

Sponsorship Opportunities

Heritage **NOW!**

National Trust Conference 2025

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

October 23 - 25, 2025

Halifax, Nova Scotia

Halifax Convention Centre



National Trust
for Canada



CAHP | ACECP





Heritage Now

Join your peers and meet new clients at Canada's largest Heritage Conservation event

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.

Heritage NOW, this year's conference theme will explore the urgent and evolving role of heritage conservation in today's world. Set in **Halifax a city rich in cultural heritage and maritime history**, themes for the conference are Heritage Practice in the Marketplace, the Power of Place & Story, Climate Adaptation and Strengthening the Heritage Sector.

We can't wait to welcome you to Halifax, Nova Scotia!

Halifax, Nova Scotia is rich in heritage and today the major economic hub of Atlantic Canada. Steeped in maritime history, it is an important place that tells Canada's diverse stories — the Mi'kmaq call Halifax "Kjipuktuk", which means "Great Harbour".

The Downtown waterfront hums with life — its 3 km Harbourwalk is lined with shops, restaurants and historic sites. Halifax has something for everyone, great food, culture and unique experiences with heritage. This year's Annual Conference takes place at the Halifax Convention Centre, in the heart of Halifax's storied waterfront, with accommodation conveniently located nearby at the Prince George Hotel.

We can't wait to see you!





Heritage Now

Why Sponsor?

- **Unmatched Visibility:** Position your brand at the forefront of Canada's largest heritage conservation event, reaching key decision-makers, senior professionals, government officials, and community leaders shaping the future of heritage.
- **High-Value Networking:** Build meaningful connections with 500+ in-person and up to 100 virtual attendees, including senior-level professionals and managers. Engage with emerging professionals and students — prospective members of your future workforce..
- **Enhanced Brand Awareness:** Stand out through event signage, marketing materials, digital platforms, and the print copy of the conference agenda, ensuring your brand is seen by a highly engaged audience.
- **Support Heritage Conservation:** Align your organization with Canada's top heritage conservation initiatives and demonstrate your commitment to preserving historic places.

Sponsoring the National Trust Conference 2025 is more than brand visibility — it's an opportunity to shape the conversation on heritage and sustainability while connecting with the industry's top players.

We respectfully acknowledge that the conference takes place in Kijipuktuk (Halifax), part of Mi'kma'ki, which since time immemorial, has been the unceded traditional territory and ancestral homelands of the Mi'kmaq Nation. This territory is covered by the [Covenant Chain of Treaties of Peace and Friendship](#) which the Mi'kmaw, Wolastoqey, and Peskotomuhkati Peoples signed between 1725 and 1779 with the British Crown. The treaties are living agreements that establish the rules for an ongoing Treaty relationship between nations. We pay respect to the historic and contemporary Indigenous peoples who have, over millennia, and through generations, passed down ways of being, knowing, and doing that are valued and respected.





Sponsorship Opportunities

Attendee Profile

32%

Heritage Professionals,
Architects, and
Engineers

28%

Heritage sites,
Organizations,
Committees,
Volunteers

13%

Government
Representatives
(Federal, Provincial,
Municipal)

10%

Municipal Planners

10%

University and college
academics and
students

7%

Conservation Industry
and Service Providers

Be seen. Be heard. Be part of the movement.

Amplify your message with a network of engaged professionals:



Social Media Reach:

30,000+

Heritage enthusiasts, professionals,
and decision-makers.



Newsletter Subscribers:

30,000+

Organizations and individuals who shape
the future of heritage conservation.



National Trust for Canada





	Premier \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,200
VISIBILITY					
Logo and link on sponsor page on conference website and printed program	•	•	•	•	•
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	•				
NETWORKING					
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	•	•	•	•	•
MARKETING & ENGAGEMENT					
Social Media Posts acknowledging your organization from the National Trust and CAHP	•	•	•	•	•
Participation in exhibitor gamification - Exhibit Hall Scavenger Hunt	•	•	•		
One (1) year organizational membership with the National Trust for Canada	•				





A la carte & Add-Ons

Donor's Event Sponsor (1x) \$5,000	Keynote Session Sponsor (1x) \$5,000	Field Sessions Workshops Sponsor (1x) \$5,000
Virtual Access Sponsor (1x) \$5,000	CAHP Workroom Sponsor (1x) \$5,000	Governors' Awards Sponsor (1x) \$4,000
Lanyard Sponsor (1x) \$4,000	Plenary Sponsor (1x) \$3,000	Lunch Sponsor (2x) \$3,000
Student/Emerging Professional Sponsor (3x) \$3,000	Closing Party Sponsor (1x) \$3,000	Exhibit Hall Gamification Prize Sponsor (1x) \$3,000
Concurrent Session Sponsor (6x) \$2,000	Breakfast Sponsor (2x) \$2,000	Health Break Sponsor (2x) \$1,500

Exhibitor Opportunities

Booth Includes: 8x8 booth, draped table, listing in conference program, ability to participate in the Exhibit Hall Scavenger Hunt — delegates encouraged to visit your booth in order to win a prize, etc.

- Included with Premier, Platinum & Gold Sponsorships
- Add for \$1,200 (Silver) or \$2,000 (Bronze)





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 Kirstin Evenden at kevenden@nationaltrustcanada.ca
or +1 613-237-1066

For more detailed information on sponsorship packages/benefits and to register your interest in sponsoring the conference, please visit the dedicated Conference Website at: nationaltrustconference.ca





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Image Reproductions:

Title page: The Citadel, Halifax. Source: Getty Images, Photo: Patrick Donovan
Page 2-5: National Trust for Canada Conferences. Source: National Trust for Canada
Page 6: Image of lighthouse, Halifax and the surrounding areas.
Back Cover: Northwest Arm, Halifax in Autumn.