMEN IN CONSTRUCTION FORUM – FALL

Supporting, Connecting and Inspiring Industry Leaders

The Women in Construction Forum brings together professionals from across the industry to discuss leadership, workforce development, inclusion, and innovation.

This highly regarded annual event provides sponsors with the opportunity to align their brand with one of the industry's most important conversations while engaging with an audience committed to advancing the future of construction.



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 Sponsor	4	Yes - 2	Yes	4	Yes
Diamond Sponsor	2	Yes - 1	Yes	2	Yes
Platinum Sponsor	2	Yes - 1	Yes	2	Yes
Gold Sponsor	-	Yes - 1	Yes	1	Yes
Silver Sponsor	-	Yes - 1	Yes	-	Yes

