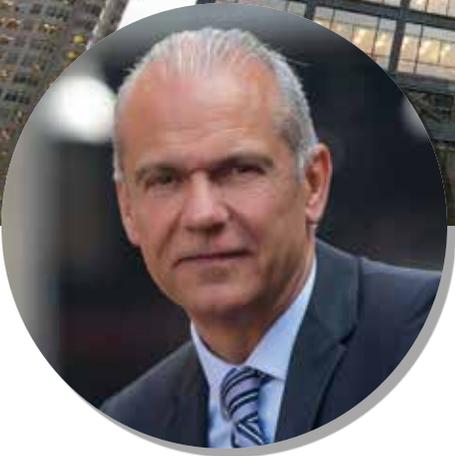




CaGBC National Sponsorship Prospectus 2017

Join us in making every
building greener.





Thomas Mueller,
President and CEO,
Canada Green Building Council

Toronto-Dominion Centre
LEED® Platinum

CaGBC

Building Change in Canada since 2002

The Canada Green Building Council is a mission-driven, national organization that has been working to advance green building and sustainable community development practices in Canada for over a decade.

REACH OVER 10,000 PEOPLE.

Together with our members, Chapters and wide industry network, the Council has made excellent inroads toward achieving our mission of reducing the environmental impact of the built environment.

As a sponsor of the CaGBC, you have the opportunity to directly connect with our national and Chapter members across the country.

When you become a sponsor, you'll be supporting our collective goal of making **Every Building Greener**, and the idea that one day every Canadian will have environmentally responsible, economically profitable and healthy places in which to live and work. You'll also be supporting our advocacy work, promoting green buildings as a strong and immediate solution to climate change.

Join us today, and together we'll be able to take even more significant steps toward creating long-term sustainable solutions for people and places across Canada.

Sponsorship opportunities:

THE CONFERENCE



EDUCATION AND CORPORATE ACTIVITIES



ONE OR MORE REGIONAL CHAPTERS



Demonstrating your support and commitment to the future of the green building industry in Canada has never been easier.

Become a Conference Sponsor or broaden your exposure and become a National Sponsor of the CaGBC by combining your Conference option

with one or more of the Corporate or Chapter options. Looking to sponsor a Chapter? Combine your Chapter sponsorship with Conference or

National options and you'll be getting additional benefits and recognition, giving you even more reach for the same investment.

How do you get started? It's simple.

- » Choose from our numerous sponsorship options to create the package that best suits your objectives and your budget.
- » Leverage the many opportunities available to you throughout the year.
- » Maximize your company's influence in the industry.

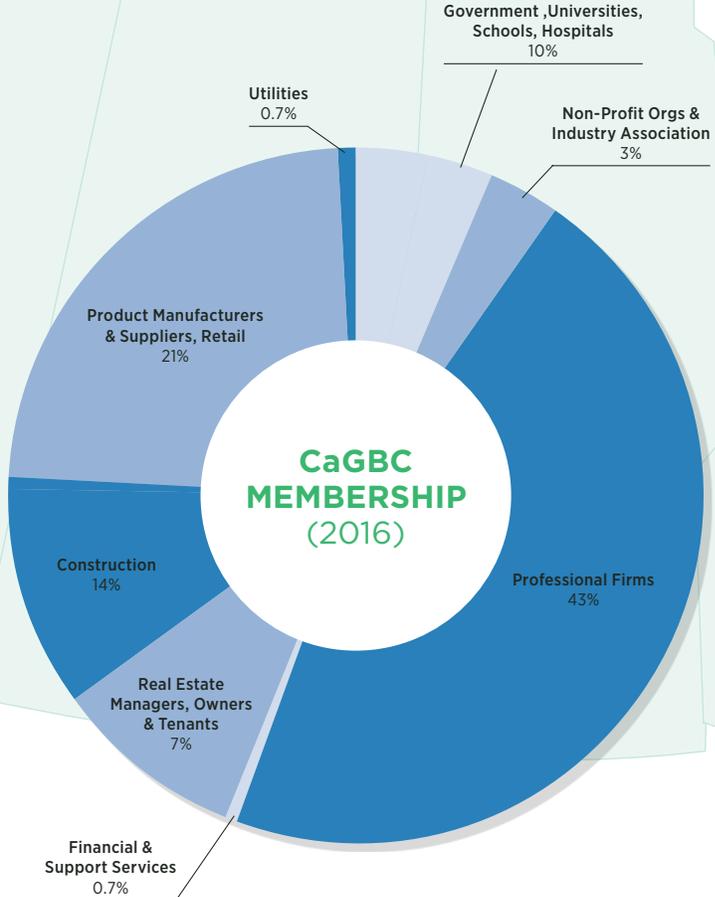
Who will you reach when you sponsor the CaGBC?

Sponsors of the CaGBC are aligning themselves with Canada's largest network of green building professionals. Over the past 14 years, our membership has mirrored Canada's diverse green building industry. What started as a handful of passionate individuals has developed into a large and powerful advocacy group of over 2,500 individual Chapter members and 1,200 national member companies plus their employees.

This is why we have created a sponsorship package that meets a wide range of budgets, scope and objectives. For those looking for national exposure or for others seeking an enhanced regional profile, there are several options to consider.

Whether through onsite participation at events, social media campaigns, electronic media, advertising and promotion opportunities or email outreach, this package allows you to leverage the CaGBC's national reach, regional expertise, and environmental commitment with our respected brand to help you reach your sustainability goals.

THESE ARE THE KEY DECISION MAKERS IN CANADA'S GREEN BUILDING INDUSTRY.



CaGBC Chapters

Your connection to local green builders across the country.

The CaGBC works closely with a network of regional Chapters across the country to extend the green building market transformation to diverse regions and communities from coast to coast. Our Chapters help deliver educational programming and play a key role in advancing the vision and mission of the CaGBC at the local level by engaging members and advocating local government for greener buildings, cities and neighbourhoods.

Choose one or more of our Chapter sponsorship options to hit your target markets, or combine this with Conference or Corporate options and earn new sponsorship benefits.



Building Lasting Change - CaGBC's annual conference and showcase

Each year, Building Lasting Change attracts delegates representing every aspect of the green building industry including; engineers, architects, designers, builders, property managers, real estate professionals and policy advisors.

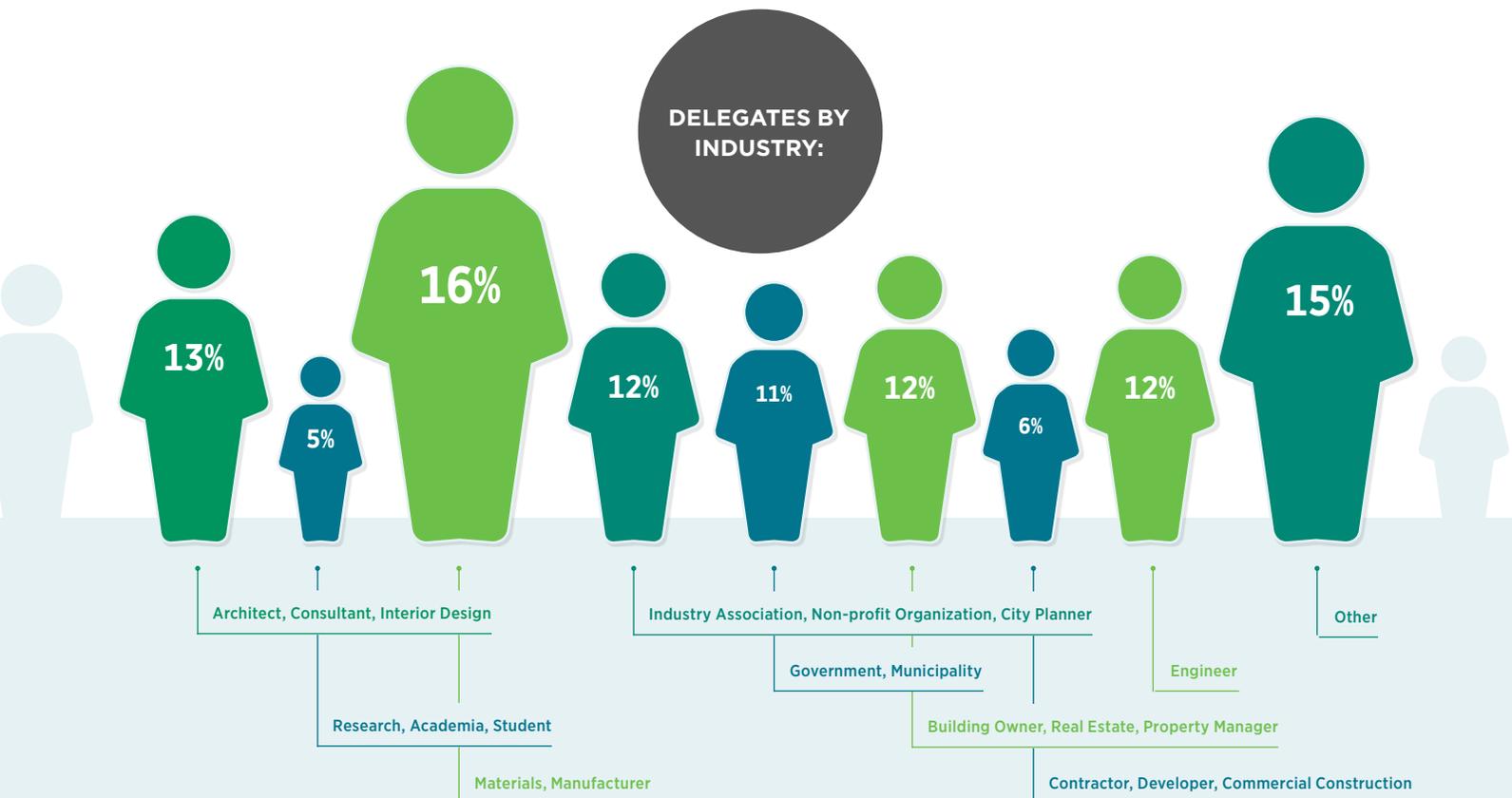
As a sponsor of the conference you will be presented with numerous opportunities to connect with the key decision makers within your target audience.

JOIN US IN VANCOUVER, MAY 30 TO JUNE 1, TO CONNECT WITH INDUSTRY LEADERS AND INNOVATORS TO MOVE THIS NATIONAL NETWORK AND OUR GROWING GLOBAL INFLUENCE FORWARD.

Why Sponsor the Conference?

- High visibility and **exposure**
- **Speaking** opportunities
- Enhanced **brand** recognition
- Formal and organic **b2b** programming
- **Networking** opportunities
- Access to next generation industry **leaders**
- **Connections** with Canada's green building industry professionals

See overall Conference options on page 9 of this guide, or request the full 2017 Conference Prospectus. Options can be combined to achieve your 2017 sponsorship goals.



National Sponsorship

Levels and Benefits

To qualify for National sponsorship benefits you simply need to choose at least one sponsor package from two of the three sponsorship areas: Conference, Corporate, or Chapter. Then, in addition to your specific package benefits, you are also entitled to the following National benefits depending on your total sponsorship value:

PLATINUM \$75,000

- » Logo and link in monthly CaGBC eNews in 2017
- » Logo and link on CaGBC homepage for 2017
- » Logo in CaGBC 2016 Annual Report
- » One joint (CaGBC and Sponsor) press release announcing the sponsorship
- » CaGBC social media promotion of the sponsorship
- » One 350-word eNews article to our members

GOLD \$50,000

- » Logo and link in monthly CaGBC eNews in 2017
- » Logo and link on CaGBC homepage for 2017
- » Logo in CaGBC 2016 Annual Report
- » One joint (CaGBC and Sponsor) press release announcing the sponsorship
- » CaGBC social media promotion of the sponsorship
- » One 150-word eNews article to our members

SILVER \$25,000

- » Logo and link in monthly CaGBC eNews in 2017
- » Logo and link on CaGBC homepage for 2017
- » Logo in CaGBC 2016 Annual Report
- » One joint (CaGBC and Sponsor) press release announcing the sponsorship
- » CaGBC social media promotion of the sponsorship

BRONZE \$15,000

- » Logo and link in monthly CaGBC eNews in 2017
- » Logo and link on CaGBC homepage for 2017
- » Logo in CaGBC 2016 Annual Report



Chapter Sponsorship

Sponsoring one or more CaGBC Chapters will bring you the targeted, local engagement your brand needs. Choose to support a specific event or a chapter for an entire year.

Annual options include:

- » Premier
- » Platinum
- » Gold
- » Silver
- » Bronze

Event options include:

- » Existing Buildings Summits
- » Regional Education Events
- » Regional Conferences
- » Networking Events
(Receptions, Awards, Gala etc.)



Corporate Sponsorship

We can create a sponsorship package to help you meet your goals through a variety of available opportunities.

Options include:

- » Green Building and Sustainability Research
- » Green Schools in Canada
- » Member Outreach (National or Chapter)
- » Education On-demand Courses
- » Educational Webinars



Conference Sponsorship

Reach a wide audience, including Canada's leading green building decision makers.

Options include:

- » Presenting Sponsor
- » Networking Events
- » International Program
- » Pre-conference Tours
- » Education Program
- » Keynote Presentations



For more information about becoming a National Sponsor of the CaGBC, please contact:

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President and CEO

Canada Green Building Council

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Customized Sponsorship Options

Every organization has unique goals for the audience they are trying to reach. We've done our best to provide you with a wealth of options, but can also combine a variety of options to best suit your investment requirements.

Let us know your goals and markets, so we can help you with customized options.

www.cagbc.org