

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 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
- 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: \$6,000

Investment: \$4,800



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**

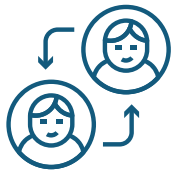
Book your sponsorship today! Contact Michelle Fievet, Sponsorship Lead at mfievet@cans.ns.ca or 902-818-6530.

Book This Event

CONSTRUCTION JOB FAIR – FEBRUARY

| Sponsorship Level | Investment | Opportunities |
|-------------------------|-----------------|---------------|
| Platinum Sponsor | \$3,000 | 3 |
| Booth Sponsor | \$ 1,500 | 40 |
| Gold Sponsor | \$ 1,500 | 5 |
| Silver Sponsor | \$ 800 | 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 |
|-------------------------|---------------------------------|----------------|
| Platinum Sponsor | Yes | Yes |
| Booth Sponsor | Yes | Yes |
| Gold Sponsor | Yes | - |
| Silver Sponsor | Yes | - |



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



Halifax Regional Municipality, NS

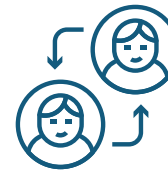
Book This Event

DE-ICER – APRIL

| Sponsorship Level | Investment | Opportunities |
|-------------------|------------------|---------------|
| Presenting | \$ 15,000 | 1 |
| Diamond | \$ 5,000 | 3 |
| Booth | \$ 3,500 | 11 |
| Platinum | \$ 3,500 | 5 |
| Gold | \$ 1,800 | 10 |
| Silver | \$ 1,000 | 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 |
|-------------------|-----------------------|------------------------------|-----------------------------|---------------------------------|-----------------------|
| Presenting | 10 (meal) | 10 | Yes - 4 | Yes | 4 |
| Diamond | 4 (meal) | 4 | Yes - 2 | Yes | 2 |
| Booth | 2 (meal) | 2 | Yes - 1 | Yes | 1 |
| Platinum | 2 (meal) | 2 | Yes - 1 | Yes | 1 |
| Gold | 2 (entry) | - | Yes - 1 | Yes | - |
| Silver | - | - | Yes - 1 | Yes | - |



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



Downtown Halifax, NS

Book This Event

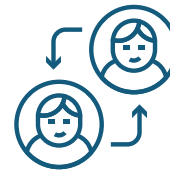
SPRING FLING – MAY

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 |
|-------------------|-----------------|---------------|
| Presenting | \$ 6,000 | 1 |
| Platinum | \$ 2,000 | 5 |
| Gold | \$ 1,500 | 10 |
| Silver | \$ 800 | unlimited |
| Golf Hole | \$ 1,000 | 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 |
|-------------------|------------------------------|----------------------|-----------------------------|---------------------------------|-----------------------|
| Presenting | 6 | Yes | Yes - 3 | Yes | 4 |
| Platinum | 4 | Yes | Yes - 2 | Yes | 1 |
| Gold | 2 | - | Yes - 1 | Yes | - |
| Silver | - | - | Yes - 1 | Yes | - |
| Golf Hole | - | Yes | Yes - 1 | Yes | - |



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



Cape Breton Regional Municipality, NS

Book This Event

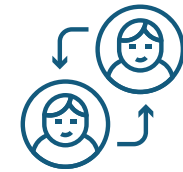
GOLF TOURNAMENT - JUNE

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 | Opportunities |
|-------------------|------------------|---------------|
| Presenting | \$ 10,000 | 1 |
| Platinum | \$ 5,000 | 5 |
| Gold | \$ 1,500 | 10 |
| Golf Hole | \$ 1,200 | 51 |
| Silver | \$ 800 | 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 |
|-------------------|---------------------------------|-------------------------|-----------------------------|---------------------------------|-----------------------|
| Presenting | Yes | 2 | Yes - 2 | Yes | 4 |
| Platinum | - | 1 | Yes - 1 | Yes | 1 |
| Gold | - | - | Yes - 1 | 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

| Sponsorship Level | Investment | Opportunities |
|-------------------|------------------|---------------|
| Presenting | \$ 10,000 | 1 |
| Lounge | \$ 5,000 | 1 |
| Diamond | \$ 3,500 | 1 |
| Platinum | \$ 2,500 | 5 |
| Gold | \$ 1,500 | 10 |
| Silver | \$ 1,000 | 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 |
|-------------------|-----------------------|-----------------------------|-----------------------------|-------------------|---------------------------------|-----------------------|
| Presenting | 2 | Yes | Yes - 5 | Yes | Yes | 4 |
| Lounge | - | Yes | Yes - 3 | - | Yes | 2 |
| Diamond | - | Yes | Yes - 2 | - | Yes | 1 |
| Platinum | - | Yes | Yes - 1 | - | Yes | 1 |
| Gold | - | - | 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 | Opportunities |
|-------------------|-----------------|---------------|
| Presenting | \$ 5,000 | 1 |
| Platinum | \$ 2,500 | 5 |
| Gold | \$ 1,500 | 10 |
| Silver | \$ 800 | unlimited |

New Sponsorship Opportunity in 2024!

This brand new one-day event will be focused on how to support, connect and inspire women in the construction industry and related fields in a space that will promote 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.



Halifax Regional Municipality, NS

What's Included In My Sponsorship?

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

