

# SPONSORSHIP OPPORTUNITIES



## National Trust Conference 2022

with the Canadian Association of Heritage Professionals (CAHP) and  
the Indigenous Heritage Circle (IHC)

October 20 - October 22, 2022 • Toronto, Ontario

The Chelsea Hotel Toronto



National Trust  
for Canada



CAHP | ACECP



[nationaltrustconference.ca](https://nationaltrustconference.ca)



# 2022 CONFERENCE



## Join your peers and meet new clients in Toronto at National Trust Conference 2022.

The National Trust Conference, presented with the Canadian Association of Heritage Professionals (CAHP) and the Indigenous Heritage Circle (IHC), 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.

### What can you expect as a Sponsor?

**500+**  
attendees

**20k+ monthly**  
social media reach

**Visibility:** The National Trust Conference is the place to be seen among heritage leaders. We offer exceptional opportunities for you to profile your company and showcase your projects, products and services.

**Audience:** Participants will come from a wide range of backgrounds: architects, conservators, site operators, engineers, contractors, developers, planners, academics, students, and government representatives. Everyone shares a commitment to saving, preserving, and renewing heritage places and landscapes for our collective future.

**Opportunity:** Designed to maximize your time and investment, the 2022 National Trust Conference allows for valuable interaction with participants, professionals, and industry leaders. A return to an in-person event means face-to-face connections in the Exhibit Hall and at the various social events designed to put you in contact with Canada's heritage leaders!

**Kevin Parker**

613-237-1066 Ext. 234

[kparker@nationaltrustcanada.ca](mailto:kparker@nationaltrustcanada.ca)

We'll see you this Fall!

**Chris Wiebe**

613-237-1066 Ext. 227

[cwiebe@nationaltrustcanada.ca](mailto:cwiebe@nationaltrustcanada.ca)

## ATTENDEE PROFILE

**32%**

Heritage Professionals,  
Industry, Practitioners

**26%**

Government Officials  
(Federal, Provincial,  
Territorial, Municipal)

**29%**

Heritage Organizations,  
Committees, Volunteers



# SPONSORSHIP OPPORTUNITIES



*Premier* <sup>NEW</sup>  
**SPONSOR**

**\$15,000  
AND ABOVE**

**Only 3  
Available**



## Visibility

- Logo and link on sponsor page on conference site
- Logo on sponsor section of home page of the conference site
- Logo on introduction slides before all sessions at the conference
- Logo featured on all on-site signage
- Link & Logo on all conference communications – National Trust & CAHP
- Logo & messaging included in branded announcements during the event — push notifications sent through mobile site
- Banner advertisement on the conference website & NT website
- Banner advertisement included in one National Trust email newsletter and in membership digital magazine
- Your company's promo video on conference website home page — plays on a continuous loop
- Your company's promo video to play before the keynote and plenary sessions at the conference
- One (1) health break sponsor – your company's logo and name listed on the website, app and on site as the sponsor for one of the 4 conference health breaks



## Networking

- Deluxe Double Booth in the Exhibit Hall
  - 16 x 8 foot booth with black drape and electrical hookup
  - Two (2) 6-foot tables
  - Prime Location
- 8 full conference registrations — access to full event
- 2 exhibit booth representatives — access to the Exhibit Hall

*See further details about Exhibit Hall below*

### Plus:

- Opportunity to address delegates from the podium during a plenary session
- Verbal appreciation of your organization's sponsorship announced at opening keynote and all plenary sessions
- Invitation to exclusive sponsor appreciation event



## Marketing & Engagement

- Social Media Posts acknowledging your company from the National Trust and CAHP
- Lead Retrieval – Detailed metrics and contact information about our delegates sent to your company
- Participate in exhibitor gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize
- One (1) year corporate membership with the National Trust for Canada

# SPONSORSHIP OPPORTUNITIES



## Platinum SPONSOR

\$10,000



### Visibility

- Logo and link on sponsor page on conference site
- Logo on sponsor section of home page of the conference site
- Logo on introduction slides before all sessions at the conference
- Logo featured on all on-site signage
- Link & Logo on all conference communications – National Trust & CAHP
- Banner advertisement included in one National Trust email newsletter
- Logo & messaging included in branded announcements during the event — push notifications sent through mobile site



### Networking

- Premium Booth in the Exhibit Hall
  - 8 x 8 foot booth with black drape and electrical hookup
  - One (1) 6-foot table
  - Prime Location
- 4 full conference registrations — access to full event
- 2 exhibit booth representatives — access to the Exhibit Hall

*See further details about Exhibit Hall below*

#### Plus:

- Opportunity to address delegates from the podium during a concurrent session
- Verbal appreciation of your organization's sponsorship announced at opening keynote and all plenary sessions
- Invitation to exclusive sponsor appreciation event



### Marketing & Engagement

- Social Media Posts acknowledging your company from the National Trust and CAHP
- Lead Retrieval – Detailed metrics and contact information about our delegates sent to your company
- Participate in exhibitor gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize



# SPONSORSHIP OPPORTUNITIES



*Gold*  
**SPONSOR**

**\$5,000**



## Visibility

- Logo and link on sponsor page on conference site
- Logo on sponsor section of home page of the conference site
- Logo on introduction slides before all sessions at the conference
- Logo featured on all on-site signage
- Link & Logo on all conference communications – National Trust & CAHP



## Networking

- Exhibit Booth in the Exhibit Hall
  - 8 x 8 foot booth with black drape and electrical hookup
  - One (1) 6-foot table
- 3 full conference registrations — access to full event
- 2 exhibit booth representatives — access to the Exhibit Hall

*See further details about Exhibit Hall below*

### Plus:

- Verbal appreciation of your organization's sponsorship announced at one plenary session
- Invitation to exclusive sponsor appreciation event



## Marketing & Engagement

- Social Media Posts acknowledging your company from the National Trust and CAHP
- Participate in exhibitor gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize

# SPONSORSHIP OPPORTUNITIES



*Silver*  
**SPONSOR**

**\$2,500**



## Visibility

- Logo and link on sponsor page on conference site
- Logo on introduction slides before all sessions at the conference
- Logo featured on all on-site signage at the conference
- Link & Logo on all conference communications – National Trust & CAHP



## Networking

- 2 full conference registrations – access to the entire event
- Invitation to exclusive sponsor appreciation event
- Ability to add on an exhibitor booth:
  - Exhibit Booth - \$1200
  - This includes face-to-face time with over 500 delegates at the sponsor opening reception and all health breaks and lunches on Friday and Saturday in the exhibit hall and registration for 2 exhibit hall representatives –access to the exhibit booth and Exhibit Hall

*See further details about Exhibit Hall below*



## Marketing & Engagement

- Social Media Posts acknowledging your company from the National Trust and CAHP

# SPONSORSHIP OPPORTUNITIES



## Bronze SPONSOR

\$1,200



### Visibility

- Logo and link on sponsor page on conference site
- Logo on introduction slides before all sessions at the conference
- Logo featured on all on-site signage at the conference



### Networking

- 1 full conference registration – access to the entire event
- Invitation to exclusive sponsor appreciation event
- Ability to add on an exhibitor booth:
  - Exhibit Booth - \$2,000
  - This includes face-to-face time with over 500 delegates at the sponsor opening reception and all health breaks and lunches on Friday and Saturday in the exhibit hall and registration for 2 exhibit hall representatives –access to the exhibit booth and Exhibit Hall

*See further details about Exhibit Hall below*



### Marketing & Engagement

- Social Media Posts acknowledging your company from the National Trust and CAHP

## Friend

\$500



### Visibility

- Name & link on sponsor page of conference website



### Networking

- Invitation to exclusive sponsor appreciation event

# EXHIBITOR OPPORTUNITIES

## Availability

- Exhibitor booths are included with Premier, Platinum, & Gold sponsorship but are available as an add-on to a Silver & Bronze sponsorship

## Exhibitors Receive

- Exhibitor booths are included with Premier, Platinum, & Gold sponsorship but are available as an add-on to a Silver & Bronze sponsorship
- 8 x 8 foot booth with 8-foot high back and 3-foot high side drapes
- 6-foot draped table, two chairs
- Your company name posted and linked on the conference website
- Listing in the online conference program, including contact information and short description of your products or services
- Listing on Exhibit Hall floor map
- Ability to participate in the scavenger hunt – delegates encouraged to visit your booth in order to win a prize

*Please note Premier Sponsors receive a deluxe double booth - 16 x 8 foot booth with two tables*

## Exhibit Hall Hours

- Thursday Night Sponsor Appreciation Event: 5:00 – 6:00pm
- Thursday Night Conference Opening Reception with Sponsors: 6:00 – 8:00pm
- All day Friday and Saturday: 7:30am – 4:30pm

## Add-On Price

- Silver Sponsorship - \$1200
- Bronze Sponsorship - \$2000





# SUMMARY OF BENEFITS



	Premier \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,200
<b>Visibility</b>					
Logo and link on sponsor page on conference site	●	●	●	●	●
Logo on sponsor section of home page of the conference site	●	●	●		
Logo on introduction slides before all sessions at the conference	●	●	●	●	●
Logo featured on all on-site signage	●	●	●	●	●
Link & Logo on all conference communications	●	●	●	●	
Logo & messaging included in branded announcements during the event	●	●			
Banner advertisement on the conference website & NT website	●				
Advertisement included in one National Trust newsletter and in digital magazine	Newsletter & Locale	Newsletter			
Your company's promo video on conference website home page	●				
Your Company's promo video to play before sessions	●				
One (1) sponsored health break promoting your company	●				
<b>Networking</b>					
Exhibit Booth	Deluxe	Premium	Standard	Add-On - \$1,200	Add-On - \$2,000
Exhibit Booth Location	Prime	Prime	Standard		
Conference Registration(s)	8	4	3	2	1
Opportunity to address delegates from the podium during a session	Plenary Session	Concurrent Session			
Verbal appreciation of your organization's sponsorship announced during conference	Keynote & Plenaries	Keynote & Plenaries	1 Plenary Session		
Invitation to Sponsor Appreciation Cocktail Event	●	●	●	●	●
<b>Marketing &amp; Engagement</b>					
Social Media Posts acknowledging your company from the National Trust and CAHP	●	●	●	●	●
Lead Retrieval – Detailed metrics and contact information about delegates	●	●			
Participation in exhibitor gamification — scavenger hunt	●	●	●		
One (1) year corporate membership with the National Trust for Canada	●				

# UNIQUE OPPORTUNITIES

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



Brand the Lanyard  
\$4,000 (1 available)



Health Break Sponsor (includes opportunity to display corporate banner)  
\$1,500 (4 available)



Brand the Headsets Station (Interpretation)  
\$3,000 (1 available, corporate banner provided by sponsor)



Breakfast Sponsor (includes opportunity to display corporate banner)  
\$2,000 (2 available)



Brand the Cell Phone Charging Station  
\$4,000 (1 available, corporate banner provided by sponsor)



Lunch Sponsor (includes opportunity to display corporate banner)  
\$3,000 (2 available)



Banner Displayed Prominently on-site  
\$1500 (4 available, corporate banner provided by sponsor)



Exclusive Closing Celebration Sponsor at the Urbanspace Gallery. Includes on-site promotion.  
\$5,000 (1 available)



Brand the Pens and/or Notepads (placed on all tables at all sessions)  
\$2,500 (1 available, product provided by sponsor)



Plenary Session Sponsor (includes opportunity to display corporate banner)  
\$3,000 (2 available)



Concurrent Session Sponsor (includes opportunity to display corporate banner)  
\$1,500



Ad on conference website  
\$1,500



Keynote Sponsor (includes opportunity to display corporate banner)  
\$5,000 (1 available)



Gamification Prize Sponsor (Exhibit Hall Scavenger Hunt where delegates participate to win prizes from the National Trust)  
\$3,000 (1 available)



Relaxation Room Sponsor (includes opportunity to display corporate banner)  
\$3,500 (1 available)

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](mailto:kparker@nationaltrustcanada.ca) or 613-237-1066 ext. 234.

# THANK YOU TO OUR 2021 SPONSORS

## PLATINUM SPONSORS



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Canada

## GOLD SPONSORS

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Engineers

## UNIQUE OPPORTUNITY SPONSORS



ROBERTSON MARTIN  
ARCHITECTS





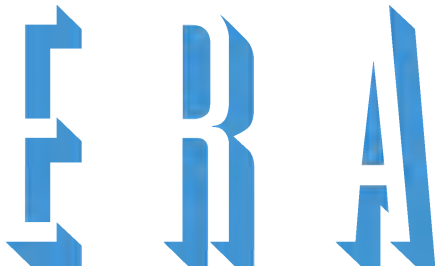
# THANK YOU TO OUR 2021 SPONSORS

## SILVER SPONSORS

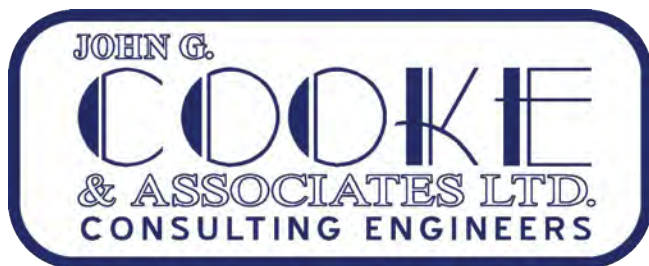


ARCHITECTURE

49



ICONOPLAST  
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TAYLOR HAZELL  
ARCHITECTS



# THANK YOU TO OUR 2021 SPONSORS

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ROBERTSON MARTIN  
ARCHITECTS

# CONFERENCE SPONSOR REQUEST FORM

## National Trust Conference 2022

October 20-22, 2022 • Toronto, ON

The Chelsea Hotel

Organization/Firm: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please indicate the level of sponsorship you are interested in:

- |   |   |  |
|---|---|--|
| <input type="radio"/> Premier Sponsor (\$15,000+) | <input type="radio"/> Platinum Sponsor (\$10,000) | <input type="radio"/> Gold Sponsor (\$5,000) |
| <input type="radio"/> Silver Sponsor (\$2,500)    | <input type="radio"/> Bronze Sponsor (\$1,200)    | <input type="radio"/> Friend (\$500)         |

Please indicate **if you are adding an exhibit booth package**:

- ☐ Silver Sponsorship Add-On (\$1,200)  
☐ Bronze Sponsorship Add-On (\$2,000)

Please indicate which unique sponsorships you are interested in:

- |   |   |
|---|---|
| <input type="radio"/> Brand the Lanyard (Exclusive) (\$4,000)                 | <input type="radio"/> Breakfast Sponsor (2 Available) (\$2,000)       |
| <input type="radio"/> Brand the Headset Station (Exclusive) (\$3,000)         | <input type="radio"/> Lunch Sponsor (2 Available) (\$3,000)           |
| <input type="radio"/> Brand the Mobile Charging Station (Exclusive) (\$4,000) | <input type="radio"/> Closing Party Sponsor (Exclusive) (\$5,000)     |
| <input type="radio"/> On-site Banner Displayed (4 Available) (\$1,500)        | <input type="radio"/> Plenary Session Sponsor (2 Available) (\$3,000) |
| <input type="radio"/> Brand the Pens & Notepads (Exclusive) (\$2,500)         | <input type="radio"/> Concurrent Session Sponsor (\$1,500)            |
| <input type="radio"/> Ad on Conference Website (\$1,500)                      | <input type="radio"/> Keynote Session Sponsor (Exclusive) (\$5,000)   |
| <input type="radio"/> Gamification Prize Sponsor (Exclusive) (\$3,000)        | <input type="radio"/> Relaxation Room Sponsor (\$3,500)               |
| <input type="radio"/> Coffee Break Sponsor (4 Available) (\$1,500)            |   |

	Sponsorship Item	Price
Sponsorship Level		
Exhibit Booth Add-On		
Unique Opportunities		
	Total	

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

National Trust for Canada  
Attn: Conference Sponsorship  
190 Bronson Ave.  
Ottawa ON K1R 6H4

To pay by credit card, please contact:

Kevin Parker  
613-237-1066 ext. 234  
[kparker@nationaltrustcanada.ca](mailto:kparker@nationaltrustcanada.ca)





# National Trust Conference 2022

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