

National Trust Conference 2026

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

October 22 - 24, 2026
Waterloo Region, Ontario
Crowne Plaza Kitchener-Waterloo by IHG

Heritage FUTURES

Sponsorship Opportunities

National Trust
for Canada  Fiducie nationale
du Canada



CAHP | ACECP
Canadian Association of Heritage Professionals
Association canadienne d'experts-conseils en patrimoine



IHC • CPA
Indigenous Heritage Circle
Cercle du patrimoine autochtone



Heritage Futures

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.

Set in the Waterloo Region — a layered landscape shaped by Indigenous stewardship, Mennonite settlement, industrial innovation, and a strong tradition of community-driven cultural life, this year's theme *Heritage Futures* will explore the very latest in heritage conservation technique, policy, philosophy, and practice.

We can't wait to welcome you to the Waterloo Region!

Ontario's Waterloo Region – encompassing the cities of Cambridge, Kitchener and Waterloo and Townships of North Dumfries, Wellesley, Wilmot, and Woolwich – is a region rich in heritage and culture and a leading centre of innovation in Canada. The Haudenosaunee and Anishinaabe have long known this place as part of the Haldimand Tract, a landscape defined by the Grand River and enduring relationships to land and water. Shaped by Indigenous stewardship and early Mennonite and German settlement, the region reflects deep agricultural roots alongside a strong tradition of industry, education, and community life.

Today, Waterloo Region features thriving cultural hubs, where historic streetscapes, adaptive reuse, festivals, and public spaces. It is also a dynamic education hub with two large research universities – Waterloo and Laurier – and Conestoga College. Waterloo Region offers something for everyone – great food, culture, and meaningful heritage experiences. We look forward to welcoming you to this distinctive and dynamic region.



Heritage Futures

Why Sponsor?

- **Unmatched Visibility:** Position your brand at the forefront of Canada's largest heritage conservation event, reaching key decision-makers, specifiers, senior professionals, government officials, and community leaders shaping heritage projects and the field.
- **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 2026 is more than brand visibility — it's an opportunity to shape the conversation on heritage practice and grow the sector while connecting with the industry's top players.

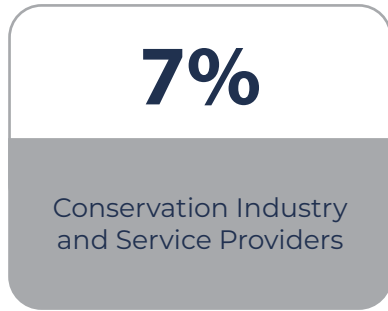
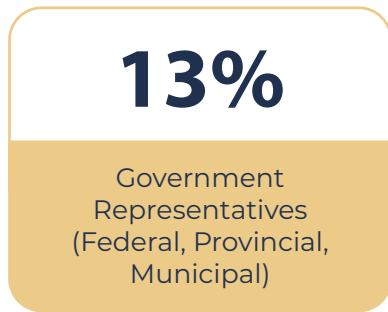
We respectfully acknowledge that the conference takes place on the traditional territory of the Attawandaron (Neutral), Anishinaabeg, and Haudenosaunee peoples, including the Treaty Lands and Territories of the Mississaugas of the Credit First Nation and the lands of the of the Six Nations of the Grand River. This land is part of the Dish with One Spoon Treaty between the Haudenosaunee and Anishnaabe Peoples and symbolizes the agreement to share, to protect our resources, and not to engage in conflict. The conference venue is also on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River. The National Trust is committed to using its annual conference to actively work toward reconciliation through engagement in research, learning, advocacy, and community building.





Sponsorship Opportunities

Attendee Profile



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.





	Premier \$15,000	Platinum \$10,000	Gold \$5,500	Silver \$3,000	Bronze \$1,500
VISIBILITY					
Logo and link on sponsor page on conference website and printed conference at a glance brochure	•	•	•	•	•
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: \$1,500	ADD-ON: \$2,500
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	•				

*Limited availability of exhibit booths for silver and bronze packages due to space constraints. Access will be on a first-come, first-served basis.



À la carte & Add-Ons

National Trust Donors' Event Sponsor (1x)

Sponsor an exclusive gathering that celebrates philanthropy and deepens relationships with supporters committed to protecting historic places across Canada.

\$5,000

National Trust Governors' Awards Sponsor (1x)

Align your organization with national excellence in heritage conservation by supporting the presentation of the Governor's Award.

\$5,000

Lunch Sponsor (2x)

Gain visibility during a high-traffic meal period that encourages networking and informal dialogue among attendees.

\$5,000

Closing Celebration Sponsor (1x)

Be part of a memorable closing event that celebrates shared learning, connections, and the future of heritage conservation in an informal but high energy setting.

\$5,000

Keynote Session Sponsor (1x)

Associate your brand with a flagship keynote address that inspires national dialogue on heritage, place, and sustainability.

\$5,000

Plenary Session Sponsor (1x)

Support a high-profile and high visibility plenary session that brings all delegates together in one room around critical sector-wide conversations.

\$5,000

Field Sessions Workshops Sponsor (1x)

Support immersive, place-based learning by sponsoring hands-on field sessions that connect delegates directly with historic sites, landscapes, and real-world conservation practice.

\$5,000

Virtual Access Sponsor (1x)

Expand the reach and accessibility of the conference by supporting high-quality streaming that connects heritage professionals from across Canada and beyond.

\$5,000

Lanyard Sponsor (1x)

Achieve continuous, high-visibility branding throughout the conference by placing your logo directly in the hands of every delegate.

\$5,000



À la carte & Add-Ons

Exhibit Hall Gamification Prize Sponsor (1x)

Enhance delegate engagement by sponsoring prizes that encourage interaction with exhibitors and partners.

\$3,500

Student/Emerging Professional Sponsor (3x)

Invest in the next generation of heritage leaders by helping students and emerging professionals access key learning and networking opportunities.

\$3,000

Breakfast Sponsor (2x)

Start the day on a positive note by sponsoring a high visibility networking breakfast that brings delegates together before sessions begin.

\$3,000

CAHP Workroom Sponsor (1x)

Support a collaborative full-day session bringing heritage professionals together on important issues. Gain visibility and foster this learning hub.

\$2,500

CAHP Soirée Sponsor (1x)

Support CAHP's biggest night of the year where we socialize, network, and celebrate the CAHP Award winners at our annual soirée

\$2,500

Health Break Sponsor (2x)

Support delegate wellbeing by sponsoring a mid-day refreshment break that keeps participants energized and engaged.

\$2,000

Concurrent Session Sponsor (6x)

Enable focused learning by supporting breakout sessions that explore practical tools, case studies, and emerging ideas

\$2,000

Exhibitor Opportunities

Booth Includes: 8x8 booth, draped table, listing in printed conference at a glance brochure, 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 \$1,500 (Silver) or \$2,500 (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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National Trust for Canada
190 Bronson Avenue
Ottawa, ON K1R 6H4

Telephone: 613-237-1066
Toll-free in Canada: 1-866-964-1066
info@nationaltrustcanada.ca

nationaltrustcanada.ca

Image Reproductions:

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Page 8: Adaptive Reuse in Action, Waterloo. Source: Waterloo Region Tourism
Back Cover: Woolwich, near Waterloo. Source: Waterloo Region Tourism