



National Trust
Conference
2019

Sponsorship Opportunities National Trust Conference 2019

In association with the Canadian Association of Heritage Professionals (CAHP)

October 17-19, 2019 • Winnipeg, MB
Fairmont Winnipeg



National Trust
for Canada



CAHP | ACECP

2019 CONFERENCE



Join old friends and meet new clients in Winnipeg at National Trust Conference 2019.

The National Trust Conference, presented in association with the Canadian Association of Heritage Professionals (CAHP), is **Canada's largest heritage conservation event** for professionals, practitioners, government officials, and volunteers engaged in regenerating and saving historic places – from urban and rural buildings to districts, downtowns, and landscapes.

Why sponsor the National Trust Conference?

450+
attendees

36,000+
Twitter impressions

14,000+
webpage views

The place for your brand to be seen and heard.

The National Trust Conference provides you and your organization with multiple networking opportunities with delegates at special events, field sessions, workshops, learning sessions and throughout the Exhibit Hall. Your brand gains exposure before, during, and after the conference through conference communications and social media. Your materials are also displayed in high-traffic areas and distributed to conference delegates based on your sponsorship: you are in control of how much, and where.

Gain access to influencers and decision-makers.

The National Trust Conference attracts people from many different professions and diverse interests. While you will certainly find heritage volunteers and advocates among the crowd, the majority of conference delegates are architects, engineers, construction firms, craftspeople involved with heritage properties, as well as government policy-makers, economic development officials, building owners and potential buyers of rehabilitation services, from across Canada and beyond.

ATTENDEE PROFILE

32%

Heritage Professionals,
Industry, Practitioners

26%

Government Officials
(Federal, Provincial,
Territorial, Municipal)

29%

Heritage Organizations,
Committees, Volunteers



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SPONSORSHIP OPPORTUNITIES



Platinum SPONSOR

**\$10,000
AND ABOVE**
ONLY 2 REMAINING



Your organization's linked logo prominently featured on the conference website



Your organization's logo primarily featured in the conference program



Exhibitor table (prime location)



Invitation to exclusive sponsor appreciation cocktail



Four (4) conference registrations
(\$1,740 value)



Your organization's logo in conference newsletters and press releases (sent to our extensive, targeted communications list)



Verbal appreciation of your organization's sponsorship announced at opening keynote and at one plenary session



Your organization's logo on scrolling presentation between conference sessions and on onsite signage



One (1) full-page advertisement in conference program



Social media posts acknowledging your sponsorship during the conference (over 11,200 Twitter followers and 3,300 Facebook page likes)



Inclusion of brochure or promo item in delegate bag



One (1) one-year National Trust corporate membership



Opportunity to address delegates from the podium during a session



Ad in the National Trust's newsletter



Ad on conference website



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SPONSORSHIP OPPORTUNITIES



Gold
SPONSOR

\$5,000



Your organization's linked logo prominently featured on the conference website



Your organization's logo primarily featured in the conference program



Exhibitor table (prime location)



Invitation to exclusive sponsor appreciation cocktail



Three (3) conference registrations
(\$1,305 value)



Your organization's logo in all conference newsletters and press releases (sent to our extensive, targeted communications list)



Verbal appreciation of your organization's sponsorship announced at opening keynote



Your organization's logo on scrolling presentation between conference sessions



Half-page advertisement in conference program



Social media posts acknowledging your sponsorship during the conference (over 11,200 Twitter followers and 3,300 Facebook page likes)



Inclusion of brochure or promo item in delegate bag



One (1) one-year National Trust corporate membership



National Trust for Canada

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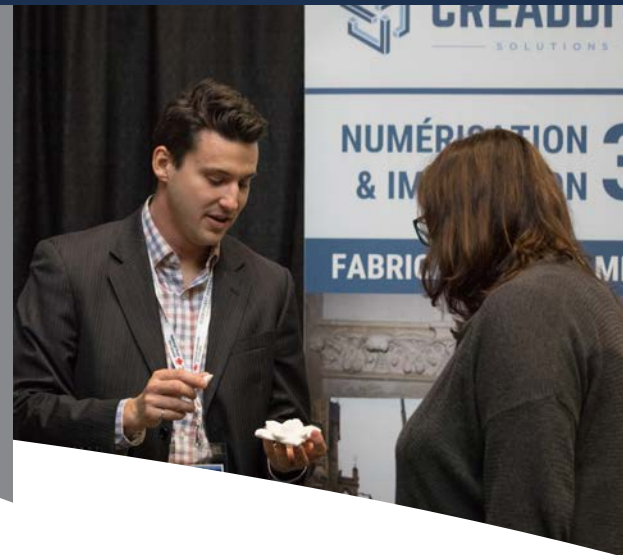


SPONSORSHIP OPPORTUNITIES



Silver SPONSOR

\$2,500



Your organization's linked logo prominently featured on the conference website



Your organization's logo primarily featured in the conference program



Exhibitor table (as a discounted add-on for \$900)



Invitation to exclusive sponsor appreciation cocktail



Two (2) conference registrations (\$870 value)



Organization logo listed with link on all conference communiqués and press releases (sent to our extensive, targeted communications list)



Verbal appreciation of your organization's sponsorship announced at one plenary session



Your organization's logo on scrolling presentation between conference sessions

Bronze SPONSOR

\$1,000



Your organization's linked logo featured on the conference website



Your organization's logo on the conference program



Exhibitor table (as a discounted add-on for \$900)



Invitation to exclusive sponsor appreciation cocktail



One (1) conference registration (\$435 value)



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SPONSORSHIP OPPORTUNITIES



Friend
**OF THE
CONFERENCE**

\$500



Your organization's linked name featured on the conference website



Your organization's name on the conference program



Exhibitor table (as an add-on for \$1,200)



Invitation to exclusive sponsor appreciation cocktail

Exhibitor Opportunities





























Showcase your product or service as a National Trust Conference Exhibitor

Availability	Exhibitors receive	Exhibit hall hours	Sponsor level	Price
Exhibitor booths are included with a Platinum or Gold sponsorship but are available as an add-on to a Silver, Bronze or Friend sponsorship.	<ul style="list-style-type: none"> 8x8 booth with 8 high back and 3 high side drapes 6 ft draped table, two chairs One company representative per booth* Your company name posted and linked on the conference website Listing in the conference program, including contact information and short description of your product or services Listing on Exhibit Hall floor map Invitation to exclusive sponsor appreciation cocktail 	<ul style="list-style-type: none"> Thursday, Oct. 17 – 6 to 10:30 p.m. (including the sponsor appreciation reception and after the opening keynote during the Exhibit Gala) Friday, Oct. 18 – 7 a.m. to 3:30 p.m. 	Silver or Bronze	\$900
			Friend	\$1,200

* Additional booth representative passes are available at an extra charge.

UNIQUE OPPORTUNITIES

Thinking about sponsoring the National Trust Conference in a different way?

	Brand the Lanyard \$3,500 (1 available)			Ice Cream Sandwich Break Sponsor (includes opportunity to display corporate banner) \$5,000 (1 available)	
	Brand the Delegate Bag \$3,500 (1 available)			Coffee Break Sponsor (includes opportunity to display corporate banner) \$1,000 (3 available)	
	Insert in Delegate Bag \$500 (20 available, product provided by sponsor)			Breakfast Sponsor (includes opportunity to display corporate banner) \$1,500 (2 available)	
	Brand the Headsets Station (Translation) \$3,500 (1 available, corporate banner provided by sponsor)			Lunch Sponsor (includes opportunity to display corporate banner) \$2,500 (2 available)	
	Brand the Cell Phone Charging Station \$2,500 (1 available, corporate banner provided by sponsor)			Exclusive Closing Celebration Sponsor At the Canadian Museum for Human Rights. Includes onsite promotion. \$6,500 (1 available)	
	Banner Displayed Prominently Onsite \$1500 (4 available, corporate banner provided by sponsor)			Plenary Sponsor (includes opportunity to display corporate banner) \$1,500 (3 available)	
	Brand the Hotel Key Card \$3,500 (1 available)			Exhibit Gala Sponsor (includes opportunity to display corporate banner) \$3,500 (1 available)	
	Brand the Pens and/or Notepads (placed on all tables at all sessions) \$1,500 (1 available, product provided by sponsor)			Keynote Sponsor (includes opportunity to display corporate banner) \$5,000 (1 available)	
	Ad on conference website \$1,000			Ad in the National Trust's Heritage Bi-Weekly Newsletter (15,000 subscribers) \$500	

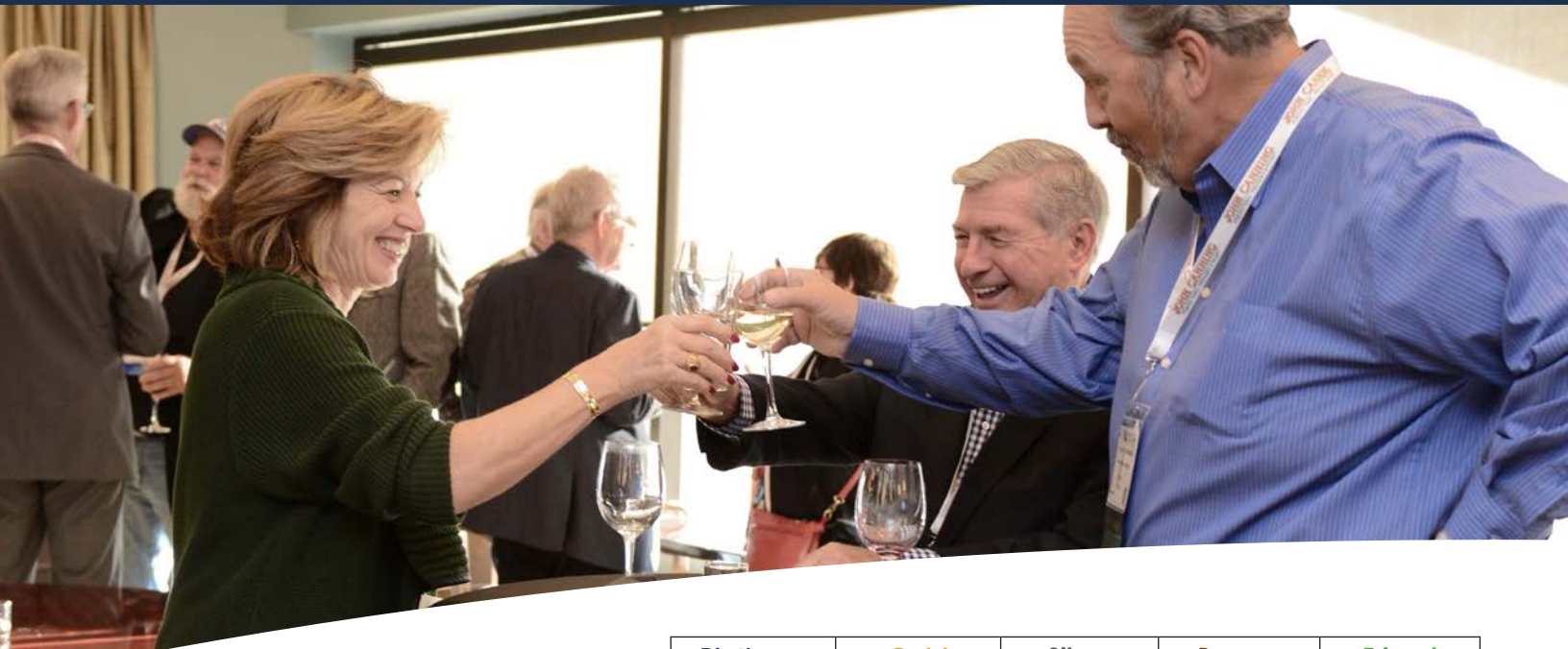
All Unique Opportunities include recognition on the conference website and in the conference program, as well as an invitation to the Sponsor Appreciation Event. Additional benefits offered at higher levels of sponsorship.

Want to propose something you don't see listed here? We would be happy to discuss your company's marketing goals and customize a sponsorship that is right for you.

Contact Kevin Parker, Sponsorship Coordinator at kparker@nationaltrustcanada.ca or 613-237-1066 ext. 234.

NATIONAL TRUST CONFERENCE 2019 SPONSORSHIP

SUMMARY OF BENEFITS



	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend \$500
Linked logo or name on conference website	Logo	Logo	Logo	Logo	Name
Logo or name in conference program	Logo	Logo	Logo	Logo	Name
Exhibitor Table	Prime location	Prime location 	Add on for \$900	Add on for \$900	Add on for \$1,200
Invitation to exclusive sponsor appreciation cocktail	•	•	•	•	•
Conference registration(s)	4	3	2	1	
Logo included in conference newsletters and press releases	•	•	• 		
Verbal appreciation of your organization's sponsorship announced	Opening keynote + one plenary session	Opening keynote	One plenary session		
Logo on scrolling slides and onsite signage	•	•	•		
Ad in conference program	Full-page	Half-page			
Social media posts acknowledging sponsorship during the conference	•	•			
Inclusion of brochure or promo item in delegate bag	•	• 			
One (1) one-year corporate membership	• 	• 			
Opportunity to address delegates from the podium during a session	•				
Ad in newsletter	• 				
Ad on conference website	• 				

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Canada

Parcs
Canada

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Engineers

Fredericton

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PLASTER PRESERVATION



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CONFERENCE SPONSOR REQUEST FORM

National Trust Conference 2019

October 17-19, 2019 • Winnipeg, MB

Fairmont Winnipeg

Organization/Firm: _____

Contact Name and Position: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Please indicate the level of sponsorship you are interested in:

- ☐ Platinum Sponsor (\$10,000+) ☐ Gold Sponsor (\$5,000) ☐ Silver Sponsor (\$2,500)
☐ Bronze Sponsor (\$1,000) ☐ Friend of the Conference (\$500)

Unique opportunities:

- ☐ Lanyards (\$3,500) ☐ Delegate Bags (\$3,500) ☐ Banner (\$1,500)
☐ Closing Celebration (\$6,500) ☐ Ice Cream Sandwiches (\$5,000) ☐ Breakfast (\$1,500)
☐ Coffee Break (\$1,000) ☐ Lunch (\$2,500) ☐ Cell Phone Charging Station (\$2,500)
☐ Headsets (\$3,500) ☐ Hotel Key Card (\$3,500) ☐ Pens and Notepads (\$1,500)
☐ Keynote (\$5,000) ☐ Exhibit Gala (\$3,500) ☐ Plenary (\$1,500)
☐ Ad in Newsletter (\$500) ☐ Insert in Delegate Bag (\$500) ☐ Ad on Conference Website (\$1,000)

Exhibitor Opportunities:

As an add-on to a:

- ☐ Silver Sponsorship (\$900) ☐ Bronze Sponsorship (\$900) ☐ Friend Sponsorship (\$1,200)

	Type	Price
Level of Sponsorship		
Unique Opportunities		
Exhibition Booth		
	Total	

Sponsorship cheques can be made payable to the National Trust for Canada and sent to:

National Trust for Canada
190 Bronson Ave
Ottawa ON
K1R 6H4

Tel: 613-237-1066 ext. 234
kparker@nationaltrustcanada.ca





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