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

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

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: $23,000



Investment: $18,640

Recognition as **Platinum Sponsor** at:

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

Save 20%

SILVER SPONSOR PACKAGE

Full Value: $6,100



Investment: $4,880

Recognition as **Silver Sponsor** at:

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







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

Halifax Regional Municipality (HRM), NS

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**









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

Cape Breton Regional Municipality, NS

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	**$ 5,000**
Platinum Sponsor	**$ 2,300**
Golf Hole Sponsor	**$ 900**
Silver Sponsor	**$ 500**

WOMEN IN CONSTRUCTION GOLF TOURNAMENT – AUGUST

A Powerful Opportunity to Connect

The Women in Construction Golf Tournament brings together professionals from across the construction industry for a day of networking, relationship-building and friendly competition. Whether reconnecting with colleagues or meeting new industry contacts, participants have the opportunity to strengthen their networks in a welcoming and inclusive environment.

This growing event provides sponsors with the opportunity to align their brand with the advancement of women in construction while engaging with industry professionals, decision-makers and emerging leaders.

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**
Platinum Sponsor	**-**	**-**	**Yes - 1**	**Yes**	**1**	**Yes**
Golf Hole Sponsor	**-**	**Yes - 1**	**Yes - 1**	**Yes**	**-**	**Yes**
Silver Sponsor	**-**	**-**	**Yes - 1**	**Yes**	**-**	**Yes**







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

Various courses around HRM

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**









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

Halifax Regional Municipality (HRM), NS