



Where change makers meet.



**2024** **SPONSORSHIP  
PROSPECTUS**

# Benefits of Sponsorship

It's time for Canada's large buildings to be on the path to zero.

This year, business and technical expertise will converge over two days in a series of forums and learning sessions providing valuable insights to take our sustainability efforts further and faster.

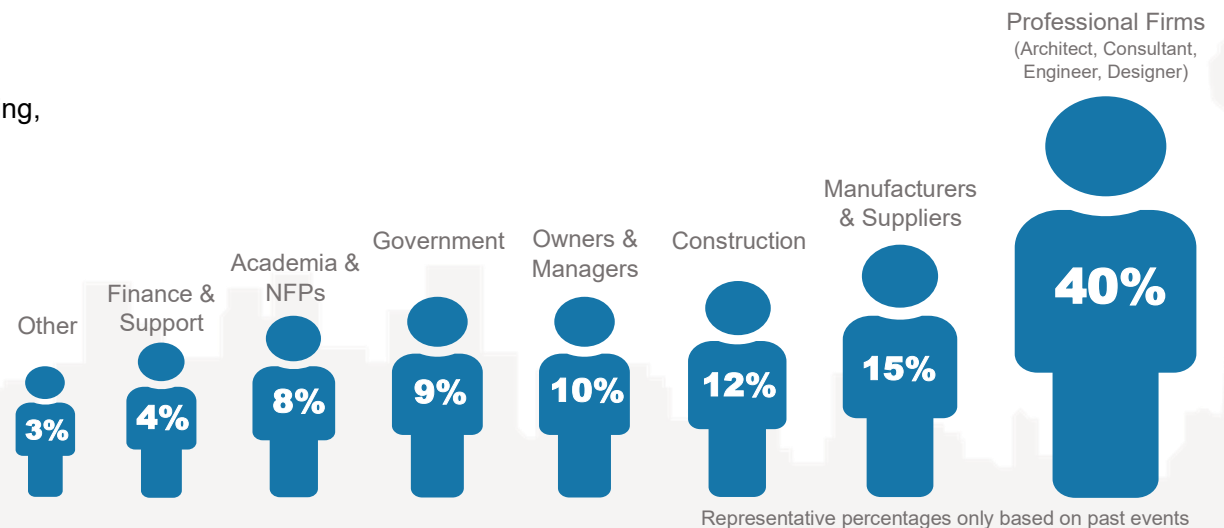
As a sponsor of **Building Lasting Change 2024**, you will be presented with numerous opportunities to connect with influential decision-makers and leaders uniting to build our way forward to a zero-carbon future.

## WHAT YOU CAN EXPECT

- » Connections to high-profile industry leaders and policy makers
- » High visibility, in-person exposure
- » Speaking and engagement opportunities
- » Organized and informal networking opportunities with Canada's green building industry professionals
- » A full conference experience with inspiring keynotes, issue forums, learning sessions and fun events

## Who will be there?

CAGBC's **Building Lasting Change** conference attracts professionals from across Canada's building, real estate and finance sectors.



To reserve your corporate sponsorship package, contact the CAGBC Market Engagement Team.

Email: [getinvolved@cagbc.org](mailto:getinvolved@cagbc.org)

# 2024 Sponsorship Opportunities

## Premier Packages

Presenting (1)	\$40,000
Gala Dinner & Celebration (1)	\$25,000
Day 1 Welcome Plenary (1)	\$15,000
Day 2 Keynote (1)	\$20,000
Lanyard (1)	\$15,000
Networking Lounge (1)	\$15,000
VIP Cocktail Reception (1)	\$10,000
Evening Social Reception (1)	\$7,500

## Brand Awareness Packages

Platinum Refreshment (3)	\$7,500
Gold Refreshment (5)	\$5,000
Event Mobile App (1)	\$7,500
BLC On-Demand (1)	\$7,500
Prime (5)	\$3,000

## Leadership Packages

National Issue Forum (3)	\$10,000
Program Stream (10)	\$10,000
Closing Roundtable (1)	\$10,000
Building Tour Sponsor (2)	\$5,000
Showcase Station (6)	\$5,000
Ask the Expert (6)	\$3,500

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## Supporter Packages

Conference Supporter (Multiple)	\$2,500
Day 1 After Party (10)	\$1,000

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*Event format and schedule may be subject to change based on planning, coordination and logistics considerations.*

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Premier Packages

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## PRESENTING | \$40,000

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*Define your organization as a green building champion. As Presenting Sponsor, you are our Honourary Conference Chair, and address attendees at the opening and closing sessions. Our Presenting Sponsor has prime visibility in all major sessions and is front and centre in all aspects of the conference.*

*(Exclusive Opportunity)*

**SPECIAL BENEFITS:** Opportunity for a company representative to be the Honourary Conference Chair • Opportunity to welcome delegates at the Welcome Lunch Plenary, thank delegates at the conference closing • Opportunity to submit 150-word article and photo of Honourary Chair in May 2024 CAGBC Newsletter • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time during the conference • Company recognition as Presenting Sponsor at each conference session and major events • Presenting Sponsor recognition on all attendee name badges

**TICKETS:** 4 full conference registrations • 4 additional Gala tickets

## GALA DINNER AND CELEBRATION | \$25,000

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*This year, BLC's seminal event anchors the conference. Join all attendees to close out their conference experience in style and help celebrate the leaders in the green building industry. The Gala Dinner is a perfect occasion to spend time with the "who's who" of green building in Canada.*

*(Exclusive Opportunity)*

**SPECIAL BENEFITS:** Address attendees at the Gala Dinner • Company announced as sponsor at the Dinner • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Logo on the Gala program, menu and on static display onscreen throughout the Gala • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time during the conference

**TICKETS:** 3 full conference registrations • 3 additional Gala tickets

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Premier Packages

## DAY 1 WELCOME PLENARY | \$15,000

*Set the stage for the entire conference and is one of the most impactful sessions of the week. As our sponsor, you will greet attendees and introduce CAGBC President & CEO, Thomas Mueller, and other esteemed guests.*  
(Exclusive Opportunity)

**SPECIAL BENEFITS:** Opportunity to address attendees and introduce the Opening speakers and guests • Company announced as sponsor at Opening session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 2 full conference registrations • 2 additional Gala tickets

## DAY 2 KEYNOTE | \$20,000

*Set the tone for a full day of learning. Keynote sponsors will introduce the keynote speaker at the plenary session to inspire and challenge attendees.*  
(Exclusive Opportunity)

**SPECIAL BENEFITS:** Address attendees at the plenary session and introduce the keynote speaker • Company announced as sponsor at the Keynote session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 3 full conference registrations • 2 additional Gala tickets



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# 2024 Premier Packages

## LANYARD | \$15,000

*Catch every attendee's attention! This opportunity is unique as your brand becomes a constant visual part of the conference on every attendee's badge lanyard.*

*(Exclusive Opportunity)*

**SPECIAL BENEFITS:** Logo displayed prominently on each attendee badge lanyard (artwork to be confirmed with sponsor) • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time

**TICKETS:** 2 full conference registrations • 2 additional Gala tickets

## VIP RECEPTION | \$10,000

*Mix and mingle with senior level green building champions, CAGBC founders and Board members, award winners and other conference dignitaries. (Exclusive Opportunity)*

**SPECIAL BENEFITS:** Host and welcome attendees to the reception • Company announced as sponsor at the reception • Opportunity to provide a one (1) minute video to be presented to attendees at a designated time

**TICKETS:** 2 full conference registrations • 2 additional Reception Tickets

## NETWORKING LOUNGE | \$15,000

*Give attendees a casual and comfortable place to kick back and connect in the main conference gathering space for the duration of the conference.*

*(Exclusive Opportunity)*

**SPECIAL BENEFITS:** Premium lounge furniture and fixtures including bottomless coffee station • Opportunity to brand the space • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 2 full conference registrations • 2 representative passes (Lounge access only. Includes food and refreshments.)

## EVENING SOCIAL RECEPTION | \$7,500

*Give attendees the chance to meet, mingle and get re-acquainted in an engaging and fun environment as the excitement builds for the Day 2 learning streams. (Exclusive Opportunity)*

**SPECIAL OPPORTUNITIES:** Opportunity to address attendees at the start of the reception • Company announced as sponsor at the reception • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 1 full conference registrations • 2 additional Reception Tickets

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Leadership Packages

## NATIONAL ISSUE FORUMS | \$10,000

*Align your organization with policy makers, experts and business leaders who are moving critical green building issues forward in one of our three (3) Day One half-day Forums: forward-thinking government policy; greening affordable housing; and evolving standards and certifications.*

(3 available – 1 per forum. Opportunity for Exclusivity.)

**SPECIAL BENEFITS:** Company announced as sponsor, sponsor read and logo displayed on screen and on individual forum signage • Thank you commentary by the CAGBC President & CEO at the conference Welcome Lunch Plenary • High visibility during the event promotion campaign and throughout the conference • Opportunity to provide a (one) 1 minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 1 full conference registration • 2 additional Forum passes (Forum participation only. Includes Welcome Plenary and Evening Social Reception)

**EXCLUSIVITY OPTION:** Sponsor all three (3) forums for \$25,000 and receive exclusive forum signage and two (2) full conference registrations plus three (3) additional Forum passes.

## PROGRAM STREAM | \$10,000

*Align your company with the conference's main attraction – learning. Sponsor either the Day Two Technical or Business Stream and get recognition throughout the entire day as well as address attendees at one stream session.*

(10 available – 5 per stream.)

**SPECIAL BENEFITS:** Sponsor recognition in all stream sessions • Address attendees in one stream session (session to be determined with CAGBC upon program completion) • Company announced as sponsor and logo displayed throughout all stream sessions (5 times) • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 2 full conference registrations

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Leadership Packages

## CLOSING ROUNDTABLE | \$10,000

*The Closing Roundtable is the finale for attendees as they wrap up their conference experience. Have the last word on the conference during one of the most impactful sessions of the week.*

*(Exclusive Opportunity)*

**SPECIAL BENEFITS:** Opportunity to address attendees and introduce the closing speakers and guests • Company announced as sponsor at the session • Opportunity for one (1) registered attendee to sit at a VIP table at the Gala Dinner • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 2 full conference registrations

## SHOWCASE STATION | \$5,000

*Put your business front and centre for the duration of the conference with a table display in the main networking and attendee gathering space. (6 available)*

**SPECIAL BENEFITS:** Dedicated display table and two (2) chairs for up to two (2) representatives • Opportunity to display collateral (including pull up banners and tabletop displays • Company listed as part of the program

**TICKETS:** 1 full conference registration • 2 representative passes (Lounge access only. Includes food and refreshments.)

## BUILDING TOUR | \$5,000

*This year, two (2) zero carbon buildings will be featured on the morning of Day One. Help our attendees kick off their conference experience with one of these showcase examples of green building excellence.*

*(Two (2) available)*

**SPECIAL BENEFITS:** Opportunity to address tour attendees on site • Opportunity to hand out collateral • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time during the conference

**TICKETS:** 1 full conference registration

## ASK THE EXPERT | \$3,500

*Demonstrate your expertise at a dedicated table during the Day Two lunch and networking time. Host an exclusive dialogue on a green building issue of your choice. (6 available)*

**SPECIAL BENEFITS:** Dedicated table and signage to identify the issue and your company • Topic listed in conference program and in pre-conference notifications to allow attendees to plan their participation • Company and subject matter expertise listed as part of the conference program

**TICKETS:** 1 full conference registrations

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Brand Awareness Packages

## PLATINUM REFRESHMENT | \$7,500

*Helps fuel attendees throughout the conference with extensive exposure at all lunches, breakfasts, and attendee breaks. Your organization will be announced during all refreshment breaks and your logo will appear in a premium position above Gold Refreshment sponsors on signage at all food stations.*

(3 available)

**SPECIAL BENEFITS:** Premium signage at all food stations • Company announced as sponsor with logo in premium position on screen during breakfasts, lunches, and breaks • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time

**TICKETS:** 1 full conference registration

## MOBILE EVENT APP | \$7,500

*Be visible to all attendees as they plan their events, learn about sessions, and explore speakers and sponsors.*

(Exclusive Opportunity)

**SPECIAL BENEFITS:** Logo featured on the menu of the Mobile App

**TICKETS:** 1 full conference registration

## GOLD REFRESHMENT | \$5,000

*Help fuel attendees throughout the conference with exposure at lunches, breakfasts, and attendee breaks. Your logo will appear on signage at all food stations ensuring exposure to every hungry attendee, sponsor, presenter, and invited guest.*

(5 available)

**SPECIAL BENEFITS:** Signage at all food stations • Company logo on screen during breakfasts, lunches, and breaks • Opportunity to provide a one (1) minute corporate video to be presented to attendees at a designated time

**TICKETS:** 1 full conference registration

## BLC ON-DEMAND | \$7,500

*Power the post-conference on-demand experience. Your brand will appear on the On-Demand session recording download page for all to see after the conference until BLC 2025.*

(Exclusive Opportunity)

**SPECIAL OPPORTUNITIES:** Logo featured on the on-demand session recording download page

**TICKETS:** 1 full conference registration

**PLUS:** All sponsorship packages include the brand awareness and recognition benefits set out on Page 11.

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# 2024 Supporter Packages

## PRIME PLACEMENT | \$3,500

*Be visible throughout the venue at our many prime brand placement opportunities including standalone water, coffee and charging stations (5 available)*

**SPECIAL OPPORTUNITIES:** Logo featured throughout the venue at all water, coffee and charging stations

**TICKETS:** 1 full conference registration

## AFTER PARTY | \$1,000

*Have your brand front and centre at this unique fun evening event and help support the conference. Event details to be announced in early 2024.  
(10 available - Opportunity for Exclusivity.)*

**SPECIAL BENEFITS:** Opportunity to provide a pop-up banner to be displayed onsite at the After Party.

**TICKETS:** 3 passes to the After Party

**EXCLUSIVITY OPTION:** Sponsor the entire event for \$6,000 and receive exclusive event signage, opportunity to welcome attendees, 1 full conference registration plus 3 After Party passes.

## CONFERENCE SUPPORTER | \$2,500

*Associate your brand with Canada's most influential green building conference.  
(Multiple available)*

**SPECIAL BENEFITS:** Logo featured on recognition signage and on screen at the venue

**TICKETS:** 1 full conference registration



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# 2024 Other Sponsorship Benefits

All **Building Lasting Change 2024** sponsors will be entitled to the following benefits according to their sponsored package and sponsorship level. Priority for brand positioning will be determined by sponsorship level.

<b>Brand Positioning</b>	<ul style="list-style-type: none"> <li>» Logo on appropriate sponsor recognition signage according to sponsored package and sponsor level</li> <li>» Logo on screen in static position during sponsored session(s) (where appropriate)</li> <li>» Logo on "Thank You to Sponsors" signage displayed prominently at the venue according to sponsor level</li> <li>» Logo on loop displayed on screen in plenary rooms according to sponsor level</li> <li>» Use of the Building Lasting Change 2024 Sponsor banner for sponsor social media use</li> </ul>	<b>Online Conference Platform Recognition</b>	<ul style="list-style-type: none"> <li>» Recognition on the mobile event app</li> <li>» Logo on appropriate conference platform program and session pages according to sponsored package and sponsor level</li> <li>» Recognition and logo placement in the "Sponsors Section" of the conference platform</li> <li>» Access to a dedicated Sponsor portal in the conference platform</li> <li>» All Sponsor employees acknowledged as sponsors in their online conference profile</li> </ul>
<b>Conference Promotions</b>	<ul style="list-style-type: none"> <li>» Recognition in select CAGBC social promotions relating to sponsored package</li> <li>» Recognition in select email promotions, communications and notifications to attendees</li> <li>» Recognition in CAGBC Newsletter according to selected package and sponsor level</li> </ul>	<b>CAGBC Website Recognition</b>	<ul style="list-style-type: none"> <li>» Logo placement on sponsor pages on CAGBC website according to sponsored package and sponsor level</li> </ul>

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## Past Sponsors

Previous **Building Lasting Change** sponsors include:



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# 2024 SPONSORSHIP PROSPECTUS



Canada  
Green  
Building  
Council

Conseil du  
Bâtiment  
Durable du  
Canada



## June 5-6, 2024 - Toronto

### Conference Program:

Marriott CF Toronto Eaton Centre – June 5-6

### Gala Dinner & Celebration:

Arcadian Court Ballroom – June 6

### VIP Reception:

Location TBA – June 4 (evening)

For more information contact the

**CAGBC Market Engagement Team at**

[getinvolved@cagbc.org](mailto:getinvolved@cagbc.org)