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# SPONSORSHIP OPPORTUNITIES

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## National Trust 50<sup>th</sup> Anniversary Conference 2023

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

October 26-28, 2023 • Ottawa, Ontario  
Fairmont Château Laurier



National Trust  
for Canada



CAHP | ACECP



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

# NATIONAL TRUST CONFERENCE 2023



## Join your peers and meet new clients in Ottawa at the National Trust Conference 2023 (with CAHP and IHC)

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 heritage places – from urban and rural buildings to districts, downtowns, and landscapes.

### Why sponsor the National Trust Conference?

**500+**  
Live Attendees

**up to 200**  
Virtual Attendees

**19,700+**  
Newsletter Audience  
(Organizations and Individuals)

**30,000+**  
Social Media Reach

### What can you expect as a Sponsor?

**Visibility and Value:** The National Trust Conference is the premier annual event for Canada's heritage conservation leaders. We offer exceptional value for you to profile your organization and showcase your products.

**Impact and Benefits:** Network with key decision-makers, professionals (established and emerging), practitioners, and government officials from across Canada in person and online. Expand your exposure in a dynamic and professional environment with potential clients through face-to-face connections in the Exhibit Hall or at various social events designed to put you in contact with Canada's heritage leaders. Raise your brand awareness with recognition in collateral materials, including the website, program guide, social media platforms, and conference signage. Achieve your goals with customizable sponsorship packages.

#### LAND ACKNOWLEDGEMENT

*We respectfully acknowledge that the place on which we are gathering is known to us now as Ottawa, which is the traditional unceded territory of the Algonquin Anishinabe people.*

### ATTENDEE PROFILE

**32%**

Heritage  
Professionals,  
Architects,  
Engineers

**12%**

Government  
(Federal,  
Provincial,  
Municipal)

**29%**

Heritage Sites,  
Organizations,  
Committees,  
Volunteers

**10%**

Municipal  
Planners

**11%**

University/  
College –  
Academics  
and Students

**8%**

Conservation  
Industry,  
Services and  
Products

# SPONSORSHIP OPPORTUNITIES



*Premier*  
**SPONSOR**

**\$15,000  
AND ABOVE**

*Only 3 Available*

**SOLD**



## 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 & National Trust website
- Banner advertisement included in one National Trust email newsletter and in membership digital magazine
- Your organization's promo video on conference website home page — plays on a continuous loop
- Your organization's promo video to play before the keynote and plenary sessions at the conference
- One (1) health break sponsor – your organization's logo and name listed on the website, app and on site as the sponsor for one of the four 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
- Eight (8) full conference registrations — access to full event
- Two (2) exhibit booth representatives — access to the Exhibit Hall

### 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

*See further details about Exhibit Hall on page 10.*



## Marketing & Engagement

- Social Media Posts acknowledging your organization from the National Trust and CAHP
- Lead Retrieval – Detailed metrics and contact information about our delegates sent to your organization
- Participate in exhibitor gamification — scavenger hunt where attendees are encouraged to visit your booth in order to win a prize
- One (1) year organizational 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
- Five (5) full conference registrations — access to full event
- Two (2) exhibit booth representatives — access to the Exhibit Hall

### 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

*See further details about Exhibit Hall on page 10.*



## Marketing & Engagement

- Social Media Posts acknowledging your organization from the National Trust and CAHP
- Lead Retrieval – Detailed metrics and contact information about our delegates sent to your organization
- 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
- Three (3) full conference registrations — access to full event
- Two (2) exhibit booth representatives — access to the Exhibit Hall

### Plus

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

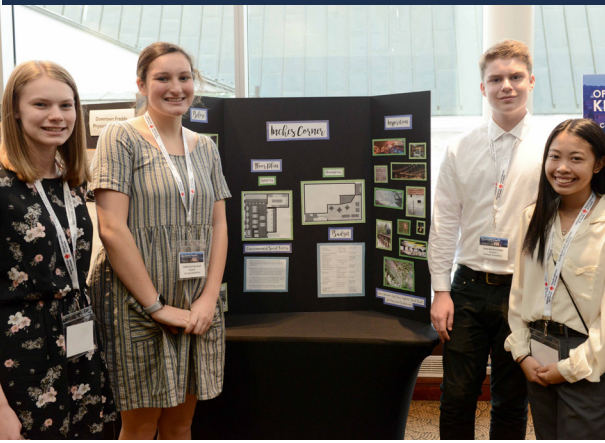
*See further details about Exhibit Hall on page 10.*



## Marketing & Engagement

- Social Media Posts acknowledging your organization 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
- Link & Logo on all conference communications – National Trust & CAHP



## Networking

- Two (2) full conference registrations — access to full event
- Invitation to exclusive sponsor appreciation event



## Marketing & Engagement

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

## ADD-ON OPPORTUNITY



### Exhibitor Booth (\$1,200)

#### 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
- Registration for two (2) exhibit hall representatives — access to the exhibit booth and Exhibit Hall

*See further details about Exhibitors on page 10.*

# 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



### Networking

- One (1) full conference registration — access to full event
- Invitation to exclusive sponsor appreciation event



### Marketing & Engagement

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

## ADD-ON OPPORTUNITY



### Exhibitor Booth (\$2,000)

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
- Registration for two (2) exhibit hall representatives — access to the exhibit booth and Exhibit Hall

*See further details about Exhibitors on page 10.*



## Friend

\$500



### Visibility

- Name and link on sponsor page on conference site



### Networking

- Invitation to exclusive sponsor appreciation event

# CUSTOM OPPORTUNITIES

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



## NETWORKING OPPORTUNITIES

### Health Break Sponsor

Includes opportunity to display organization's banner.

**\$1,500**  
(4 available)

### Breakfast Sponsor

Includes opportunity to display organization's banner.

**\$2,000**  
(2 available)

### Lunch Sponsor

Includes opportunity to display organization's banner.

**\$3,000**  
(2 available)

### Closing Celebration Sponsor

Includes onsite promotion.

**\$3,000**  
(Exclusive)

### Gamification Prize Sponsor

Exhibit Hall Scavenger Hunt where delegates participate to win prizes.

**\$3,000**  
(Exclusive)



## BRANDING OPPORTUNITIES

### Keynote Sponsor

Includes opportunity to display organization's banner (banner provided by sponsor).

**\$5,000**  
(Exclusive)

### Plenary Session Sponsor

Includes opportunity to display organization's banner.

**\$3,000**  
(2 available)

### Concurrent Session Sponsor

Includes opportunity to display organization's banner.

**\$1,500**  
(multiple available)

### Banner Display

Organization's banner displayed prominently onsite (banner provided by sponsor).

**\$1,500**  
(4 available)

### Brand the Lanyard

**\$4,000**  
(Exclusive)

### Ad on Conference Website

**\$1,500**  
(multiple available)

# CUSTOM OPPORTUNITIES



## COMMUNITY BUILDING OPPORTUNITIES



### Emerging Professional Event Sponsor

Be a part of the future! Get in front of young and emerging professionals in the heritage conservation field. Host a special night or event for newer professionals and experts and be front and centre in supporting new and emerging trends in our field.

**\$5,000**  
(Exclusive)

### National Conference Streaming Sponsor

Meet Canadian conference goers online. Title sponsorship for the online conference offering, in front of a coast-to-coast-to-coast audience.

**\$5,000**  
(2 available)

### National Access Sponsor

Facilitate attendance for those across the country who will not be able to come to the in-person conference otherwise.

**\$5,000**  
(2 available)

### Photo Booth Sponsor

Create lasting memories as the exclusive photo booth sponsor.

**\$2,500**  
(Exclusive)



## Want to propose something you don't see listed here?

We would be happy to discuss your organization's marketing goals and customize a sponsorship that is right for you.

Contact Chris Wiebe at [cwiebe@nationaltrustcanada.ca](mailto:cwiebe@nationaltrustcanada.ca)  
or 1-866-964-1066 ext. 227.

# 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

- 8 x 8 foot booth with 8-foot high back and 3-foot high side drapes
- 6-foot draped table, two chairs
- Your organization 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 Exhibit Hall 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: 4:00 – 5:00pm
- Thursday Night Conference Opening Reception with Sponsors: 5:00 – 7:00pm
- All day Friday and Saturday: 7:30am – 4:30pm

## Add-On Price

- Silver Sponsorship - \$1,200
- Bronze Sponsorship - \$2,000



# SUMMARY OF BENEFITS

**SOLD**

	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 & National Trust website	•				
Advertisement included in one National Trust newsletter and in digital magazine ( <i>Locale</i> )	Newsletter & Locale	Newsletter			
Your organization's promo video on conference website home page	•				
Your organization's promo video to play before sessions	•				
One (1) sponsored health break promoting your organization	•				
<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	5	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 organization from the National Trust and CAHP	•	•	•	•	•
Lead Retrieval – Detailed metrics and contact information about delegates	•	•			
Participation in exhibitor gamification — Exhibit Hall Scavenger Hunt	•	•	•		
One (1) year organizational membership with the National Trust for Canada	•				

# THANK YOU TO OUR 2022 SPONSORS

## PREMIER SPONSORS



Parks  
Canada

Parcs  
Canada



## PLATINUM SPONSOR



CAHP | ACECP

## FUNDERS & CONTRIBUTING ORGANIZATIONS



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,



CANADIAN  
COMMISSION  
FOR UNESCO

COMMISSION  
CANADIENNE  
POUR L'UNESCO

INSPIRIT  
FOUNDATION



FONDATION  
INSPIRIT

# THANK YOU TO OUR 2022 SPONSORS

## GOLD SPONSORS



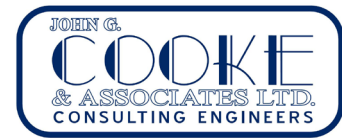
## UNIQUE SPONSORS

Ottawa's finest heritage rentals



# THANK YOU TO OUR 2022 SPONSORS

## SILVER SPONSORS



Engineers



THA Architecture, Conservation & Strategic Planning

# THANK YOU TO OUR 2022 SPONSORS

## BRONZE SPONSORS



larkin architect limited



## FRIENDS

DTAH

McCabe Promotional

# CONFERENCE SPONSORSHIP REQUEST FORM

## National Trust Conference 2023

with Canadian Association of Heritage Professionals (CAHP) and Indigenous Heritage Circle (IHC)  
October 26-28, 2023 • Ottawa, ON • Fairmont Château Laurier

Organization/Firm: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Social Media Handles (optional): \_\_\_\_\_

### Sponsorship Level



- ☒ Premier Sponsor (\$15,000+) ☐ Platinum Sponsor (\$10,000) ☐ Gold Sponsor (\$5,000)  
☐ Silver Sponsor (\$2,500) ☐ Bronze Sponsor (\$1,200) ☐ Friend (\$500)

### Exhibit Booth Package Add-On

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

### Unique Sponsorship Opportunities

#### Networking

- ☐ Health Break Sponsor (4 Available) (\$1,500)  
☐ Breakfast Sponsor (2 Available) (\$2,000)  
☐ Lunch Sponsor (2 Available) (\$3,000)  
☐ Closing Party Sponsor (Exclusive) (\$3,000)  
☐ Gamification Prize Sponsor (Exclusive) (\$3,000)

#### Community Building

- ☐ Emerging Professional Event Sponsor (Exclusive) (\$5,000)  
☐ National Conference Streaming Sponsor (2 available) (\$5,000)  
☐ National Access Sponsor (2 available) (\$5,000)  
☐ Photo Booth Sponsor (Exclusive) (\$2,500)

#### Branding

- ☐ Keynote Session Sponsor (Exclusive) (\$5,000)  
☐ Plenary Session Sponsor (2 Available) (\$3,000)  
☐ Concurrent Session Sponsor (\$1,500)  
☐ Banner Display (4 Available) (\$1,500)  
☐ Brand the Lanyard (Exclusive) (\$4,000)  
☐ Ad on Conference Website (\$1,500)

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

Please make cheques payable to the  
National Trust for Canada and send to:

National Trust for Canada  
Attn. Conference Sponsorship  
190 Bronson Avenue  
Ottawa, ON K1R 6H4

To pay by credit card or EFT (electronic funds  
transfer), please contact:

Audrey Morrison-Daly, CFO  
613-237-1066 ext. 232  
[adaly@nationaltrustcanada.ca](mailto:adaly@nationaltrustcanada.ca)





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## National Trust Conference 2023

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

National Trust for Canada  
190 Bronson Avenue  
Ottawa, ON K1R 6H4

*We respectfully acknowledge that the place on which we are  
gathering is known to us now as Ottawa, which is the traditional  
unceded territory of the Algonquin Anishinabe people.*

Telephone: 613-237-1066  
Toll-free in Canada: 1-866-964-1066  
Fax: 613-237-5987  
[info@nationaltrustcanada.ca](mailto:info@nationaltrustcanada.ca)

**[nationaltrustcanada.ca](http://nationaltrustcanada.ca)**